



Performance



Accessibility



Best Practices



SEO



PWA



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100



METRICS

Expand view

● First Contentful Paint

0.6 s

● Total Blocking Time

0 ms

■ Speed Index

1.8 s

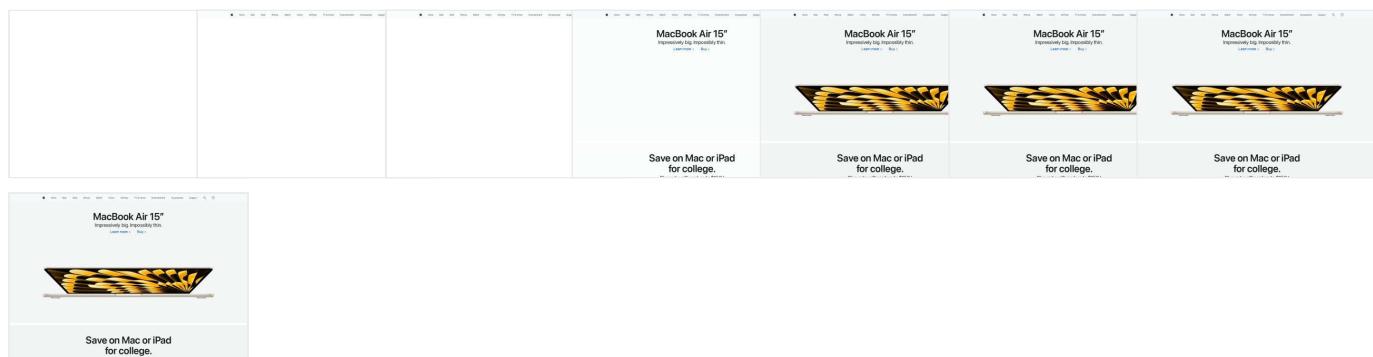
▲ Largest Contentful Paint

3.0 s

● Cumulative Layout Shift

0

[View Treemap](#)



Show audits relevant to: [All](#) [FCP](#) [LCP](#) [TBT](#) [CLS](#)

OPPORTUNITIES

Opportunity

Estimated Savings

⚠ Serve images in next-gen formats

0.88s ⌂

Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more about modern image formats.](#)

 Show 3rd-party resources (11)

URL	Resource Size	Potential Savings	
iTunes Content	1,590.9 KiB	916.5 KiB	
Stream now Thriller · The facts are never the whole story. 	229.1 KiB	119.5 KiB	
	...JJo1Kp84y.../980x551.jpg (is3- ssl.mzstatic.com)	161.2 KiB	93.3 KiB
Stream now Sci-Fi · The truth will surface. <a href="https://tv.apple.com /us/show/silo/umc.cmc.3yks gc857px0k0rqe5zd4jice? itscg=..." style="background-image:			

URL	Resource Size	Potential Savings
<pre>url("https://is2- ssl.mzstatic.com/image/thu mb/JdmLVQN99mI...");" data-analytics- title="stream now" data- rid-relay=" {"289":"its ct"}" data-analytics- exit-link="" data- analytics-activitymap- region-id="tv-plus- gallery-silo" data- original-tabindex="" tabindex="-1"> Stream now Mystery · Protect what you love. </pre>	...A_R7PS9DP.../980x551.jpg (is2- ssl.mzstatic.com)	162.5 KiB 93.0 KiB
<p>Stream now Action · Meeting that special someone can be a real adventure.</p> <pre><a href="https://tv.apple.com /us/movie/ghosted/umc.cmc. 6nodv9rf3ltfk2ar3pfc8hced? it..." style="background- image: url("https://is3- ssl.mzstatic.com/image/thu</pre>	...Ze8uZ-TWJ.../980x551.jpg (is3- ssl.mzstatic.com)	163.0 KiB 90.9 KiB

URL	Resource Size	Potential Savings
<pre>mb/Ze8uZ-TWJ2J...";" data-analytics- title="stream now" data- rid-relay=" {&quot;289&quot;:&quot;its ct&quot;} data-analytics- exit-link="" data- analytics-activitymap- region-id="tv-plus- gallery-ghosted" data- original-tabindex="" tabindex="-1"></pre>  <p>Stream now Animation · Friendship, imagination, and adventure!</p> <pre><a href="https://tv.apple.com /us/show/the-snoopy- show/umc.cmc.5iswprrvjjw6a b020a17x..."</pre> <p style="margin-left: 20px;">style="background-image: url(&quot;https://is1- ssl.mzstatic.com/image/thu mb/QZB0J5JE-kQ...&quot;);"</p> <pre>data-analytics- title="stream now" data- rid-relay=" {&quot;289&quot;:&quot;its ct&quot;} data-analytics- exit-link="" data- analytics-activitymap- region-id="tv-plus- gallery-the snoopy show" data-original-tabindex="" tabindex="-1"></pre>	...QZB0J5JE-.../980x551.jpg (is1-ssl.mzstatic.com)	142.5 KiB 86.6 KiB
<p>Stream now Comedy · Kindness makes a comeback.</p> <pre><a href="https://tv.apple.com /us/show/ted- lasso/umc.cmc.vtoh0mn0xn7t 3c643xqonfzy?it..."</pre>	...ageP1PYyL.../980x551.jpg (is3-ssl.mzstatic.com)	144.1 KiB 84.2 KiB

URL	Resource Size	Potential Savings
<pre "="" >="" ><="" <a="" analytics-activitymap-="" breakdown.="" breakthrough.="" comedy="" data-="" data-analytics-="" href="https://tv.apple.com /us/show/shrinking/umc.cmc .apzybj6eqf6pzccd97kev7bs? it..." now="" original-tabindex="" pre="" region-id="tv-plus- gallery-shrinking" rid-relay=" {&quot;289&quot;:&quot;its ct&quot;} data-analytics- exit-link=" stream="" style='background- image: url("https://is1- ssl.mzstatic.com/image/thumb/ ql-yBoKCFzt...");' tabindex="-1" title="stream now" ·=""> </pre>	...ql-yBoKCF.../980x551.jpg (is1-ssl.mzstatic.com)	124.1 KiB 75.4 KiB
<pre>Stream now Documentary · Unknown. Unexplained. Unbelievable. Until now. <a href="https://tv.apple.com /us/show/prehistoric- planet/umc.cmc.4lh4bmztauv kooqz40..." style="background-image: url("https://is2-</pre>	...divxDY27b.../980x551.jpg (is2-ssl.mzstatic.com)	125.5 KiB 72.3 KiB

URL	Resource Size	Potential Savings
<pre>ssl.mzstatic.com/image/thumb/divxDY27bQ0...";" data-analytics- title="stream now" data- rid-relay=" {&quot;289&quot;:&quot;its ct&quot;} data-analytics- exit-link="" data- analytics-activitymap- region-id="tv-plus- gallery-prehistoric planet" data-original- tabindex="" tabindex="-1"> Stream now Sci-Fi · Catch up before Season 2 premieres on July 14. </pre>	...ABzBSgCWu.../980x551.jpg (is3-ssl.mzstatic.com)	114.4 KiB 70.2 KiB
 <p>Stream now Drama · Raise your game.</p> <pre><a href="https://tv.apple.com /us/show/swagger/umc.cmc.6 3e208601mwndrxpmguc5stbo?"</pre>	...o-hWS10b7.../980x551.jpg (is5-ssl.mzstatic.com)	116.9 KiB 68.3 KiB

URL	Resource Size	Potential Savings
<pre>its..." style="background- image: url("https://is5- ssl.mzstatic.com/image/thu mb/o-hWS10b7ow...");" data-analytics- title="stream now" data- rid-relay=" {"289":"its ct"}" data-analytics- exit-link="" data- analytics-activitymap- region-id="tv-plus- gallery-swagger"></pre> <p>Stream now Comedy · Seth Rogen and Rose Byrne are old friends who reunite for ...</p> <pre></pre>	...CvNCk6LFQ.../980x551.jpg (is3-ssl.mzstatic.com)	107.7 KiB 62.8 KiB
Auto Link Maker Ad 1st Party	469.2 KiB	324.9 KiB
<p>Stream now Sports · Live MLB games every Friday.</p> <pre><a href="https://tv.apple.com /room/edt.item.62327df1- 6874-470e-98b2- a5bbeac509a2?it..." data- analytics-title="stream now" data-rid-relay="</pre>	...tv-plus- gallery/fnb__brvfy48gzs6_large.jpg (www.apple.com)	180.8 KiB 119.3 KiB

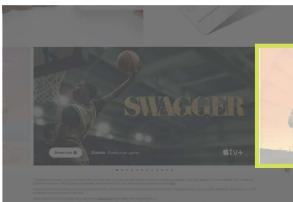
URL	Resource Size	Potential Savings
<pre>{&quot;289&quot;:&quot;its ct&quot;}" data-analytics- exit-link="" data- analytics-activitymap- region-id="tv-plus- gallery-friday night baseball" data-original- tabindex="" tabindex="-1"></pre>  <div> <div.mod >="" ><="" <figure="" <div.unit-="" class="unit-image unit-image-macbook-air-15- hero-macbook-air-15" content="" div="" div.unit-image-="" figure.unit-image="" ule-="" wrapper=""> </div.mod></div>	...macbook-air- 15/hero_macbook_air_15__x63n8tqcpo2u_l argetall.jpg (www.apple.com)	111.5 KiB 80.2 KiB
 <div> <div.mod >="" ><="" <figure="" <div.unit-="" class="unit-image unit-image-iphone-14-pro- hero-iphone14pro-spring" content="" div="" div.unit-image-="" figure.unit-image="" ule-="" wrapper=""> </div.mod></div>	...iphone-14- pro/hero_iphone14pro_spring__9xo85pm6s bmm_larget....jpg (www.apple.com)	108.9 KiB 77.8 KiB
 <div> <div.unit- >="" ><="" <figure="" <div.unit-="" class="unit-image unit-image-back-to-school- 2023-hero-bts2023- startframe" div="" div.animation-="" figure.unit-image="" image-="" wrapper=""> </div.unit-></div>	...back-to-school- 2023/hero_bts2023_startframe__f787lg06y 3ue_....jpg (www.apple.com)	67.9 KiB 47.7 KiB

Defer offscreen images

0.64s ▾

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. [Learn how to defer offscreen images.](#)

URL	Resource Size	Potential Savings
iTunes Content	1,283.8 KiB	1,283.8 KiB
Stream now Thriller · The facts are never the whole story. 	...JJo1Kp84y.../980x551.jpg (is3- ssl.mzstatic.com)	229.1 KiB 229.1 KiB
Stream now Mystery · Protect what you love. 	...A_R7PS9DP.../980x551.jpg (is2- ssl.mzstatic.com)	162.5 KiB 162.5 KiB

URL	Resource Size	Potential Savings
 <p>Stream now Sci-Fi · The truth will surface.</p> <pre></pre>	...JdmLVQN99.../980x551.jpg (is2-ssl.mzstatic.com)	161.2 KiB 161.2 KiB
 <p>Stream now Animation · Friendship, imagination, and adventure!</p> <pre></pre>	...QZB0J5JE-.../980x551.jpg (is1-ssl.mzstatic.com)	142.5 KiB 142.5 KiB

URL		Resource Size	Potential Savings
<pre>sct&quot;}" data- analytics-exit-link="" data-analytics- activitymap-region- id="tv-plus-gallery-the snoopy show" data- original-tabindex="" tabindex="-1"> Stream now Documentary · Unknown. Unexplained. Unbelievable. Until now. </pre>	...divxDY27b.../980x551.jpg (is2- ssl.mzstatic.com)	125.5 KiB	125.5 KiB
<pre>Stream now Comedy · Breakdown. Breakthrough. <a href="https://tv.apple.co m/us/show/shrinking/umc.c mc.apzybj6eqf6pzccd97kev7 bs?it..." style="background-image: url(&quot;https://is1- ssl.mzstatic.com/image/th umb/qL-yBoKCFzt..&quot;);" data-analytics- title="stream now" data- rid-relay=" {&quot;289&quot;:&quot;it</pre>	...qL-yBoKCF.../980x551.jpg (is1- ssl.mzstatic.com)	124.1 KiB	124.1 KiB

URL	Resource Size	Potential Savings
<pre>sct&quot;}" data- analytics-exit-link="" data-analytics- activitymap-region- id="tv-plus-gallery- shrinking" data-original- tabindex="" tabindex="-1">  <p>Stream now Drama · Raise your game.</p> </pre>	116.9 KiB	116.9 KiB
<p>Stream now Sci-Fi · Catch up before Season 2 premieres on July 14.</p> <a href="https://tv.apple.co m/us/show/foundation/umc. cmc.5983fipzqbicvrve6jdfep4x3?..." style="background-image: url("https://is3-ssl.mzstatic.com/image/thumb/ABzBSgCWuBr...");" data-analytics-	114.4 KiB	114.4 KiB

URL	Resource Size	Potential Savings
<pre>title="stream now" data- rid-relay=" {&quot;289&quot;:&quot;it sct&quot;}" data- analytics-exit-link="" data-analytics- activitymap-region- id="tv-plus-gallery- foundation" data- original-tabindex="" tabindex="-1"> Stream now Comedy · Seth Rogen and Rose Byrne are old friends who reunite for ... <a href="https://tv.apple.co m/us/show/platonic/umc.cm c.y7bc18x7co813l8i2tlsyb4 l?its..."</pre> <p style="margin-left: 40px;">style="background-image: url(&quot;https://is3- ssl.mzstatic.com/image/th umb/CvNCK6LFQGb...&quot;);"</p> <p style="margin-left: 40px;">data-analytics- title="stream now" data- rid-relay=" {&quot;289&quot;:&quot;it sct&quot;}" data- analytics-exit-link="" data-analytics- activitymap-region- id="tv-plus-gallery- platonic" data-original- tabindex="" tabindex="-1"></p>	...CvNCK6LFQ.../980x551.jpg (is3- ssl.mzstatic.com)	107.7 KiB 107.7 KiB

Reduce unused JavaScript

0.28s ▾

Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity. [Learn how to reduce unused JavaScript.](#) LCP

URL	Transfer Size	Potential Savings
Auto Link Maker Ad 1st Party	371.6 KiB	189.0 KiB
...scripts/autofilms.built.js (www.apple.com)	85.9 KiB	74.1 KiB

URL	Transfer Size	Potential Savings
...assets/globalheader.umd.js (www.apple.com)	153.3 KiB	53.6 KiB
...scripts/localeswitcher.built.js (www.apple.com)	55.8 KiB	35.4 KiB
...scripts/ac-analytics.js (www.apple.com)	76.7 KiB	25.9 KiB

Enable text compression

0.24s



Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. [Learn more about text compression.](#) FCP LCP

URL	Transfer Size	Potential Savings
Auto Link Maker Ad 1st Party	186.9 KiB	137.9 KiB
...assets/globalheader.umd.js (www.apple.com)	152.1 KiB	108.1 KiB
...v1/layouts?locale=en_US (www.apple.com)	34.8 KiB	29.9 KiB

Reduce unused CSS

0.16s



Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity. [Learn how to reduce unused CSS.](#) FCP LCP

URL	Transfer Size	Potential Savings
Auto Link Maker Ad 1st Party	82.4 KiB	72.1 KiB
...styles/main.built.css (www.apple.com)	49.1 KiB	41.7 KiB
...styles/modal.css (www.apple.com)	17.4 KiB	17.4 KiB
...assets/globalheader.css (www.apple.com)	15.9 KiB	13.0 KiB

These suggestions can help your page load faster. They don't [directly affect](#) the Performance score.

DIAGNOSTICS

⚠ Serve static assets with an efficient cache policy — 23 resources found



A long cache lifetime can speed up repeat visits to your page. [Learn more about efficient cache policies.](#)

URL		Cache TTL	Transfer Size
Auto Link Maker	Ad 1st Party		3,636 KiB
...styles/modal.css (www.apple.com)		11s	17 KiB
...styles/main.built.css (www.apple.com)		1m 27s	49 KiB
...scripts/head.built.js (www.apple.com)		1m 29s	5 KiB
...scripts/main.built.js (www.apple.com)		2m 48s	54 KiB
...assets/globalheader.css (www.apple.com)		3m 41s	16 KiB
...apple-card/logo__dcojfwkzna2q_large.png (www.apple.com)		4m 11s	3 KiB
...v3/sf-pro-text_regular.woff2 (www.apple.com)		6m 7s	216 KiB
...v3/sf-pro-text_bold.woff2 (www.apple.com)		6m 31s	228 KiB
...v3/sf-pro-display_regular.woff2 (www.apple.com)		10m 21s	212 KiB
...v3/sf-pro-icons_regular.woff2 (www.apple.com)		11m 15s	9 KiB
...iphone-14-			
pro/hero_iphone14pro_spring__9xo85pm6sbmm_larget....jpg (www.apple.com)		31m 21s	110 KiB
...iphone-tradein/logo_tradein__d1fpktgipvki_large.png (www.apple.com)		32m 4s	3 KiB
...bts-hero/largetall.mp4 (www.apple.com)		32m 6s	1,647 KiB
...v3/sf-pro-display_semibold.woff2 (www.apple.com)		32m 36s	227 KiB
...macbook-air-			
15/hero_macbook_air_15_x63n8tqcpo2u_largetall.jpg (www.apple.com)		33m 28s	113 KiB
...apple-watch-series-			
8/promo_logo_apple_watch_series_8__ee6r....png (www.apple.com)		35m 21s	4 KiB
...v3/sf-pro-display_bold.woff2 (www.apple.com)		38m 52s	225 KiB
...ipad-pro/promo_m2_chip__enw2kz91lsuq_large.png (www.apple.com)		39m 49s	4 KiB
...back-to-school-			
2023/hero_bts2023_startframe__f787lg06y3ue_....jpg (www.apple.com)		43m 42s	69 KiB
...apple-vision-			
pro/promo_logo_apple_vision_pro__90zi46p7dc2y....png (www.apple.com)		45m 41s	4 KiB
...v3/sf-pro-icons_bold.woff2 (www.apple.com)		53m 44s	9 KiB
...tv-plus-gallery/fnb__brvfy48gzs6_large.jpg (www.apple.com)		55m 51s	182 KiB
...v3/sf-pro-text_semiBold.woff2 (www.apple.com)		57m 55s	230 KiB

⚠ Ensure text remains visible during webfont load

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading.

[Learn more about font-display.](#) FCP LCP

URL	Potential Savings
Auto Link Maker Ad 1st Party	1,570 ms
...v3/sf-pro-text_semi bold .woff2 (www.apple.com)	200 ms
...v3/sf-pro-text_regular.woff2 (www.apple.com)	200 ms
...v3/sf-pro-display_semi bold .woff2 (www.apple.com)	200 ms
...v3/sf-pro-display_regular.woff2 (www.apple.com)	30 ms
...v3/sf-pro-icons_regular.woff2 (www.apple.com)	100 ms
...v3/sf-pro-text_bold.woff2 (www.apple.com)	280 ms
...v3/sf-pro-icons_bold.woff2 (www.apple.com)	280 ms
...v3/sf-pro-display_bold.woff2 (www.apple.com)	280 ms

⚠ Avoid enormous network payloads — Total size was 5,718 KiB

Large network payloads cost users real money and are highly correlated with long load times.

[Learn how to reduce payload sizes.](#) LCP

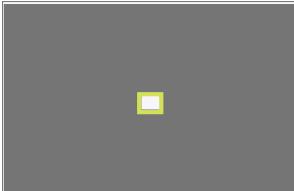
Show 3rd-party resources (2)

URL	Transfer Size
Auto Link Maker Ad 1st Party	3,166.7 KiB
...bts-hero/largetall.mp4 (www.apple.com)	1,646.9 KiB
...v3/sf-pro-text_semi bold .woff2 (www.apple.com)	229.8 KiB
...v3/sf-pro-text_bold.woff2 (www.apple.com)	228.2 KiB
...v3/sf-pro-display_semi bold .woff2 (www.apple.com)	226.7 KiB
...v3/sf-pro-display_bold.woff2 (www.apple.com)	225.1 KiB
...v3/sf-pro-text_regular.woff2 (www.apple.com)	216.4 KiB
...v3/sf-pro-display_regular.woff2 (www.apple.com)	211.6 KiB
...tv-plus-gallery/fnb__brvfy48gzs6_large.jpg (www.apple.com)	181.9 KiB

URL	Transfer Size
iTunes Content	394.4 KiB
...JJo1Kp84y.../980x551.jpg (is3-ssl.mzstatic.com)	230.2 KiB
...Ze8uZ-TWJ.../980x551.jpg (is3-ssl.mzstatic.com)	164.2 KiB

Avoid an excessive DOM size — 1,384 elements ^

A large DOM will increase memory usage, cause longer [style calculations](#), and produce costly [layout reflows](#). [Learn how to avoid an excessive DOM size.](#) [TBT]

Statistic	Element	Value
Total DOM Elements		1,384
Maximum DOM Depth		19 <code>span.globalnav-searchresults-list-icon > span.globalnav-image-regular > svg > path <path d="m8.6124 8.1035-2.99 2.99a.5.5 0 0 1 -.7071-.7071l2.1366-2.1364h-6.316a.5.5..."></code>
Maximum Child Elements		17 <code>body.page-home <body class="page-home ac-nav-overlap globalnav-scrim globalheader-light body-with-ribb..." data-anim-scroll-group="body"></code>

Avoid chaining critical requests — 22 chains found ^

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load. [Learn how to avoid chaining critical requests.](#) [FCP] [LCP]

Maximum critical path latency: **1,498.727 ms**

Initial Navigation



...styles/ac-localnav.built.css (www.apple.com) - 35.226 ms, 8.52 KiB
/wss/fonts?families=SF+Pro,v3 SF+Pro+Icons,v3 (www.apple.com)
...v3/sf-pro-display_semibold.woff2 (www.apple.com) - 199.853 ms, 226.70 KiB
...v3/sf-pro-display_bold.woff2 (www.apple.com) - 283.923 ms, 225.08 KiB
...v3/sf-pro-text_regular.woff2 (www.apple.com) - 199.982 ms, 216.43 KiB
...v3/sf-pro-icons_regular.woff2 (www.apple.com) - 97.93 ms, 8.63 KiB
...v3/sf-pro-text_bold.woff2 (www.apple.com) - 283.525 ms, 228.20 KiB
...v3/sf-pro-text_semibold.woff2 (www.apple.com) - 198.748 ms, 229.83 KiB
...v3/sf-pro-icons_bold.woff2 (www.apple.com) - 275.867 ms, 9.07 KiB
...v3/sf-pro-display_regular.woff2 (www.apple.com) - 32.163 ms, 211.63 KiB
...scripts/ac-analytics.js (www.apple.com) - 673.998 ms, 76.65 KiB
...styles/modal.css (www.apple.com) - 44.578 ms, 17.40 KiB
...scripts/auto-relay.js (www.apple.com) - 26.725 ms, 1.24 KiB
...assets/globalheader.css (www.apple.com) - 328.079 ms, 15.93 KiB
...styles/ac-globalfooter.built.css (www.apple.com) - 40.097 ms, 6.39 KiB
...assets/globalheader.umd.js (www.apple.com) - 274.462 ms, 153.26 KiB

○ Keep request counts low and transfer sizes small — 51 requests • 5,718 KiB ^

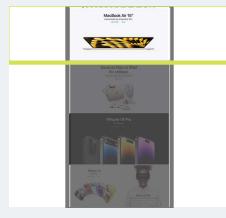
To set budgets for the quantity and size of page resources, add a `budget.json` file. [Learn more about performance budgets.](#)

Resource Type	Requests	Transfer Size
Total	51.0	5,718.0 KiB
Image	21.0	2,096.5 KiB
Media	1.0	1,646.9 KiB
Font	8.0	1,355.6 KiB
Script	9.0	441.4 KiB
Stylesheet	6.0	99.6 KiB
Other	5.0	41.4 KiB
Document	1.0	36.6 KiB
Third-party	51.0	5,718.0 KiB

○ Largest Contentful Paint element — 1 element found ^

This is the largest contentful element painted within the viewport. [Learn more about the Largest Contentful Paint element](#) LCP

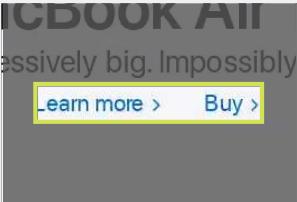
Element



div.module-content > div.unit-wrapper > div.unit-image-wrapper > figure.unit-image
`<figure class="unit-image unit-image-macbook-air-15-hero-macbook-air-15">`

- Avoid large layout shifts — 1 element found

These DOM elements contribute most to the CLS of the page. [Learn how to improve CLS](#) [CLS]

Element	CLS Contribution
	0.000

- Avoid long main-thread tasks — 2 long tasks found

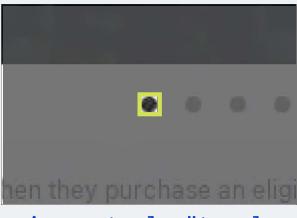
Lists the longest tasks on the main thread, useful for identifying worst contributors to input delay.

[Learn how to avoid long main-thread tasks](#) [TBT]

URL	Start Time	Duration
Auto Link Maker Ad 1st Party		108 ms
...scripts/main.built.js (www.apple.com)	1,950 ms	55 ms
...assets/globalheader.umd.js (www.apple.com)	1,474 ms	53 ms

- Avoid non-composited animations — 1 animated element found

Animations which are not composited can be janky and increase CLS. [Learn how to avoid non-composited animations](#) [CLS]

Element	Name
	Item 1

```
<a href="#tv-plus-gallery-item-1" id="tv-plus-gallery-item-1-trigger" aria-label="item 1 - swagger" data-ac-gallery-trigger="tv-plus-gallery-item-1" class="dotnav-item current" role="tab" aria-controls="tv-plus-gallery-item-1" tabindex="0" aria-selected="true">
```

Unsupported CSS Property: background-color

background

Element

Name

d-color

More information about the performance of your application. These numbers don't [directly affect](#) the Performance score.

PASSED AUDITS (23)

Hide

- Eliminate render-blocking resources

^

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn how to eliminate render-blocking resources](#). [FCP](#) [LCP](#)

- Properly size images

^

Serve images that are appropriately-sized to save cellular data and improve load time. [Learn how to size images](#).

- Minify CSS

^

Minifying CSS files can reduce network payload sizes. [Learn how to minify CSS](#). [FCP](#) [LCP](#)

- Minify JavaScript

^

Minifying JavaScript files can reduce payload sizes and script parse time. [Learn how to minify JavaScript](#). [FCP](#) [LCP](#)

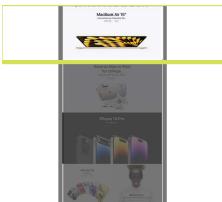
- Efficiently encode images — Potential savings of 225 KiB

^

Optimized images load faster and consume less cellular data. [Learn how to efficiently encode images](#).

Show 3rd-party resources (11)

URL	Resource Size	Potential Savings
Auto Link Maker <small>Ad</small> 1st Party	469.2 KiB	127.5 KiB
Stream now Sports · Live MLB games every Friday.	...tv-plus-gallery/fnb__brvfy48gzs6_large.jpg (www.apple.com)	180.8 KiB 44.8 KiB

URL	Resource Size	Potential Savings
<pre></pre>  <div data-bbox="500 819 595 1021"> <div>div.mod</div> <div>ule-</div> <div>content</div> <div>></div> <div>div.unit-</div> </div>		
wrapper > div.unit-image-wrapper > figure.unit-image		
<pre><figure class="unit-image unit-image-macbook-air-15-hero-macbook-air-15"></pre>		
 <div data-bbox="500 1257 595 1414"> <div>div.mod</div> <div>ule-</div> <div>content</div> <div>></div> <div>div.unit-</div> </div>		
wrapper > div.unit-image-wrapper > figure.unit-image		
<pre><figure class="unit-image unit-image-iphone-14-pro-hero-iphone14pro-spring"></pre>		
 <div data-bbox="500 1684 595 1864"> <div>div.unit-</div> <div>wrapper</div> <div>></div> <div>div.unit-</div> <div>image-</div> </div>		
wrapper > div.animation-wrapper > figure.unit-image		
<pre><figure class="unit-image unit-image-back-to-school-2023-hero-bts2023-startframe"></pre>		

URL	Resource Size	Potential Savings
iTunes Content	1,590.9 KiB	97.9 KiB
<p>Stream now Thriller · The facts are never the whole story.</p> <pre></pre> 	...JJo1Kp84y.../980x551.jpg (is1-ssl.mzstatic.com)	229.1 KiB 13.7 KiB
<p>Stream now Animation · Friendship, imagination, and adventure!</p> <pre><a href="https://tv.apple.com/us/show/the-snoopy-show/umc.cmc.5iswprrvjjw6ab020a17x..." style="background-image: url("https://is1-ssl.mzstatic.com/image/thumb/QZB0J5JE-kQ..."); data-analytics-title="stream now" data-rid-relay="&quot;:&quot;its ct&quot;" data-analytics-exit-link="" data-analytics-activitymap-</pre>	...QZB0J5JE.../980x551.jpg (is1-ssl.mzstatic.com)	142.5 KiB 12.2 KiB

URL	Resource Size	Potential Savings
<pre>region-id="tv-plus- gallery-the snoopy show" data-original-tabindex="" tabindex="-1"> Stream now Comedy · Kindness makes a comeback. </pre> 	...ageP1PYyL.../980x551.jpg (is3- ssl.mzstatic.com)	144.1 KiB 11.6 KiB
<p>Stream now Sci-Fi · The truth will surface.</p> <pre><a href="https://tv.apple.com /us/show/silo/umc.cmc.3yks gc857px0k0rqe5zd4jice? itscg=..." style="background-image: url("https://is2- ssl.mzstatic.com/image/thu mb/JdmLVQN99mI...");" data-analytics- title="stream now" data- rid-relay=" {&quot;289&quot;:&quot;its ct&quot;}" data-analytics-</pre>	...JdmLVQN99.../980x551.jpg (is2- ssl.mzstatic.com)	161.2 KiB 10.9 KiB

URL	Resource Size	Potential Savings
<pre>exit-link="" data- analytics-activitymap- region-id="tv-plus- gallery-silo" data- original-tabindex="" tabindex="-1"> Stream now Action · Meeting that special someone can be a real adventure. </pre>	...Ze8uZ-TWJ.../980x551.jpg (is3- ssl.mzstatic.com)	163.0 KiB 9.9 KiB
Stream now Comedy · Breakdown. Breakthrough. <a href="https://tv.apple.com /us/show/shrinking/umc.cmc .apzybj6eqf6pzccd97kev7bs? it..." style="background- image: url("https://is1- ssl.mzstatic.com/image/thu mb/qL-yBoKCFzt...");" data-analytics- title="stream now" data- rid-relay=" {"289":"its ct"} data-analytics- exit-link="" data- analytics-activitymap-	...qL-yBoKCF.../980x551.jpg (is1- ssl.mzstatic.com)	124.1 KiB 8.0 KiB

URL	Resource Size	Potential Savings
<pre> region-id="tv-plus- gallery-shrinking" data- original-tabindex="" tabindex="-1"> Stream now Mystery · Protect what you love. </pre> 	...A_R7PS9DP.../980x551.jpg (is2-ssl.mzstatic.com)	162.5 KiB 7.7 KiB
<p>Stream now Drama · Raise your game.</p> <pre> <a href="https://tv.apple.com /us/show/swagger/umc.cmc.6 3e208601mwndrxpmguc5stbo? its..." style="background- image: url("https://is5- ssl.mzstatic.com/image/thu mb/o-hWS10b7ow...");" data-analytics- title="stream now" data- rid-relay=" {"289":"its ct"}" data-analytics- </pre>	...o-hWS10b7.../980x551.jpg (is5-ssl.mzstatic.com)	116.9 KiB 6.5 KiB

URL	Resource Size	Potential Savings
<pre>exit-link="" data- analytics-activitymap- region-id="tv-plus- gallery-swagger"> Stream now Comedy · Seth Rogen and Rose Byrne are old friends who reunite for ... </pre>	...CvNCk6LFQ.../980x551.jpg (is3-ssl.mzstatic.com)	107.7 KiB 6.3 KiB
<p>Stream now Sci-Fi · Catch up before Season 2 premieres on July 14.</p> <pre><a href="https://tv.apple.com /us/show/foundation/umc.cm c.5983fipzqbicvrve6jdfep4x 3?..." style="background- image: url("https://is3- ssl.mzstatic.com/image/thu mb/ABZBSgCWuBr...");" data-analytics- title="stream now" data- rid-relay=" {&quot;289&quot;:&quot;its ct&quot;}" data-analytics- exit-link="" data- analytics-activitymap- region-id="tv-plus-</pre>	...ABzBSgCWu.../980x551.jpg (is3-ssl.mzstatic.com)	114.4 KiB 5.8 KiB

URL	Resource Size	Potential Savings
<pre>gallery-foundation" data- original-tabindex="" tabindex="-1"> Stream now Documentary - Unknown. Unexplained. Unbelievable. Until now. data-analytics- title="stream now" data- rid-relay=" {"289":"its ct"} data-analytics- exit-link="" data- analytics-activitymap- region-id="tv-plus- gallery-prehistoric planet" data-original- tabindex="" tabindex="-1"></pre>	...divxDY27b.../980x551.jpg (is2-ssl.mzstatic.com)	125.5 KiB 5.3 KiB

Preconnect to required origins ^

Consider adding preconnect or dns-prefetch resource hints to establish early connections to important third-party origins. [Learn how to preconnect to required origins.](#) FCP LCP

Initial server response time was short — Root document took 190 ms ^

Keep the server response time for the main document short because all other requests depend on it. [Learn more about the Time to First Byte metric.](#) FCP LCP

URL	Time Spent
Auto Link Maker Ad 1st Party	190 ms
https://www.apple.com	190 ms

Avoid multiple page redirects ^

Redirects introduce additional delays before the page can be loaded. [Learn how to avoid page redirects.](#) FCP LCP

○ Preload key requests

Consider using `<link rel=preload>` to prioritize fetching resources that are currently requested later in page load. [Learn how to preload key requests.](#) FCP LCP

● Use video formats for animated content

Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes. [Learn more about efficient video formats](#) LCP

● Remove duplicate modules in JavaScript bundles

Remove large, duplicate JavaScript modules from bundles to reduce unnecessary bytes consumed by network activity. TBT

● Avoid serving legacy JavaScript to modern browsers — Potential savings of 23 KiB

Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers. [Learn how to use modern JavaScript](#) TBT

URL	Potential Savings
Auto Link Maker Ad 1st Party	23.5 KiB
...scripts/localeswitcher.built.js (www.apple.com)	9.3 KiB
...	
scripts/localeswitcher.built.js:1:33376 (www.apple.c om) Array.isArray	
...	
scripts/localeswitcher.built.js:1:33513 (www.apple.c om) Array.prototype.filter	
...	
scripts/localeswitcher.built.js:1:33779 (www.apple.c	Array.prototype.forEach

URL	Potential Savings
...scripts/ac-analytics.js (www.apple.com)	7.4 KiB
...scripts/ac-analytics.js:1:16664 (www.apple.com)	@babel/plugin-transform-classes
...scripts/ac-analytics.js:1:89969 (www.apple.com)	Array.isArray
...scripts/ac-analytics.js:1:90124 (www.apple.com)	Array.prototype.forEach
...scripts/autofilms.built.js (www.apple.com)	6.7 KiB
...scripts/autofilms.built.js:1:48979 (www.apple.com)	Array.isArray
...scripts/autofilms.built.js:1:49117 (www.apple.com)	Array.prototype.forEach
...scripts/autofilms.built.js:1:144524 (www.apple.com)	Date.now
...scripts/autofilms.built.js:1:187231 (www.apple.com)	@babel/plugin-transform-classes
...scripts/data-relay.js (www.apple.com)	0.1 KiB
...scripts/data-relay.js:1:741 (www.apple.com)	@babel/plugin-transform-classes

● Preload Largest Contentful Paint image

If the LCP element is dynamically added to the page, you should preload the image in order to improve LCP. [Learn more about preloading LCP elements.](#) LCP

URL	Potential Savings
Auto Link Maker Ad 1st Party	0 ms

div.module-content >
div.unit-wrapper >
div.unit-image >
15/hero_macbook_air_15_x63n8tqcpo2u_largetall.jpg (www.apple.com) 0 ms
<figure class="unit-image unit-image-macbook-air-15-hero-macbook-air-15">



○ User Timing marks and measures

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences. [Learn more about User Timing marks.](#)

● JavaScript execution time — 0.4 s ^

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this. [Learn how to reduce Javascript execution time.](#) TBT

URL	Total CPU Time	Script Evaluation	Script Parse
Auto Link Maker Ad 1st Party	949 ms	367 ms	31 ms
https://www.apple.com	330 ms	3 ms	3 ms
...scripts/main.built.js (www.apple.com)	293 ms	152 ms	19 ms
...assets/globalheader.umd.js (www.apple.com)	266 ms	163 ms	3 ms
...scripts/ac-analytics.js (www.apple.com)	60 ms	49 ms	7 ms
Unattributable	265 ms	2 ms	0 ms
Unattributable	265 ms	2 ms	0 ms

● Minimizes main-thread work — 1.3 s ^

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. [Learn how to minimize main-thread work](#) TBT

Category	Time Spent
Other	458 ms
Script Evaluation	407 ms
Style & Layout	269 ms
Parse HTML & CSS	47 ms
Script Parsing & Compilation	44 ms
Rendering	36 ms
Garbage Collection	35 ms

● Minimize third-party usage — Third-party code blocked the main thread for 0 ms ^

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading.

[Learn how to minimize third-party impact.](#) TBT

Third-Party	Transfer Size	Main-Thread Blocking Time
iTunes Content	1,604 KiB	0 ms
...JJ01Kp84y.../980x551.jpg (is3-ssl.mzstatic.com)	230 KiB	0 ms
...Ze8uZ-TWJ.../980x551.jpg (is3-ssl.mzstatic.com)	164 KiB	0 ms
...A_R7PS9DP.../980x551.jpg (is2-ssl.mzstatic.com)	164 KiB	0 ms
...JdmLVQN99.../980x551.jpg (is2-ssl.mzstatic.com)	162 KiB	0 ms
...ageP1PYyL.../980x551.jpg (is3-ssl.mzstatic.com)	145 KiB	0 ms
Other resources	738 KiB	0 ms

○ Lazy load third-party resources with facades

Some third-party embeds can be lazy loaded. Consider replacing them with a facade until they are required. [Learn how to defer third-parties with a facade.](#) TBT

● Largest Contentful Paint image was not lazily loaded

Above-the-fold images that are lazily loaded render later in the page lifecycle, which can delay the largest contentful paint. [Learn more about optimal lazy loading.](#) LCP

Element

<pre>div.module-content > div.unit-wrapper > div.unit-image-wrapper > figure.unit-image <figure class="unit-image unit-image-macbook-air-15-hero-macbook-air-15"></pre>

● Uses passive listeners to improve scrolling performance

Consider marking your touch and wheel event listeners as passive to improve your page's scroll performance. [Learn more about adopting passive event listeners.](#)

● Avoids `document.write()`

For users on slow connections, external scripts dynamically injected via `document.write()` can delay page load by tens of seconds. [Learn how to avoid `document.write\(\)`.](#)

○ Image elements have explicit `width` and `height`

Set an explicit width and height on image elements to reduce layout shifts and improve CLS. [Learn how to set image dimensions](#) CLS

● Has a `<meta name="viewport">` tag with `width` or `initial-scale`

A `<meta name="viewport">` not only optimizes your app for mobile screen sizes, but also prevents [a 300 millisecond delay to user input](#). [Learn more about using the viewport meta tag](#).

TBT



Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

NAVIGATION

▲ Heading elements are not in a sequentially-descending order

Properly ordered headings that do not skip levels convey the semantic structure of the page, making it easier to navigate and understand when using assistive technologies. [Learn more about heading order](#).

Failing Elements



iPhone 14
`<h4 class="headline">`

These are opportunities to improve keyboard navigation in your application.

ADDITIONAL ITEMS TO MANUALLY CHECK (10)

 The page has a logical tab order ^

Tabbing through the page follows the visual layout. Users cannot focus elements that are offscreen. [Learn more about logical tab ordering](#).

 Interactive controls are keyboard focusable ^

Custom interactive controls are keyboard focusable and display a focus indicator. [Learn how to make custom controls focusable](#).

 Interactive elements indicate their purpose and state ^

Interactive elements, such as links and buttons, should indicate their state and be distinguishable from non-interactive elements. [Learn how to decorate interactive elements with affordance hints](#).

 The user's focus is directed to new content added to the page ^

If new content, such as a dialog, is added to the page, the user's focus is directed to it. [Learn how to direct focus to new content](#).

 User focus is not accidentally trapped in a region ^

A user can tab into and out of any control or region without accidentally trapping their focus. [Learn how to avoid focus traps](#).

 Custom controls have associated labels ^

Custom interactive controls have associated labels, provided by aria-label or aria-labelledby. [Learn more about custom controls and labels](#).

 Custom controls have ARIA roles ^

Custom interactive controls have appropriate ARIA roles. [Learn how to add roles to custom controls](#).

 Visual order on the page follows DOM order ^

DOM order matches the visual order, improving navigation for assistive technology. [Learn more about DOM and visual ordering](#).

 Offscreen content is hidden from assistive technology ^

Offscreen content is hidden with display: none or aria-hidden=true. [Learn how to properly hide offscreen content.](#)

○ HTML5 landmark elements are used to improve navigation ^

Landmark elements (<main>, <nav>, etc.) are used to improve the keyboard navigation of the page for assistive technology. [Learn more about landmark elements.](#)

These items address areas which an automated testing tool cannot cover. Learn more in our guide on [conducting an accessibility review](#).

PASSED AUDITS (21) Hide

● [aria-*] attributes match their roles ^

Each ARIA role supports a specific subset of aria-* attributes. Mismatching these invalidates the aria-* attributes. [Learn how to match ARIA attributes to their roles.](#)

● [aria-hidden="true"] is not present on the document <body> ^

Assistive technologies, like screen readers, work inconsistently when aria-hidden="true" is set on the document <body>. [Learn how aria-hidden affects the document body.](#)

● [role]s have all required [aria-*] attributes ^

Some ARIA roles have required attributes that describe the state of the element to screen readers. [Learn more about roles and required attributes.](#)

● Elements with an ARIA [role] that require children to contain a specific [role] have all required children. ^

Some ARIA parent roles must contain specific child roles to perform their intended accessibility functions. [Learn more about roles and required children elements.](#)

● [role]s are contained by their required parent element ^

Some ARIA child roles must be contained by specific parent roles to properly perform their intended accessibility functions. [Learn more about ARIA roles and required parent element.](#)

- [\[role\] values are valid](#)

ARIA roles must have valid values in order to perform their intended accessibility functions. [Learn more about valid ARIA roles.](#)

- [\[aria-*\] attributes have valid values](#)

Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid values. [Learn more about valid values for ARIA attributes.](#)

- [\[aria-*\] attributes are valid and not misspelled](#)

Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid names. [Learn more about valid ARIA attributes.](#)

- [Buttons have an accessible name](#)

When a button doesn't have an accessible name, screen readers announce it as "button", making it unusable for users who rely on screen readers. [Learn how to make buttons more accessible.](#)

- [ARIA IDs are unique](#)

The value of an ARIA ID must be unique to prevent other instances from being overlooked by assistive technologies. [Learn how to fix duplicate ARIA IDs.](#)

- [\[user-scalable="no"\] is not used in the <meta name="viewport"> element and the \[maximum-scale\] attribute is not less than 5.](#)

Disabling zooming is problematic for users with low vision who rely on screen magnification to properly see the contents of a web page. [Learn more about the viewport meta tag.](#)

- [\[aria-hidden="true"\] elements do not contain focusable descendants](#)

Focusable descendants within an [aria-hidden="true"] element prevent those interactive elements from being available to users of assistive technologies like screen readers. [Learn how aria-hidden affects focusable elements.](#)

- Background and foreground colors have a sufficient contrast ratio

Low-contrast text is difficult or impossible for many users to read. [Learn how to provide sufficient color contrast.](#)

- Document has a `<title>` element

The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. [Learn more about document titles.](#)

- `<html>` element has a `[lang]` attribute

If a page doesn't specify a lang attribute, a screen reader assumes that the page is in the default language that the user chose when setting up the screen reader. If the page isn't actually in the default language, then the screen reader might not announce the page's text correctly. [Learn more about the lang attribute.](#)

- `<html>` element has a valid value for its `[lang]` attribute

Specifying a valid [BCP 47 language](#) helps screen readers announce text properly. [Learn how to use the lang attribute.](#)

- Links have a discernible name

Link text (and alternate text for images, when used as links) that is discernible, unique, and focusable improves the navigation experience for screen reader users. [Learn how to make links accessible.](#)

- Lists contain only `` elements and script supporting elements (`<script>` and `<template>`).

Screen readers have a specific way of announcing lists. Ensuring proper list structure aids screen reader output. [Learn more about proper list structure.](#)

- List items (``) are contained within ``, `` or `<menu>` parent elements

Screen readers require list items (``) to be contained within a parent ``, `` or `<menu>` to be announced properly. [Learn more about proper list structure.](#)

- No element has a `[tabindex]` value greater than 0

^

A value greater than 0 implies an explicit navigation ordering. Although technically valid, this often creates frustrating experiences for users who rely on assistive technologies. [Learn more about the `tabindex` attribute.](#)

- `[lang]` attributes have a valid value

^

Specifying a valid [BCP 47 language](#) on elements helps ensure that text is pronounced correctly by a screen reader. [Learn how to use the `lang` attribute.](#)

NOT APPLICABLE (22)

Hide

- `[accesskey]` values are unique

^

Access keys let users quickly focus a part of the page. For proper navigation, each access key must be unique. [Learn more about access keys.](#)

- `button`, `link`, and `menuitem` elements have accessible names

^

When an element doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn how to make command elements more accessible.](#)

- ARIA input fields have accessible names

^

When an input field doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn more about input field labels.](#)

- ARIA `meter` elements have accessible names

^

When a meter element doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn how to name meter elements.](#)

- ARIA `progressbar` elements have accessible names

^

When a progressbar element doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn how to label progressbar elements.](#)

○ ARIA toggle fields have accessible names ^

When a toggle field doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn more about toggle fields.](#)

○ ARIA `tooltip` elements have accessible names ^

When a tooltip element doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn how to name tooltip elements.](#)

○ ARIA `treeitem` elements have accessible names ^

When a treeitem element doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn more about labeling treeitem elements.](#)

○ The page contains a heading, skip link, or landmark region ^

Adding ways to bypass repetitive content lets keyboard users navigate the page more efficiently. [Learn more about bypass blocks.](#)

○ `<dl>`'s contain only properly-ordered `<dt>` and `<dd>` groups, `<script>`, `<template>` or `<div>` elements. ^

When definition lists are not properly marked up, screen readers may produce confusing or inaccurate output. [Learn how to structure definition lists correctly.](#)

○ Definition list items are wrapped in `<dl>` elements ^

Definition list items (`<dt>` and `<dd>`) must be wrapped in a parent `<dl>` element to ensure that screen readers can properly announce them. [Learn how to structure definition lists correctly.](#)

○ `[id]` attributes on active, focusable elements are unique ^

All focusable elements must have a unique id to ensure that they're visible to assistive technologies. [Learn how to fix duplicate ids.](#)

○ No form fields have multiple labels ^

Form fields with multiple labels can be confusingly announced by assistive technologies like screen readers which use either the first, the last, or all of the labels. [Learn how to use form labels.](#)

○ <frame> or <iframe> elements have a title ^

Screen reader users rely on frame titles to describe the contents of frames. [Learn more about frame titles.](#)

○ Image elements have [alt] attributes ^

Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. [Learn more about the alt attribute.](#)

○ <input type="image"> elements have [alt] text ^

When an image is being used as an <input> button, providing alternative text can help screen reader users understand the purpose of the button. [Learn about input image alt text.](#)

○ Form elements have associated labels ^

Labels ensure that form controls are announced properly by assistive technologies, like screen readers. [Learn more about form element labels.](#)

○ The document does not use <meta http-equiv="refresh"> ^

Users do not expect a page to refresh automatically, and doing so will move focus back to the top of the page. This may create a frustrating or confusing experience. [Learn more about the refresh meta tag.](#)

○ <object> elements have alternate text ^

Screen readers cannot translate non-text content. Adding alternate text to <object> elements helps screen readers convey meaning to users. [Learn more about alt text for object elements.](#)

○ Cells in a <table> element that use the [headers] attribute refer to table cells within the same table. ^

Screen readers have features to make navigating tables easier. Ensuring <td> cells using the [headers] attribute only refer to other cells in the same table may improve the experience for screen reader users. [Learn more about the headers attribute.](#)

○ <th> elements and elements with [role="columnheader"/"rowheader"] have data cells they describe. ^

Screen readers have features to make navigating tables easier. Ensuring table headers always refer to some set of cells may improve the experience for screen reader users. [Learn more about table headers.](#)

○ <video> elements contain a <track> element with [kind="captions"] ^

When a video provides a caption it is easier for deaf and hearing impaired users to access its information. [Learn more about video captions.](#)



Best Practices

TRUST AND SAFETY

○ Ensure CSP is effective against XSS attacks ^

A strong Content Security Policy (CSP) significantly reduces the risk of cross-site scripting (XSS) attacks. [Learn how to use a CSP to prevent XSS](#)

Description	Directive	Severity
Host allowlists can frequently be bypassed. Consider using CSP nonces or hashes instead, along with 'strict-dynamic' if necessary.	script-src	High
'unsafe-inline' allows the execution of unsafe in-page scripts and event handlers. Consider using CSP nonces or hashes to allow scripts individually.	script-src	High
Avoid using plain URL schemes (data:) in this directive. Plain URL schemes allow scripts to be sourced from an unsafe domain.	default-src	High

GENERAL

○ Detected JavaScript libraries ^

All front-end JavaScript libraries detected on the page. [Learn more about this JavaScript library detection diagnostic audit.](#)

Name	Version
Preact	10

PASSED AUDITS (13)

[Hide](#)

● Uses HTTPS

All sites should be protected with HTTPS, even ones that don't handle sensitive data. This includes avoiding [mixed content](#), where some resources are loaded over HTTP despite the initial request being served over HTTPS. HTTPS prevents intruders from tampering with or passively listening in on the communications between your app and your users, and is a prerequisite for HTTP/2 and many new web platform APIs. [Learn more about HTTPS](#).

● Avoids requesting the geolocation permission on page load

Users are mistrustful of or confused by sites that request their location without context. Consider tying the request to a user action instead. [Learn more about the geolocation permission](#).

● Avoids requesting the notification permission on page load

Users are mistrustful of or confused by sites that request to send notifications without context. Consider tying the request to user gestures instead. [Learn more about responsibly getting permission for notifications](#).

● Allows users to paste into input fields

Preventing input pasting is a bad practice for the UX, and weakens security by blocking password managers. [Learn more about user-friendly input fields](#).

● Displays images with correct aspect ratio

Image display dimensions should match natural aspect ratio. [Learn more about image aspect ratio](#).

● Serves images with appropriate resolution

Image natural dimensions should be proportional to the display size and the pixel ratio to maximize image clarity. [Learn how to provide responsive images](#).

- Page has the HTML doctype ^

Specifying a doctype prevents the browser from switching to quirks-mode. [Learn more about the doctype declaration](#).

- Properly defines charset ^

A character encoding declaration is required. It can be done with a `<meta>` tag in the first 1024 bytes of the HTML or in the Content-Type HTTP response header. [Learn more about declaring the character encoding](#).

- Avoids `unload` event listeners ^

The `unload` event does not fire reliably and listening for it can prevent browser optimizations like the Back-Forward Cache. Use `pagehide` or `visibilitychange` events instead. [Learn more about unload event listeners](#)

- Avoids deprecated APIs ^

Deprecated APIs will eventually be removed from the browser. [Learn more about deprecated APIs](#).

- No browser errors logged to the console ^

Errors logged to the console indicate unresolved problems. They can come from network request failures and other browser concerns. [Learn more about this errors in console diagnostic audit](#)

- No issues in the `Issues` panel in Chrome Devtools ^

Issues logged to the `Issues` panel in Chrome Devtools indicate unresolved problems. They can come from network request failures, insufficient security controls, and other browser concerns. Open up the `Issues` panel in Chrome DevTools for more details on each issue.

- Page has valid source maps ^

Source maps translate minified code to the original source code. This helps developers debug in production. In addition, Lighthouse is able to provide further insights. Consider deploying source maps to take advantage of these benefits. [Learn more about source maps](#).

NOT APPLICABLE (1)

[Hide](#) Fonts with `font-display: optional` are preloaded[^](#)

Preload optional fonts so first-time visitors may use them. [Learn more about preloading fonts](#)



SEO

These checks ensure that your page is following basic search engine optimization advice. There are many additional factors Lighthouse does not score here that may affect your search ranking, including performance on [Core Web Vitals](#). [Learn more about Google Search Essentials](#).

CONTENT BEST PRACTICES

 Links do not have descriptive text — 9 links found[^](#)

Descriptive link text helps search engines understand your content. [Learn how to make links more accessible](#).

Link destination	Link Text
Auto Link Maker <small>Ad</small>	1st Party
/macbook-air-13-and-15-m2/ (www.apple.com)	Learn more
/airpods-pro/ (www.apple.com)	Learn more
/iphone-14-pro/ (www.apple.com)	Learn more
/iphone-14/ (www.apple.com)	Learn more
/apple-vision-pro/ (www.apple.com)	Learn more

Link destination	Link Text
/apple-watch-series-8/ (www.apple.com)	Learn more
/ipad-pro/ (www.apple.com)	Learn more
/apple-card/ (www.apple.com)	Learn more
...back-to-school/terms-conditions (www.apple.com)	here

Format your HTML in a way that enables crawlers to better understand your app's content.

ADDITIONAL ITEMS TO MANUALLY CHECK (1) Hide

Structured data is valid ^

Run the [Structured Data Testing Tool](#) and the [Structured Data Linter](#) to validate structured data. [Learn more about Structured Data](#).

Run these additional validators on your site to check additional SEO best practices.

PASSED AUDITS (10) Hide

● Has a `<meta name="viewport">` tag with `width` or `initial-scale` ^

A `<meta name="viewport">` not only optimizes your app for mobile screen sizes, but also prevents [a 300 millisecond delay to user input](#). [Learn more about using the viewport meta tag](#).

TBT

● Document has a `<title>` element ^

The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. [Learn more about document titles](#).

● Document has a meta description ^

Meta descriptions may be included in search results to concisely summarize page content. [Learn more about the meta description](#).

● Page has successful HTTP status code ^

Pages with unsuccessful HTTP status codes may not be indexed properly. [Learn more about HTTP status codes](#).

● Links are crawlable ^

Search engines may use href attributes on links to crawl websites. Ensure that the href attribute of anchor elements links to an appropriate destination, so more pages of the site can be discovered. [Learn how to make links crawlable](#)

● Page isn't blocked from indexing ^

Search engines are unable to include your pages in search results if they don't have permission to crawl them. [Learn more about crawler directives](#).

● robots.txt is valid ^

If your robots.txt file is malformed, crawlers may not be able to understand how you want your website to be crawled or indexed. [Learn more about robots.txt](#).

● Document has a valid hreflang ^

hreflang links tell search engines what version of a page they should list in search results for a given language or region. [Learn more about hreflang](#).

● Document has a valid rel=canonical ^

Canonical links suggest which URL to show in search results. [Learn more about canonical links](#).

● Document avoids plugins ^

Search engines can't index plugin content, and many devices restrict plugins or don't support them. [Learn more about avoiding plugins](#).

NOT APPLICABLE (3)

Hide

○ Image elements have [alt] attributes ^

Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. [Learn more about the alt attribute](#).

○ Document uses legible font sizes ^

Font sizes less than 12px are too small to be legible and require mobile visitors to “pinch to zoom” in order to read. Strive to have >60% of page text $\geq 12\text{px}$. [Learn more about legible font sizes.](#)

○ Tap targets are sized appropriately ^

Interactive elements like buttons and links should be large enough (48x48px), or have enough space around them, to be easy enough to tap without overlapping onto other elements. [Learn more about tap targets.](#)



PWA

These checks validate the aspects of a Progressive Web App. [Learn what makes a good Progressive Web App.](#)

+ INSTALLABLE

▲ Web app manifest or service worker do not meet the installability requirements — 1 reason ^

Service worker is the technology that enables your app to use many Progressive Web App features, such as offline, add to homescreen, and push notifications. With proper service worker and manifest implementations, browsers can proactively prompt users to add your app to their homescreen, which can lead to higher engagement. [Learn more about manifest installability requirements.](#)

Failure reason

No manifest was fetched

★ PWA OPTIMIZED

▲ Does not register a service worker that controls page and `start_url` ^

The service worker is the technology that enables your app to use many Progressive Web App features, such as offline, add to homescreen, and push notifications. [Learn more about Service Workers.](#)

▲ Is not configured for a custom splash screen **Failures: No manifest was fetched.** ^

A themed splash screen ensures a high-quality experience when users launch your app from their homescreens. [Learn more about splash screens.](#)

▲ Does not set a theme color for the address bar. ^

Failures: No manifest was fetched, No `<meta name="theme-color">` tag found.

The browser address bar can be themed to match your site. [Learn more about theming the address bar.](#)

○ Content is sized correctly for the viewport ^

If the width of your app's content doesn't match the width of the viewport, your app might not be optimized for mobile screens. [Learn how to size content for the viewport.](#)

● Has a `<meta name="viewport">` tag with `width` or `initial-scale` ^

A `<meta name="viewport">` not only optimizes your app for mobile screen sizes, but also prevents [a 300 millisecond delay to user input](#). [Learn more about using the viewport meta tag.](#)

TBT

▲ Manifest doesn't have a maskable icon **No manifest was fetched** ^

A maskable icon ensures that the image fills the entire shape without being letterboxed when installing the app on a device. [Learn about maskable manifest icons.](#)

ADDITIONAL ITEMS TO MANUALLY CHECK (3) Hide

○ Site works cross-browser ^

To reach the most number of users, sites should work across every major browser. [Learn about cross-browser compatibility.](#)

○ Page transitions don't feel like they block on the network ^

Transitions should feel snappy as you tap around, even on a slow network. This experience is key to a user's perception of performance. [Learn more about page transitions.](#)

○ Each page has a URL ^

Ensure individual pages are deep linkable via URL and that URLs are unique for the purpose of shareability on social media. [Learn more about providing deep links.](#)

These checks are required by the baseline [PWA Checklist](#) but are not automatically checked by Lighthouse. They do not affect your score but it's important that you verify them manually.

 Captured at Jun 24, 2023, 5:42

PM GMT+3

 Initial page load

 Emulated Desktop with Lighthouse

10.2.0

 Unknown

 Single page load

 Using HeadlessChromium

112.0.5615.142 with Ir

Generated by **Lighthouse** 10.2.0 | [File an issue](#)