



▲ 0–49 50–89 90–100



Performance

Metrics



▲ First Contentful Paint

3.3 s

Speed Index

4.0 s

Largest Contentful Paint

3.5 s

Time to Interactive

4.1 s

Total Blocking Time

120 ms

Cumulative Layout Shift

0.062

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

[View Original Trace](#)

[View Treemap](#)



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

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

Opportunity

Estimated Savings

▲ Serve images in next-gen formats

14.1 s

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

Show 3rd-party resources (3)

URL	Resource Size	Potential Savings
 /media/hobo_imagery_sea.png (hobo-hatch-b2b.s3.amazonaws.com)	3,061.5 KiB	2,694.6 KiB
 /media/hobo_imagery_lake.jpg (hobo-hatch-b2b.s3.amazonaws.com)	171.1 KiB	73.2 KiB
 /media/logo_home.png (hobo-hatch-b2b.s3.amazonaws.com)	36.0 KiB	26.2 KiB

▲ Eliminate render-blocking resources 2.09 s ^

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

Show 3rd-party resources (7)

URL	Transfer Size	Potential Savings
...css/bootstrap.min.css (cdn.jsdelivr.net)	23.9 KiB	1,560 ms
/css?family=Montserrat&family=Quicksand:wght@300&display=swap (fonts.googleapis.com)	1.1 KiB	840 ms
...css/base.css (hobo-hatch-b2b.s3.amazonaws.com)	11.0 KiB	1,060 ms
/jquery-3.6.0.min.js (code.jquery.com)	30.4 KiB	1,500 ms
...umd/popper.min.js (cdn.jsdelivr.net)	7.5 KiB	240 ms
/50cb4e3408.js (kit.fontawesome.com)	4.4 KiB	1,010 ms
/v3/ (js.stripe.com)	64.2 KiB	1,950 ms

Reduce unused JavaScript 0.54 s ^

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

Show 3rd-party resources (2)

URL	Transfer Size	Potential Savings
/v3/ (js.stripe.com)	64.2 KiB	49.6 KiB
/jquery-3.6.0.min.js (code.jquery.com)	30.4 KiB	20.6 KiB

Properly size images 0.47 s ^

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

Show 3rd-party resources (1)

URL	Resource Size	Potential Savings
 /media/hobo_imagery_lake.jpg (hobo-hatch-b2b.s3.amazonaws.com)	171.1 KiB	84.1 KiB

Minify CSS

0.24 s ^

Minifying CSS files can reduce network payload sizes. [Learn more.](#) [FCP](#) [LCP](#) Show 3rd-party resources (1)

URL	Transfer Size	Potential Savings
...css/base.css (hobo-hatch-b2b.s3.amazonaws.com)	11.0 KiB	3.5 KiB

Reduce unused CSS

0.24 s ^

Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity. [Learn more.](#) [FCP](#) [LCP](#) Show 3rd-party resources (1)

URL	Transfer Size	Potential Savings
...css/bootstrap.min.css (cdn.jsdelivr.net)	23.9 KiB	22.9 KiB
/*! * Font Awesome Free 5.15.4 by @fontawesome - https://fontawesome.com * License - https://fonta...	12.0 KiB	11.9 KiB

Enable text compression

0.24 s ^

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. [Learn more.](#) [FCP](#) [LCP](#) Show 3rd-party resources (1)

URL	Transfer Size	Potential Savings
...css/base.css (hobo-hatch-b2b.s3.amazonaws.com)	10.6 KiB	8.0 KiB
/about/ (hobo-hatch-b2b.herokuapp.com)	10.3 KiB	7.3 KiB

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

⚠ Serve static assets with an efficient cache policy — 6 resources found

^

A long cache lifetime can speed up repeat visits to your page. [Learn more.](#) Show 3rd-party resources (6)

URL	Cache TTL	Transfer Size
/media/hobo_imagery_sea.png (hobo-hatch-b2b.s3.amazonaws.com)	None	3,062 KiB
/media/hobo_imagery_lake.jpg (hobo-hatch-b2b.s3.amazonaws.com)	None	171 KiB
/media/logo_home.png (hobo-hatch-b2b.s3.amazonaws.com)	None	36 KiB
/v3/ (js.stripe.com)	1 m	64 KiB
...js/m-outer-6391740....js (js.stripe.com)	1 m	1 KiB

URL	Cache TTL	Transfer Size
/out-4.5.41.js (m.stripe.network)	5 m	28 KiB

Avoid enormous network payloads — Total size was 3,698 KiB ^

Large network payloads cost users real money and are highly correlated with long load times. [Learn more.](#) LCP

Show 3rd-party resources (10)

URL	Transfer Size
/media/hobo_imagery_sea.png (hobo-hatch-b2b.s3.amazonaws.com)	3,061.9 KiB
/media/hobo_imagery_lake.jpg (hobo-hatch-b2b.s3.amazonaws.com)	171.4 KiB
...webfonts/free-fa-solid-900.woff2 (ka-f.fontawesome.com)	77.2 KiB
...webfonts/free-fa-brands-400.woff2 (ka-f.fontawesome.com)	75.8 KiB
/v3/ (js.stripe.com)	64.2 KiB
/media/logo_home.png (hobo-hatch-b2b.s3.amazonaws.com)	36.3 KiB
/jquery-3.6.0.min.js (code.jquery.com)	30.4 KiB
/out-4.5.41.js (m.stripe.network)	27.7 KiB
...v24/6xKtdSZA....woff2 (fonts.gstatic.com)	25.2 KiB
...css/bootstrap.min.css (cdn.jsdelivr.net)	23.9 KiB

Minimize main-thread work — 2.3 s ^

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

Category	Time Spent
Other	1,360 ms
Style & Layout	344 ms
Script Evaluation	339 ms
Rendering	145 ms
Parse HTML & CSS	120 ms
Script Parsing & Compilation	21 ms

Avoid chaining critical requests — 11 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 more.](#) FCP LCP

Maximum critical path latency: **2,600 ms**

Initial Navigation

/about/ (hobo-hatch-b2b.herokuapp.com)

...css/bootstrap.min.css (cdn.jsdelivr.net) - **420 ms, 23.94 KiB**
 /css2?family=Montserrat&family=Quicksand:wght@300&display=swap (fonts.googleapis.com)
 ...v18/JTUSjlg1_....woff2 (fonts.gstatic.com) - **270 ms, 14.46 KiB**
 ...css/base.css (hobo-hatch-b2b.s3.amazonaws.com)
 /css2?family=... (fonts.googleapis.com)
 ...v24/6xKtdSZA...woff2 (fonts.gstatic.com) - **350 ms, 25.23 KiB**
 ...v18/JTUPjlg1_....woff2 (fonts.gstatic.com) - **300 ms, 14.24 KiB**
 ...webfonts/free-fa-solid-900.woff2 (ka-f.fontawesome.com) - **630 ms, 77.16 KiB**
 ...webfonts/free-fa-brands-400.woff2 (ka-f.fontawesome.com) - **970 ms, 75.80 KiB**
 /jquery-3.6.0.min.js (code.jquery.com) - **440 ms, 30.40 KiB**
 ...umd/popper.min.js (cdn.jsdelivr.net) - **420 ms, 7.47 KiB**
 ...js/bootstrap.min.js (cdn.jsdelivr.net) - **450 ms, 14.71 KiB**
 /50cb4e3408.js (kit.fontawesome.com) - **330 ms, 4.37 KiB**
 /v3/ (js.stripe.com) - **500 ms, 64.20 KiB**

○ Keep request counts low and transfer sizes small — 27 requests • 3,698 KiB ^

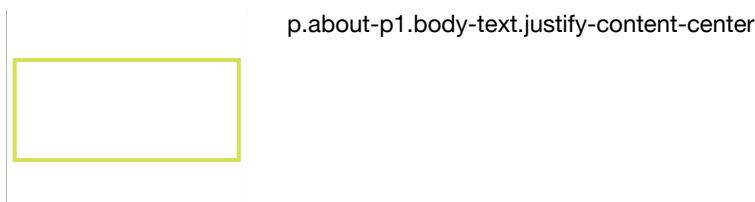
To set budgets for the quantity and size of page resources, add a budget.json file. [Learn more.](#)

Resource Type	Requests	Transfer Size
Total	27	3,698.4 KiB
Image	3	3,269.6 KiB
Font	5	206.9 KiB
Script	7	150.3 KiB
Stylesheet	4	37.0 KiB
Other	5	21.7 KiB
Document	3	13.0 KiB
Media	0	0.0 KiB
Third-party	26	3,687.8 KiB

○ Largest Contentful Paint element — 1 element found ^

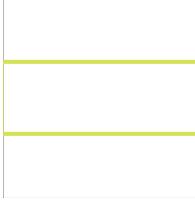
This is the largest contentful element painted within the viewport. [Learn More](#) LCP

Element



○ Avoid large layout shifts — 5 elements found ^

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

Element	CLS Contribution
	div.col-12.about-page-text.justify-content-center.py-3 0.025
	div.pt-4 0.015
	h1.page-title.title-text.py-2 0.009
	p.about-p1.body-text.justify-content-center 0.007
	p.about-p2.body-text 0.004

○ Avoid long main-thread tasks — 7 long tasks found ^

Lists the longest tasks on the main thread, useful for identifying worst contributors to input delay. [Learn more](#) (TBT)

Show 3rd-party resources (3)

URL	Start Time	Duration
/jquery-3.6.0.min.js (code.jquery.com)	4,049 ms	272 ms
/about/ (hobo-hatch-b2b.herokuapp.com)	1,170 ms	124 ms
Unattributable	1,335 ms	124 ms
/50cb4e3408.js (kit.fontawesome.com)	4,321 ms	61 ms
/about/ (hobo-hatch-b2b.herokuapp.com)	1,048 ms	57 ms
...css/bootstrap.min.css (cdn.jsdelivr.net)	2,847 ms	57 ms
Unattributable	1,105 ms	55 ms



Passed audits (24)



Defer offscreen images — Potential savings of 3,062 KiB

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

[Show 3rd-party resources \(1\)](#)

URL	Resource Size	Potential Savings
 /media/hobo_imagery_sea.png (hobo-hatch-b2b.s3.amazonaws.com)	3,061.5 KiB	3,061.5 KiB



Minify JavaScript



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

Efficiently encode images



Optimized images load faster and consume less cellular data. [Learn more](#).

Preconnect to required origins



Warnings: A `<link rel=preconnect>` was found for "https://fonts.googleapis.com" but was not used by the browser. Check that you are using the `crossorigin` attribute properly.

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

Initial server response time was short — Root document took 140 ms



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

[Show 3rd-party resources \(0\)](#)

URL	Time Spent
/about/ (hobo-hatch-b2b.herokuapp.com)	140 ms



Avoid multiple page redirects



Redirects introduce additional delays before the page can be loaded. [Learn more](#). [FCP](#) [LCP](#)

○ Preload key requests



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

Use HTTP/2



HTTP/2 offers many benefits over HTTP/1.1, including binary headers and multiplexing. [Learn more](#).

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](#) [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 0 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 More](#) [TBT](#)

Show 3rd-party resources (2)

URL

Potential Savings

Preload Largest Contentful Paint image



Preload the image used by the LCP element in order to improve your LCP time. [Learn more](#). [\[LCP\]](#)

Avoids an excessive DOM size — 84 elements



A large DOM will increase memory usage, cause longer [style calculations](#), and produce costly [layout reflows](#). [Learn more](#).

[TBT](#)

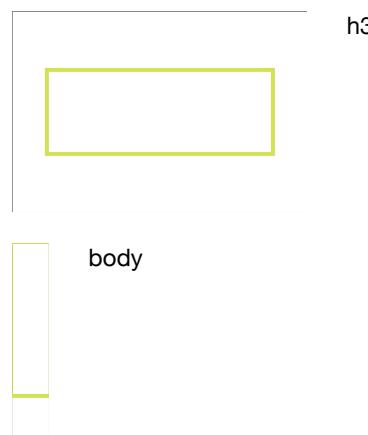
Statistic

Element

Value

Total DOM Elements

84



Maximum DOM Depth

10

Maximum Child Elements

6

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](#).

JavaScript execution time — 0.3 s



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

Show 3rd-party resources (4)

URL

Total CPU Time

Script Evaluation

Script Parse

Unattributable

1,248 ms

29 ms

1 ms

/about/ (hobo-hatch-b2b.herokuapp.com)

673 ms

24 ms

5 ms

/v3/ (js.stripe.com)

128 ms

118 ms

8 ms

URL	Total CPU Time	Script Evaluation	Script Parse
/jquery-3.6.0.min.js (code.jquery.com)	95 ms	78 ms	2 ms
/50cb4e3408.js (kit.fontawesome.com)	64 ms	61 ms	1 ms
...css/bootstrap.min.css (cdn.jsdelivr.net)	57 ms	0 ms	0 ms

All text remains visible during webfont loads ^

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. [Learn more.](#) FCP LCP

Minimize third-party usage — **Third-party code blocked the main thread for 40 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 more.](#) TBT

[Show 3rd-party resources \(0\)](#)

Third-Party	Transfer Size	Main-Thread Blocking Time
Stripe	96 KiB	34 ms
/v3/ (js.stripe.com)	64 KiB	34 ms
/out-4.5.41.js (m.stripe.network)	28 KiB	0 ms
jQuery CDN	30 KiB	1 ms
/jquery-3.6.0.min.js (code.jquery.com)	30 KiB	1 ms
Amazon Web Services	3,283 KiB	0 ms
/media/hobo_imagery_sea.png (hobo-hatch-b2b.s3.amazonaws.com)	3,062 KiB	0 ms
/media/hobo_imagery_lake.jpg (hobo-hatch-b2b.s3.amazonaws.com)	171 KiB	0 ms
FontAwesome CDN	176 KiB	0 ms
...webfonts/free-fa-solid-900.woff2 (ka-f.fontawesome.com)	77 KiB	0 ms
...webfonts/free-fa-brands-400.woff2 (ka-f.fontawesome.com)	76 KiB	0 ms
...css/free.min.css?token=50cb4e3408 (ka-f.fontawesome.com)	13 KiB	0 ms
Other resources	10 KiB	0 ms
Google Fonts	56 KiB	0 ms
...v24/6xKtdSZA....woff2 (fonts.gstatic.com)	25 KiB	0 ms
...v18/JTUSJlg1_....woff2 (fonts.gstatic.com)	14 KiB	0 ms
...v18/JTUPJlg1_....woff2 (fonts.gstatic.com)	14 KiB	0 ms
JSDelivr CDN	46 KiB	0 ms
...css/bootstrap.min.css (cdn.jsdelivr.net)	24 KiB	0 ms
...js/bootstrap.min.js (cdn.jsdelivr.net)	15 KiB	0 ms
...umd/popper.min.js (cdn.jsdelivr.net)	7 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 more.](#)

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.](#)

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](#).

Avoids `document.write()`

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

Avoid non-composited animations

Animations which are not composited can be janky and increase CLS. [Learn more](#) CLS

Image elements have explicit `width` and `height`

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

Additional items to manually check (10) — These items address areas which an automated testing tool cannot cover.

Learn more in our guide on [conducting an accessibility review](#).

The page has a logical tab order

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

Interactive controls are keyboard focusable

Custom interactive controls are keyboard focusable and display a focus indicator. [Learn more](#).

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 more](#).

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 more](#).

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 more](#).

Custom controls have associated labels

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

Custom controls have ARIA roles

Custom interactive controls have appropriate ARIA roles. [Learn more.](#)

Visual order on the page follows DOM order

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

Offscreen content is hidden from assistive technology

Offscreen content is hidden with display: none or aria-hidden=true. [Learn more.](#)

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.](#)

Passed audits (18)

[aria-*] attributes match their roles

Each ARIA `role` supports a specific subset of `aria-*` attributes. Mismatching these invalidates the `aria-*` attributes. [Learn more.](#)

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 more.](#)

[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 more.](#)

[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 more.](#)

[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.](#)

[role] values are valid

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

[aria-*] attributes have valid values

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

[aria-*] attributes are valid and not misspelled

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

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 more.](#)

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.](#)

Background and foreground colors have a sufficient contrast ratio ^

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

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.](#)

Heading elements appear 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.](#)

`<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.](#)

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

Specifying a valid [BCP 47 language](#) helps screen readers announce text properly. [Learn more.](#)

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.](#)

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 more.](#)

`[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.](#)

Not applicable (26) ^

○ `[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.](#)

○ 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.](#)

○ ARIA `meter` 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 more.](#)

○ 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 more.](#)

○ 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.](#)

○ `[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.](#)

○ 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.](#)

○ ARIA `tooltip` 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 more.](#)

○ ARIA `treeitem` 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 more.](#)

○ `<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 more.](#)

○ 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 more.](#)

○ `[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 more.](#)

○ ARIA IDs are unique

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

○ 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 more.](#)

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

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



- **<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 more.](#)

- **Form elements have associated labels**

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

- **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.](#)

- **List items () are contained within or parent elements**

Screen readers require list items (``) to be contained within a parent `` or `` to be announced properly. [Learn more.](#)

- **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.](#)

- **<object> elements have [alt] text**

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

- **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.](#)

- **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.](#)

- **<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.](#)

- **[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 more.](#)

- **<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.](#)



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 more](#)

Description	Directive	Severity
No CSP found in enforcement mode		High

General

○ Detected JavaScript libraries

All front-end JavaScript libraries detected on the page. [Learn more](#).

Name	Version
Bootstrap	4.6.0
jQuery	3.6.0

Passed audits (16)

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](#).

Links to cross-origin destinations are safe

Add `rel="noopener"` or `rel="noreferrer"` to any external links to improve performance and prevent security vulnerabilities. [Learn more](#).

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](#).

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](#).

Avoids front-end JavaScript libraries with known security vulnerabilities

Some third-party scripts may contain known security vulnerabilities that are easily identified and exploited by attackers. [Learn more](#).

Allows users to paste into password fields

Preventing password pasting undermines good security policy. [Learn more](#).

Displays images with correct aspect ratio

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

Serves images with appropriate resolution

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

Page has the HTML doctype

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

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](#).

Avoids `unload` event listeners

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

Avoids Application Cache

Application Cache is deprecated. [Learn more](#).

Avoids deprecated APIs

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

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](#)

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](#).

Show 3rd-party resources (2)

URL

...umd/popper.min.js (cdn.jsdelivr.net)

...js/bootstrap.min.js (cdn.jsdelivr.net)

Map URL

...umd/popper.min.js.map (cdn.jsdelivr.net)

...js/bootstrap.min.js.map (cdn.jsdelivr.net)

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.

Not applicable (1)

- Fonts with `font-display: optional` are preloaded

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



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](#).

Crawling and Indexing — To appear in search results, crawlers need access to your app.

▲ robots.txt is not valid — 143 errors found



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](#).

Line #	Content	Error
3	<!doctype html>	Syntax not understood
4	<html lang="en">	Syntax not understood
6	<head>	Syntax not understood
7	<!-- Required meta tags -->	Syntax not understood
9	<meta http-equiv="X-UA-Compatible" content="ie=edge">	Syntax not understood
10	<meta charset="utf-8">	Syntax not understood
11	<meta name="viewport" content="width=device-width, initial-scale=1">	Syntax not understood
12	<meta name="theme-color" content="#F2F3F7">	Syntax not understood
13	<meta name="description" content="Hobo & Hatch B2B - The concious buying choice">	Syntax not understood
19	<!-- Bootstrap, CSS & Google fonts -->	Syntax not understood
21	<link rel="stylesheet" href="https://cdn.jsdelivr.net/npm/bootstrap@4.6.0/dist/css/bootstrap.min.css" integrity="sha384-B0vP5xmATw1+K9KRQjQERJvTumQW0nPEzvF6L/Z6nronJ3oUOFUFpCjEUQouq2+l" crossorigin="anonymous">	Unknown directive
23	<link rel="preconnect" href="https://fonts.googleapis.com">	Unknown directive

Line #	Content	Error
24	<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>	Unknown directive
25	<link href="https://fonts.googleapis.com/css?family=Montserrat&family=Quicksand:wght@300&display=swap"	Unknown directive
26	rel="stylesheet">	Syntax not understood
27	<link rel="stylesheet" href="https://hobo-hatch-b2b.s3.amazonaws.com/static/css/base.css">	Unknown directive
36	<script src="https://code.jquery.com/jquery-3.6.0.min.js" integrity="sha256-/xUj+3OJU5yExlq6GSYGSKh7tPXikynS7ogEvDej/m4=" crossorigin="anonymous"></script>	Unknown directive
37	<script src="https://cdn.jsdelivr.net/npm/popper.js@1.16.1/dist/umd/popper.min.js" integrity="sha384-9/reFTGAW83EW2RDu2S0VKaIzap3H661ZH81PoYlFhbGU+6BZp6G7niu735Sk71N"	Unknown directive
38	crossorigin="anonymous">	Syntax not understood
39	</script>	Syntax not understood
40	<script src="https://cdn.jsdelivr.net/npm/bootstrap@4.6.0/dist/js/bootstrap.min.js" integrity="sha384-YQ4JLhjyBLPDQt//I+STsc9iw4uQqACwlvpslubQzn4u2UU2UFM80nGisd026JF"	Unknown directive
41	crossorigin="anonymous">	Syntax not understood
42	</script>	Syntax not understood
43	<script src="https://kit.fontawesome.com/50cb4e3408.js" crossorigin="anonymous"></script>	Unknown directive
44	<script src="https://js.stripe.com/v3/"></script>	Unknown directive
45	<link rel="apple-touch-icon" sizes="180x180" href="https://hobo-hatch-b2b.s3.amazonaws.com/static/favicon/apple-touch-icon.png" crossorigin="use-credentials">	Unknown directive
46	<link rel="icon" type="image/png" sizes="32x32" href="https://hobo-hatch-b2b.s3.amazonaws.com/static/favicon/favicon-32x32.png" crossorigin="use-credentials" >	Unknown directive
47	<link rel="icon" type="image/png" sizes="16x16" href="https://hobo-hatch-b2b.s3.amazonaws.com/static/favicon/favicon-16x16.png" crossorigin="use-credentials" >	Unknown directive
48	<link rel="icon" type="image/png" sizes="192x192" href="https://hobo-hatch-b2b.s3.amazonaws.com/static/favicon/android-chrome-192x192.png" crossorigin="use-credentials" >	Unknown directive
49	<link rel="icon" type="image/png" sizes="512x512" href="https://hobo-hatch-b2b.s3.amazonaws.com/static/favicon/android-chrome-512x512.png" crossorigin="use-credentials">	Unknown directive
50	<link rel="manifest" href="https://hobo-hatch-b2b.s3.amazonaws.com/static/favicon/manifest.json" crossorigin="use-credentials">	Unknown directive
57	<title>Hobo & Hatch B2B</title>	Syntax not understood
58	</head>	Syntax not understood

Line #	Content	Error
60	<body>	Syntax not understood
62	<!-- header -->	Syntax not understood
64	<header class="container-fluid fixed-top p-0">	Syntax not understood
65	<!-- Navigation -->	Syntax not understood
66	<nav class="navbar navbar-expand-md p-0">	Syntax not understood
67	<div class="col-md-4 navbar-collapse collapse w-100 dual-collapse2 order-1 order-lg-0 justify-content-center p-0">	Syntax not understood
68	<ul class="navbar-nav text-center">	Syntax not understood
70	<!-- Check which items to display in Navbar based on if user is authenticated or not -->	Syntax not understood
73	<!-- If user not logged in show login & register links -->	Syntax not understood
74		Syntax not understood
75	Login	Syntax not understood
76		Syntax not understood
77		Syntax not understood
78	Register	Syntax not understood
79		Syntax not understood
81		Syntax not understood
82	</div>	Syntax not understood
85	<!-- Logo block -->	Syntax not understood
86	<div class="col-sm-12 col-lg-4 logo-div my-2 py-2 pb-2 order-0 position-relative justify-content-center">	Syntax not understood
87		Syntax not understood
88		Unknown directive
89		Syntax not understood
90	<div class="col mx-auto justify-content-center navbars-div">	Syntax not understood
91	<button class="navbar-toggler" type="button" data-toggle="collapse" data-target=".dual-collapse2" aria-label="menu bars">	Syntax not understood

Line #	Content	Error
92	<i class="fas fa-bars"></i>	Syntax not understood
93	</button>	Syntax not understood
94	</div>	Syntax not understood
95	</div>	Syntax not understood
97	<!-- About us & faq nav links -->	Syntax not understood
98	<div class="col-lg-4 navbar-collapse collapse w-100 dual-collapse2 order-2 order-md-2 justify-content-center" >	Syntax not understood
99	<ul class="navbar-nav text-center">	Syntax not understood
100	<li class="nav-item">	Syntax not understood
101	About Us	Syntax not understood
102		Syntax not understood
103	<li class="nav-item">	Syntax not understood
104	FAQ's	Syntax not understood
105		Syntax not understood
106		Syntax not understood
107	</div>	Syntax not understood
108	</nav>	Syntax not understood
109	</header>	Syntax not understood
111	<!-- Messages -->	Syntax not understood
114	<div class="container header-container">	Syntax not understood
115	<div class="row justify-content-center">	Syntax not understood
116	<div class="col"></div>	Syntax not understood
117	</div>	Syntax not understood
118	</div>	Syntax not understood
123	<main class="container justify-content-center error-container">	Syntax not understood

Line #	Content	Error
124	<div class="row">	Syntax not understood
125	<div class="col">	Syntax not understood
126	<h2 class="py-2">Sorry, this page no longer lives here! (404 error)</h2>	Syntax not understood
127		Syntax not understood
128	Back to Homepage	Syntax not understood
129		Syntax not understood
130	</div>	Syntax not understood
132	</div>	Syntax not understood
133	</main>	Syntax not understood
137	<script>	Syntax not understood
138	\$('.toast').toast('show')	Syntax not understood
139	</script>	Syntax not understood
142	<footer class="row text-center footer-text mx-0 mt-0">	Syntax not understood
143	<section class="col-12 footer-links mt-0">	Syntax not understood
144	<div class="container footer-container text-center mt-2 pt-2 px-0">	Syntax not understood
145	<div class="row mt-3 mx-0 px-0">	Syntax not understood
147	<!-- Hobo & Hatch Blog & Social -->	Syntax not understood
148	<div class="col-md-4 mx-0 mb-3 mt-2 p-0">	Syntax not understood
149	<p class="text-uppercase fw-bold mb-3 mt-2 mx-0 p-0">	Syntax not understood
150	GET SOCIAL WITH US	Syntax not understood
151	</p>	Syntax not understood
152	<div class="col pt-2 p-0 mx-0">	Syntax not understood
153		Syntax not understood
154		Unknown directive

Line #	Content	Error
155	<i class="fab fa-instagram fa-l"></i>	Syntax not understood
156		Syntax not understood
157		Syntax not understood
158		Syntax not understood
159		Syntax not understood
160	<i class="fab fa-linkedin fa-l"></i>	Syntax not understood
161		Syntax not understood
162		Syntax not understood
163	</div>	Syntax not understood
164	</div>	Syntax not understood
166	<!-- Collections links -->	Syntax not understood
167	<div class="col-md-4 text-center mx-0 mb-3 mt-2 p-0">	Syntax not understood
168	<p class="text-uppercase mb-3 mt-3">	Syntax not understood
169	Collections	Syntax not understood
170	</p>	Syntax not understood
172	<p>	Syntax not understood
173	Login to View Collections	Syntax not understood
174	</p>	Syntax not understood
176	<p class="mb-0 pb-0">© 2021 Copyright Gemma Sayers</p>	Syntax not understood
177	</div>	Syntax not understood
179	<!-- Contact Links -->	Syntax not understood
180	<div class="col-md-4 text-center mx-0 mb-3 mt-3 p-0">	Syntax not understood
181	<p class="text-uppercase mb-3 mt-3">	Syntax not understood
182	Contact	Syntax not understood

Line #	Content	Error
183	</p>	Syntax not understood
184	<p class="pb-0">	Syntax not understood
185	<i class="fas fa-envelope"></i>	Syntax not understood
186	info@hoboandhatch.co.uk	Syntax not understood
187	</p>	Syntax not understood
188	<p class="pb-0"><i class="fas fa-phone"></i> + 44 1323 710710</p>	Syntax not understood
189	</div>	Syntax not understood
190	</div>	Syntax not understood
191	</div>	Syntax not understood
192	</section>	Syntax not understood
193	</footer>	Syntax not understood
194	</body>	Syntax not understood
195	</html>	Syntax not understood

Additional items to manually check (1) — Run these additional validators on your site to check additional SEO best practices.

○ Structured data is valid

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

Passed audits (12)

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](#). [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](#).

Document has a meta description

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



Page has successful HTTP status code

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

Links have descriptive text

Descriptive link text helps search engines understand your content. [Learn more.](#)

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 More](#)

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.](#)

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.](#)

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.](#)

Document uses legible font sizes — **89.78% legible text**

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.](#)

Show 3rd-party resources (1)

Source	Selector	% of Page Text	Font Size
base.css:311	.carousel-caption h3	10.22%	10.8px
Legible text		89.78%	$\geq 12\text{px}$

Document avoids plugins

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

Tap targets are sized appropriately — **100% appropriately sized tap targets**

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

Not applicable (1)

Document has a valid `rel=canonical`

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





Progressive Web App

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

Installable

⚠️ Web app manifest or service worker do not meet the installability requirements — 2 reasons ^

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.](#)

Failure reason

Manifest start URL is not valid

No matching service worker detected. You may need to reload the page, or check that the scope of the service worker for the current page encloses the scope and start URL from the manifest.

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.](#)

⚠️ Does not redirect HTTP traffic to HTTPS ^

If you've already set up HTTPS, make sure that you redirect all HTTP traffic to HTTPS in order to enable secure web features for all your users. [Learn more.](#)

Configured for a custom splash screen

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

Sets a theme color for the address bar.

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

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 more.](#)

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.](#) TBT

Provides a valid `apple-touch-icon`

For ideal appearance on iOS when users add a progressive web app to the home screen, define an `apple-touch-icon`. It must point to a non-transparent 192px (or 180px) square PNG. [Learn More.](#)

Manifest has a maskable icon

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

Additional items to manually check (3) — 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.

Site works cross-browser

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

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.](#)

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.](#)

Runtime Settings

URL	https://hobo-hatch-b2b.herokuapp.com/about/
Fetch Time	Dec 1, 2021, 12:01 AM GMT+1
Device	Emulated Moto G4
Network throttling	150 ms TCP RTT, 1,638.4 Kbps throughput (Simulated)
CPU throttling	4x slowdown (Simulated)
Channel	devtools
User agent (host)	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/96.0.4664.55 Safari/537.36
User agent (network)	Mozilla/5.0 (Linux; Android 7.0; Moto G (4)) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/94.0.4590.2 Mobile Safari/537.36 Chrome-Lighthouse
CPU/Memory Power	1994
Axe version	4.2.3

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