

82

PERFORMANCE

Metrics

First Contentful Paint	1.0 s	Speed Index	3.5 s
Largest Contentful Paint	1.1 s	Time to Interactive	4.7 s
Total Blocking Time		Cumulative Layout Shift	0.008

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

**Opportunities** --These suggestions can help your page load faster. They do not [directly affect](#) the Performance score.

Opportunity

Estimated Savings

Eliminate render-blocking resources  
0.27 s

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

URL

- <https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.2.0/css/all.min.css>
- <https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/theme.scss.css?v=129790445462233393801670>
- <https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/bootstrap.min.css?v=1713289391230395124616>
- <https://fonts.googleapis.com/css?family=Work+Sans:400,700>
- <https://d3hw6dc1ow8pp2.cloudfront.net/styles/main.min.css>

## URL

https://dov7r31oq5dkj.cloudfront.net/d60b9c04-5b59-4886-973d-5946d214bce5/widget-style-customisations.css?v=5b91d77c-eb89-4ba9-97cc-d40ba2a86a61

https://www.googleoptimize.com/optimize.js?id=OPT-TKXTWHG


https://ajax.googleapis.com/ajax/libs/jquery/2.2.4/jquery.min.js

Properly size images






0.24 s


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

URL	Resource Size	Potential Savings
desktop banner - Health Startswith Your Mouth https://cdn.shopify.com/s/files/1/2656/6094/files/BOKA_KIT_HomepageBanner_1122_2048x.png?v=1669074991	109.4 KiB	61.9 KiB
Vogue https://cdn.shopify.com/s/files/1/2656/6094/files/vogue_1024x1024.png?v=1613519476	6.23 KiB	5.91 KiB
BOKA LOGO https://d3k81ch9hvuctc.cloudfront.net/company/LgsxQs/images/7b20af6f-6fcd-48e5-8a1e-9ab6a16c8579.png	6.12 KiB	5.73 KiB
Travel Leisure https://cdn.shopify.com/s/files/1/2656/6094/files/travel_1024x1024.png?v=1613519476	5.77 KiB	5.46 KiB
Esquire https://cdn.shopify.com/s/files/1/2656/6094/files/esquire_6771dcf7-0068-45e2-9628-5eb61acdcd54_1024x1024.png?v=1613519606	5.31 KiB	5.03 KiB
Well+Good https://cdn.shopify.com/s/files/1/2656/6094/files/well_good_1024x1024.png?v=1613519476	4.79 KiB	4.61 KiB

URL	Resource Size	Potential Savings
 https://cdn.shopify.com/s/files/1/2656/6094/files/gq_10_24x1024.png?v=1613519476m Defer offscreen images 0.19 s	4.51 KiB	4.27 KiB

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

URL	Resource Size	Potential Savings
mobile Banner - Health Startswith Your Mouth  https://cdn.shopify.com/s/files/1/2656/6094/files/boka_banner-web_d302294d-b33e-428d-b536-f91626a1304f_767x.png?v=1669075473	19.46 KiB	19.46 KiB
The Perfect Brush  https://cdn.shopify.com/s/files/1/2656/6094/files/the_perfect_mobile_767x.jpg?v=1613519977	11.25 KiB	11.25 KiB
 https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/nav-icon-kits_small.png?v=160622156265382580081670577163	3.44 KiB	3.44 KiB
 https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/nav-icon-toothbrush_small.png?v=132207286259447552531670577163	3.03 KiB	3.03 KiB
 https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/nav-icon-accessories_small.png?v=25463729545079108821670577162	2.81 KiB	2.81 KiB

	URL	Resource Size	Potential Savings
	https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/nav-icon-toothpaste_small.png?v=60363985731821794311670577164	2.72 KiB	2.72 KiB
Reduce unused CSS			0.13 s

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

## URL

https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/bwh_style.css?v=2120597229094005280167057
https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/bootstrap.min.css?v=1713289391230395124616
https://d3hw6dc1ow8pp2.cloudfront.net/styles/main.min.css
https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.2.0/css/all.min.css
https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/theme.scss.css?v=129790445462233393801670
https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/main.css?v=19813314994746853051672379866
Reduce unused JavaScript
0.6 s

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

## URL

https://acsbapp.com/apps/app/dist/js/app.js
https://connect.facebook.net/signals/config/1965389030406449?v=2.9.92&r=stable
https://j.northbeam.io/ota-sp/e7bf3f8-eec2-4575-bdf7-f4d73a6073a6.js
https://static.zdassets.com/web_widget/latest/messenger/web-widget-9948-c772b95.js
https://www.googletagmanager.com/gtag/js?id=AW-928967429
https://j.northbeam.io/vendor/nb-sp.js
https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/vendor.js?v=65113697799874270041670577204
https://analytics.tiktok.com/i18n/pixel/static/main.MWE2YWY2YTgzMw.js
https://www.googletagmanager.com/gtag/js?id=G-4Q3MS0F7NE&l=dataLayer&cx=c
https://static.zdassets.com/web_widget/latest/web-widget-framework-73f767e20e4f3af7aaf1.js
https://www.googleoptimize.com/optimize.js?id=OPT-TKXTWHG
https://www.googletagmanager.com/gtag/js?id=AW-928967429&l=dataLayer&cx=c
https://ajax.googleapis.com/ajax/libs/jquery/1.7.2/jquery.min.js
https://www.googletagmanager.com/gtm.js?id=GTM-TS8CKMK
https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/theme.js?v=11157006144369219149167057719

## URL

https://www.googletagmanager.com/gtag/js?id=UA-66047813-1

Reduce initial server response time

0.62 s

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

## URL

### Time Spent

https://www.boka.com/

617.285

Preload key requests

0 s

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

**Diagnostics** -- More information about the performance of your application. These numbers do not [directly affect](#) the Performance score.

Avoid enormous network payloads

Total size was 6,951 KiB

## URL

https://d3k81ch9hvuctc.cloudfront.net/company/LgsxQs/images/7d92f447-805e-4ea5-86d7-dd790a9255e

https://acsbapp.com/apps/app/dist/js/app.js

https://j.northbeam.io/vendor/nb-sp.js

https://static.zdassets.com/web\_widget/latest/messenger/web-widget-9948-c772b95.js

https://connect.facebook.net/signals/config/1965389030406449?v=2.9.92&r=stable

https://cdn.shopify.com/s/files/1/2656/6094/files/BOKA\_KIT\_HomepageBanner\_1122\_2048x.png?v=1669

https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.2.0/webfonts/fa-brands-400.woff2

https://cdn.shopify.com/s/files/1/2656/6094/files/homepage-toothpaste-stone\_1250x1520.jpg?v=16376820

https://j.northbeam.io/ota-sp/e7fbf3f8-eec2-4575-bdf7-f4d73a6073a6.js

https://www.googletagmanager.com/gtag/js?id=G-4Q3MS0F7NE&l=dataLayer&cx=c

Serve static assets with an efficient cache policy

18 resources found

## URL

https://d3k81ch9hvuctc.cloudfront.net/company/LgsxQs/images/7d92f447-805e-4ea5-86d7-dd790a9255e

https://d26ky332zkt97.cloudfront.net/colibrius-g.js

https://d3k81ch9hvuctc.cloudfront.net/company/LgsxQs/images/7b20af6f-6fcd-48e5-8a1e-9ab6a16c8579

https://dov7r31oq5dkj.cloudfront.net/d60b9c04-5b59-4886-973d-5946d214bce5/widget-style-customisation

URL

https://tr.snapchat.com/config/com/080747c2-e355-4c53-aa9d-c44c0298f3d6.js  
https://www.facebook.com/tr/?id=1965389030406449&ev=Microdata&dl=https%3A%2F%2Fwww.boka.co%20nature%20%26%20modern%20science%20to%20offer%20to%20heal%20your%20mouth%20and%20nature%20%26%20modern%20science%20to%20offer%20to%20heal%20your%20mouth%20and%4ebd-9023-182f3e50e179.jpg%3Fv%3D1627662613%22%2C%22og%3Aimage%3Awidth%22%3A%222https://www.facebook.com/tr/?id=1965389030406449&ev=PageView&dl=https%3A%2F%2Fwww.boka.cohttps://d3hw6dc1ow8pp2.cloudfront.net/styles/main.min.css  
https://sc-static.net/scevent.min.js  
https://connect.facebook.net/signals/config/1965389030406449?v=2.9.92&r=stable  
https://connect.facebook.net/en\_US/fbevents.js  
https://static.zdassets.com/ekr/snippet.js?key=b1617ed3-c9b2-4288-a7cc-4d2d8462f44e  
https://www.google-analytics.com/plugins/ua/linkid.js  
https://www.google-analytics.com/analytics.js  
https://acsbapp.com/apps/app/dist/js/app.js  
https://resources.xg4ken.com/js/v2/ktag.js?tid=KT-N3BCB-3EB  
https://d3a1v57rabk2hm.cloudfront.net/projecttoothbrush/joybox\_digital-copy-7/images/only-toothpaste-lehttps://d3a1v57rabk2hm.cloudfront.net/projecttoothbrush/joybox\_digital-copy-7/images/close-icon.png?ts=

Avoid an excessive DOM size1,272 elements

Statistic	Element	Value
Total DOM Elements		1272
Maximum DOM Depth		17
Maximum Child Elements		115

Avoid chaining critical requests30 chains found

User Timing marks and measures4 user timings

Name	Type	Start Time
shopify.content_for_header.start	Mark	1007.788
shopify.content_for_header.end	Mark	1009.788
snaptr	Mark	1777.78
snaptr	Mark	2053.132

Ensure text remains visible during webfont load

URL	Potential Savings
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Image not found or type unknown

https://cdn.shopify.com/s/files/1/0010/5535/9094/t/6/assets/CeraPro-Regular.woff2	18.480000086129
https://cdn.shopify.com/s/files/1/0010/5535/9094/t/6/assets/CeraPro-Light.woff2	17.489999998361
https://cdn.shopify.com/s/files/1/0010/5535/9094/t/6/assets/CeraPro-Bold.woff2	17.825999995694
https://cdn.shopify.com/s/files/1/0010/5535/9094/t/6/assets/CeraPro-Medium.woff2	18.760000006296
https://cdn.shopify.com/s/files/1/2656/6094/files/Device_-_EnglishGrotesque-Medium.woff	21.776000037789
https://cdn.shopify.com/s/files/1/2656/6094/files/ChaparralPro-Italic.woff	27.909999946132
https://cdn.shopify.com/s/files/1/2656/6094/t/174/fonts/fontawesome-webfont.woff2?v=4.5.0	325.45399991795
https://cdn.shopify.com/s/files/1/2656/6094/t/174/fonts/fontawesome-webfont.woff?v=4.5.0	363.26599994209
https://cdn.shopify.com/s/files/1/2656/6094/t/174/fonts/fontawesome-webfont.ttf?v=4.5.0	336.01400000043

Keep request counts low and transfer sizes small

171 requests • 6,951 KiB

Resource Type	Requests	Transfer Size
Total	171	7117332
Image	28	4556918
Script	71	1844382
Font	12	432948
Stylesheet	18	186428
Other	39	58448
Document	3	38208
Media	0	0
Third-party	157	7072723

Largest Contentful Paint element

1 element found

Element

Avoid large layout shifts

1 element found


Element	CLS Contribution
	0.0078114290561247


Image elements do not have explicit `width` and `height`

 Kiss Sensitivity and Cavities Goodbye

 Well+Good

 Travel Leisure

 Vogue

 GQ

 Esquire

 BOKA LOGO

 learn more about nano-hydroxyapatite

 Boka - Mindful Oral Care

 A Better Brush

 Timed Brushing

 Human Driven Design

 Long Lasting Charge

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## 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.

### NAMES AND LABELS

No form fields have multiple labels

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

#### Failing Elements

Image elements do not have `[alt]` attributes

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

#### Failing Elements

**body.index > img**

Fix any of the following: Element does not have an alt attribute aria-label attribute does not exist or is empty aria-labelledby attribute does not exist, references elements that do not exist or references elements that are empty Element has no title attribute Element's default semantics were not overridden with role="none" or role="presentation"

## URL

[https://cdn.shopify.com/s/files/1/2656/6094/files/home-stone\\_1250x1520.jpg?v=1637682054](https://cdn.shopify.com/s/files/1/2656/6094/files/home-stone_1250x1520.jpg?v=1637682054)

[https://cdn.shopify.com/s/files/1/2656/6094/files/well\\_1250x1520.jpg?v=1637682054](https://cdn.shopify.com/s/files/1/2656/6094/files/well_1250x1520.jpg?v=1637682054)

[https://cdn.shopify.com/s/files/1/2656/6094/files/travel\\_1250x1520.jpg?v=1637682054](https://cdn.shopify.com/s/files/1/2656/6094/files/travel_1250x1520.jpg?v=1637682054)

[https://cdn.shopify.com/s/files/1/2656/6094/files/vogue\\_1250x1520.jpg?v=1637682054](https://cdn.shopify.com/s/files/1/2656/6094/files/vogue_1250x1520.jpg?v=1637682054)

[https://cdn.shopify.com/s/files/1/2656/6094/files/gq\\_1250x1520.jpg?v=1637682054](https://cdn.shopify.com/s/files/1/2656/6094/files/gq_1250x1520.jpg?v=1637682054)

[https://cdn.shopify.com/s/files/1/2656/6094/files/esquire\\_1250x1520.jpg?v=1637682054](https://cdn.shopify.com/s/files/1/2656/6094/files/esquire_1250x1520.jpg?v=1637682054)

<https://d3k81ch9hvuctc.cloudfront.net/company/Lgsx09ab6a16c8579.png>

<https://d3a1v57rabk2hm.cloudfront.net/projecttoothbrush/learnmore-icon.svg?ts=1510293937&host=boka.com>

<https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/logo.svg?v=174623004615038662431670577089>

<https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/logo.svg?v=174623004615038662431670577089>

<https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/logo.svg?v=174623004615038662431670577089>

<https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/logo.svg?v=174623004615038662431670577089>

<https://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/logo.svg?v=174623004615038662431670577089>



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

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

## Failing Elements

`<object>` elements have alternate text

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

## Failing Elements

## BEST PRACTICES

The document does not use `

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

## NAVIGATION

`[accesskey]` values are unique

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

## TABLES AND LISTS

`<dl>`'s contain only properly-ordered `

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

Definition list items are wrapped in `

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

Cells in a `

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

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

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

## Passed audits

`[aria-\*]` attributes match their roles

Each ARIA `role` supports a specific subset of `aria-\*` attributes. Mismatching these invalidates the `aria-\*` attributes. [\[Learn more\]\(https://web.dev/aria-allowed-attr/\)](https://web.dev/aria-allowed-attr/).

`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. [\[Learn more\]\(https://web.dev/aria-](https://web.dev/aria-)

name/).

`[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](https://web.dev/aria-hidden-body/).

`[aria-hidden="true"]` elements do not contain focusable descendents

Focusable descendents within an `[aria-hidden="true"]` element prevent those interactive elements from being available to users of assistive technologies like screen readers. [Learn more](https://web.dev/aria-hidden-focus/).

`[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](https://web.dev/aria-required-attr/).

`[role]` values are valid

ARIA roles must have valid values in order to perform their intended accessibility functions. [Learn more](https://web.dev/aria-roles/).

`[aria-*)` attributes have valid values

Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid values. [Learn more](https://web.dev/aria-valid-attr-value/).

`[aria-*)` attributes are valid and not misspelled

Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid names. [Learn more](https://web.dev/aria-valid-attr/).

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](https://web.dev/button-name/).

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](https://web.dev/bypass/).

Background and foreground colors have a sufficient contrast ratio

Low-contrast text is difficult or impossible for many users to read. [Learn more](https://web.dev/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](https://web.dev/document-title/).

`[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](https://web.dev/duplicate-id-active/).

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](https://web.dev/duplicate-id-aria/).

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

Screen reader users rely on frame titles to describe the contents of frames. [Learn more](https://web.dev/frame-title/).

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](https://web.dev/heading-order/).

`<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](https://web.dev/html-has-lang/).

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

Specifying a valid [BCP 47 language](https://www.w3.org/International/questions/qa-choosing-language-tags#question) helps screen readers announce text properly. [Learn more](https://web.dev/html-lang-valid/).

Form elements have associated labels

Labels ensure that form controls are announced properly by assistive technologies, like screen readers. [Learn more](https://web.dev/label/).

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](https://web.dev/link-name/).

Lists contain only `<li>` 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](https://web.dev/list/).

List items (`<li>`) are contained within `<ul>` or `<ol>` parent elements

Screen readers require list items (`<li>`) to be contained within a parent `<ul>` or `<ol>` to be announced properly. [Learn more](https://web.dev/listitem/).

`[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](https://web.dev/meta-viewport/).

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](https://web.dev/tabindex/).

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Best Practices

User Experience

Fonts with `font-display: optional` are preloaded

Trust and Safety

Includes front-end JavaScript libraries with known security vulnerabilities

Library Version Vulnerability Count Highest Severity

Array	4	Medium
Array	8	High
Array	8	High

Ensure CSP is effective against XSS attacks

Description		Directive Severity	
script-src directive is missing. This can allow the execution of unsafe scripts.		script-src	High
Missing object-src allows the injection of plugins that execute unsafe scripts. Consider setting object-src to 'none' if you can.		object-src	High

## General

### Detected JavaScript libraries

Name	Version
jQuery	2.2.3
React	
Preact	10
Lo-Dash	4.5.1
Handlebars	1.3.0
boomerang.js	2.3.2
Shopify	
core-js	core-js-global@2.6.5; core-js-pure@3.0.0; core-js-global@3.11.0; core-js-global@3.11.0
Uses deprecated APIs	

### Deprecation / Warning Source

... Array  
Browser errors were logged to the console

Source	Description
--------	-------------

Array	Failed to load resource: the server responded with a status of 404 (Not Found)
Array	Failed to load resource: the server responded with a status of 404 (Not Found)
Array	Failed to load resource: the server responded with a status of 404 (Not Found)

### PASSED AUDITS

#### Uses HTTPS

All sites should be protected with HTTPS, even ones that don't handle sensitive data. This includes avoiding [mixed content](<https://developers.google.com/web/fundamentals/security/prevent-mixed-content/what-is-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](<https://web.dev/is-on-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](<https://web.dev/geolocation-on-start/>).

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](<https://web.dev/notification-on-start/>).

Allows users to paste into password fields

Preventing password pasting undermines good security policy. [Learn more](<https://web.dev/password-inputs-can-be-pasted-into/>).

Displays images with correct aspect ratio

Image display dimensions should match natural aspect ratio. [Learn more](<https://web.dev/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 more](https://web.dev/serve-responsive-images/).

Page has the HTML doctype

Specifying a doctype prevents the browser from switching to quirks-mode. [Learn more](https://web.dev/doctype/).

Properly defines charset

A character encoding declaration is required. It can be done with a `` tag in the first 1024 bytes of the HTML or in the Content-Type HTTP response header. [Learn more](https://web.dev/charset/).

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](https://developers.google.com/web/tools/chrome-devtools/javascript/source-maps).

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.

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## 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](#)

## CONTENT BEST PRACTICES

Image elements do not have `[alt]` attributes

## CRAWLING AND INDEXING

### PASSED AUDITS

Has a `

A `

Document has a `` element</p></div><div data-bbox="53 801 929 853" data-label="Text"><p>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](https://web.dev/document-title/).</p></div><div data-bbox="53 853 359 870" data-label="Text"><p>Document has a meta description</p></div><div data-bbox="53 870 936 905" data-label="Text"><p>Meta descriptions may be included in search results to concisely summarize page content. [Learn more](https://web.dev/meta-description/).</p></div><div data-bbox="53 905 410 923" data-label="Text"><p>Page has successful HTTP status code</p></div>

Pages with unsuccessful HTTP status codes may not be indexed properly. [Learn more](https://web.dev/http-status-code/).

Links have descriptive text

Descriptive link text helps search engines understand your content. [Learn more](https://web.dev/link-text/).

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](https://support.google.com/webmasters/answer/9112205)

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](https://web.dev/is-crawlable/).

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](https://web.dev/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](https://web.dev/hreflang/).

Document has a valid `rel=canonical`

Canonical links suggest which URL to show in search results. [Learn more](https://web.dev/canonical/).

Document avoids plugins

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

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## 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

### Failure reason

No manifest was fetched

PWA Optimized

Does not register a service worker that controls page and `start\_url`

Is not configured for a custom splash screen

Does not set a theme color for the address bar.

Content is sized correctly for the viewport

Does not provide a valid `apple-touch-icon`

Manifest doesn't have a maskable icon

**Additional items to manually check** - These checks are required by the baseline [PWA Checklist](<https://developers.google.com/web/progressive-web-apps/checklist>) but are not automatically checked by Lighthouse. They do not affect your score but it's important that you verify them manually.