

55

PERFORMANCE

Metrics

First Contentful Paint	1.1 s	Speed Index	3.4 s
Largest Contentful Paint	1.1 s	Time to Interactive	5.5 s
Total Blocking Time		Cumulative Layout Shift	0.01

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  
0.32 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://cdn.shopify.com/s/files/1/2656/6094/t/174/assets/1140.css?v=73624288505098386951670577080  
https://fonts.googleapis.com/css?family=Work+Sans:400,700

## URL

https://d3hw6dc1ow8pp2.cloudfront.net/styles/main.min.css

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

0.08 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

	URL	Resource Size	Potential Savings
Well+Good	Image not found or type unknown		
	https://cdn.shopify.com/s/files/1/2656/6094/files/well_good_1024x1024.png?v=1613519476	4.79 KiB	4.61 KiB
GQ	Image not found or type unknown		
	https://cdn.shopify.com/s/files/1/2656/6094/files/gq_1024x1024.png?v=1613519476	4.51 KiB	4.27 KiB
Reduce unused CSS			
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
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
0.52 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=2.9.94&r=stable
https://j.northbeam.io/ota-sp/e7fbf3f8-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&l=dataLayer&cx=c
https://j.northbeam.io/vendor/nb-sp.js
https://www.googletagmanager.com/gtag/js?id=UA-66047813-1&l=dataLayer&cx=c
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

## URL

https://www.googletagmanager.com/gtag/js?id=AW-928967429

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

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

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 6,991 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=2.9.94&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=1637682

https://j.northbeam.io/ota-sp/e7bf3f8-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

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%22

## URL

https://www.facebook.com/tr/?id=1965389030406449&ev=PageView&dl=https%3A%2F%2Fwww.boka.co  
https://d3hw6dc1ow8pp2.cloudfront.net/styles/main.min.css  
https://sc-static.net/scevent.min.js  
https://connect.facebook.net/signals/config/1965389030406449?v=2.9.94&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-le  
https://d3a1v57rabk2hm.cloudfront.net/projecttoothbrush/joybox\_digital-copy-7/images/close-icon.png?ts=

Avoid an excessive DOM size 1,273 elements

Statistic	Element	Value
Total DOM Elements		1273
Maximum DOM Depth		17
Maximum Child Elements		114

Avoid chaining critical requests 30 chains found

User Timing marks and measures 4 user timings

Name	Type	Start Time
shopify.content_for_header.start	Mark	674.673
shopify.content_for_header.end	Mark	680.335
snaptr	Mark	1428.084
snaptr	Mark	1939.568

Ensure text remains visible during webfont load

URL	Potential Savings
https://cdn.shopify.com/s/files/1/0010/5535/9094/t/6/assets/CeraPro-Regular.woff2	26.243000291288
https://cdn.shopify.com/s/files/1/0010/5535/9094/t/6/assets/CeraPro-Light.woff2	22.32400001958

Image not found or type unknown

URL	Potential Savings
https://cdn.shopify.com/s/files/1/0010/5535/9094/t/6/assets/CeraPro-Bold.woff2	22.06000033766
https://cdn.shopify.com/s/files/1/2656/6094/t/174/fonts/fontawesome-webfont.woff2?v=4.5.0	337.22000010312
https://cdn.shopify.com/s/files/1/2656/6094/files/Device_-_EnglishGrotesque-Medium.woff	27.501999866217
https://cdn.shopify.com/s/files/1/2656/6094/files/ChaparralPro-Italic.woff	20.203999709338
https://cdn.shopify.com/s/files/1/0010/5535/9094/t/6/assets/CeraPro-Medium.woff2	20.973999984562
https://cdn.shopify.com/s/files/1/2656/6094/t/174/fonts/fontawesome-webfont.woff?v=4.5.0	257.82800000161
https://cdn.shopify.com/s/files/1/2656/6094/t/174/fonts/fontawesome-webfont.ttf?v=4.5.0	204.51499987394

Keep request counts low and transfer sizes small

167 requests • 6,991 KiB

Resource Type	Requests	Transfer Size
Total	167	7159094
Image	28	4556916
Script	72	1887342
Font	12	432914
Stylesheet	18	186440
Other	34	57000
Document	3	38482
Media	0	0
Third-party	153	7113895

Largest Contentful Paint element

1 element found

Element

Avoid large layout shifts

2 elements found

Element	CLS Contribution
	0.010431109359951
	4.5909581764586E-5

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

URL

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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https://cdn.shopify.com/s/files/1/2656/6094/files/homestone\_1250x1520.jpg?v=1637682054

https://cdn.shopify.com/s/files/1/2656/6094/files/well\_

https://cdn.shopify.com/s/files/1/2656/6094/files/travel

https://cdn.shopify.com/s/files/1/2656/6094/files/vogue

https://cdn.shopify.com/s/files/1/2656/6094/files/gq\_1

https://cdn.shopify.com/s/files/1/2656/6094/files/esqui

5eb61acdc54\_1024x1024.png?v=1613519606

https://d3k81ch9hvuctc.cloudfront.net/company/LgsxC

9ab6a16c8579.png

https://d3a1v57rabk2hm.cloudfront.net/projecttoothbr

learnmore-icon.svg?ts=1510293937&host=boka.com

https://cdn.shopify.com/s/files/1/2656/6094/t/174/asse

logo.svg?v=174623004615038662431670577089

https://cdn.shopify.com/s/files/1/2656/6094/t/174/asse

https://cdn.shopify.com/s/files/1/2656/6094/t/174/asse

https://cdn.shopify.com/s/files/1/2656/6094/t/174/asse

https://cdn.shopify.com/s/files/1/2656/6094/t/174/asse

## 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"

`<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 `<meta http-equiv="refresh">`

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 `<dt>` and `<dd>` groups, `<script>`, `<template>` or `<div>` elements.

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

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

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

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

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. [\[Learn more\]\(https://web.dev/aria-name/\)](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
`Event.path` is deprecated and will be removed. Please use `Event.composedPath()` instead.	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="53 835 929 888" 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="53 888 359 905" data-label="Text"><p>Document has a meta description</p></div><div data-bbox="53 905 936 940" 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>

Page has successful HTTP status code

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.