40	84	67	67	22
PERFORMANCE	**ACCESSIBILITY**	**BEST PRACTICES**	**SEO**	**Progressive Web App**

0-49 50-89 90-100

40

PERFORMANCE

Metrics

First Contentful Paint	1.1 s	Speed Index	3.0 s
Largest Contentful Paint	2.1 s	Time to Interactive	5.4 s
Total Blocking Time		Cumulative Layout Shift	0.99

Values are estimated and may vary. The performance score is calculated directly from these metrics.See calculatorSee 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
0.77 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/1/0359/5760/4483/t/130/assets/main.css?v=40577632539679810701672310
https://code.jquery.com/jquery-3.4.1.js
Properly size images
0.8 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
Image not found or type unknown https://cdn.shopify.com/s/files/1/0359/5760/4483/files/STATS_HERO_DESKTOP_x2000.png?v=1659507255	127.45 KiB	64.38 KiB
Image not found or type unknown https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Chris_M_600x.png?v=1627419693	63.02 KiB	43.99 KiB
Image not found or type unknown https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Chris_M_600x.png?v=1627419693	62.87 KiB	43.89 KiB
Image not found or type unknown https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Iggy_2_600x.png?v=1615836662	58.01 KiB	40.5 KiB
Image not found or type unknown https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Dana_600x.png?v=1613224731	51.71 KiB	36.09 KiB
Image not found or type unknown https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Dana_600x.png?v=1613224731	50.08 KiB	34.95 KiB
Image not found or type unknown https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_and_After.jpg?v=1588861556	40.48 KiB	34.38 KiB
Image not found or type unknown https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Kendall_2_600x.png?v=1615836525	48.38 KiB	33.77 KiB

	URL	Resource Size	Potential Savings
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Results_Chris_02_600x.png?v=1613206803	46.89 KiB	32.83 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Reiss_600x.png?v=1615836794	42.32 KiB	29.54 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Charlotte_600x.png?v=1626459609	42.08 KiB	29.37 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Results_Chris_01_600x.png?v=1613206803	39.59 KiB	27.63 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Book.jpg?v=1588861618	30.49 KiB	27.37 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Reiss_600x.png?v=1615836794	37.15 KiB	25.93 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Kendall_600x.png?v=1615836525	34.93 KiB	24.39 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Iggy_600x.png?v=1613223209	34.81 KiB	24.3 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Charlotte_600x.png?v=1626459653	33.54 KiB	23.41 KiB

	URL	Resource Size	Potential Savings
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Ed_600x.png?v=1613224137	33.3 KiB	23.25 KiB
View Scalp Massager	https://cdn.shopify.com/s/files/1/0359/5760/4483/products/collective-laboratories-scalp-massager-28798207000707_400x400.jpg?v=1645706437	23.88 KiB	22.67 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Ingredients.jpg?v=1588861585	25.77 KiB	22.55 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Reviews_f99117a7-5252-4a2a-9bf9-9669a27ee5bc.jpg?v=1588861504	24.09 KiB	21.59 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/ROUTINE_HERO_DESKTOP_x2000.png?v=1659518151	42.51 KiB	21.48 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Ed_600x.png?v=1613224137	29.83 KiB	20.82 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/mike_after_600x.png?v=1613219665	39.76 KiB	19.82 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Chris_P_600x.png?v=1613227039	28.38 KiB	19.81 KiB

	URL	Resource Size	Potential Savings
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Sarah_600x.png?v=1615841851	23.03 KiB	16.08 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Sarah_600x.png?v=1615841852	21.56 KiB	15.05 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/malabar_2x_35366324-3341-43a7-adf5-68b50d35ab9c_1024x1024.png?v=1613203143	21.69 KiB	14.72 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Chris_P_600x.png?v=1613227039	20.75 KiB	14.49 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Khiven_before_600x.png?v=1613219665	28.93 KiB	14.43 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/oat_2x_0d8908da-8ffe-4bf6-8872-0511166fea9c_1024x1024.png?v=1613203143	21.07 KiB	14.3 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Khiven_after_600x.png?v=1613219665	27.38 KiB	13.65 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/mike_before_600x.png?v=1613219665	27.28 KiB	13.6 KiB

	URL	Resource Size	Potential Savings
Image not found or type unknown https://cdn.shopify.com/s/files/1/0359/5760/4483/files/lilac_2x_c7c0a27a-62bc-4ba8-b28b-19428d4fe60b_1024x1024.png?v=1613203142	18.12 KiB	12.3 KiB	
View Bamboo Hair Brush https://cdn.shopify.com/s/files/1/0359/5760/4483/products/collective-laboratories-bamboo-hair-brush-28799450153091_400x400.jpg?v=1645769264	12.61 KiB	11.97 KiB	
Image not found or type unknown https://cdn.shopify.com/s/files/1/0359/5760/4483/files/burdock_2x_162888dc-d425-4cc8-acfd-7a74da5e54e4_1024x1024.png?v=1613203142	17.21 KiB	11.68 KiB	
Image not found or type unknown https://cdn.shopify.com/s/files/1/0359/5760/4483/files/ginseng_2x_abca6129-9606-4bdb-a78e-3c52b3b73ff7_1024x1024.png?v=1613203142	15.28 KiB	10.37 KiB	
View Satin Pillowcase https://cdn.shopify.com/s/files/1/0359/5760/4483/products/collective-laboratories-site-satin-pillowcase-28799433375875_400x400.jpg?v=1645766533	8.26 KiB	7.81 KiB	
Image not found or type unknown https://cdn.shopify.com/s/files/1/0359/5760/4483/files/pumpkin-seed_2x_431c3245-7215-45fc-baa7-fc19f8fe1eba_1024x1024.png?v=1613203142	11.45 KiB	7.77 KiB	

	URL	Resource Size	Potential Savings
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/zinc_2x_dac12e9f-763b-483f-8048-28827c064df3_1024x1024.png?v=1613203143	11.04 KiB	7.49 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/biotin_2x_6f09e577-5a06-47d3-b6f9-89da1ae2a764_1024x1024.png?v=1613203142	9.99 KiB	6.78 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/hotflux_2x_35d2e187-e52b-43cb-8148-934e08d206ca_1024x1024.png?v=1613203143	9.56 KiB	6.49 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/panthenol_2x_3f7392b6-86a5-4e88-aee8-a99f3dadc74c_1024x1024.png?v=1613203143	8.02 KiB	5.44 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/fruit-oil_2x_f97713fc-13f7-4c43-9a46-b79db81fb104_1024x1024.png?v=1613203143	7.67 KiB	5.21 KiB
View Microfiber Hair Towel Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/products/collective-laboratories-site-microfiber-hair-towel-28799437078659_400x400.jpg?v=1645767096	4.85 KiB	4.59 KiB

	URL	Resource Size	Potential Savings
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/ethylhexylglycerin_2x_3cf598da-df78-472e-8a67-b92bd2e3c420_1024x1024.png?v=1613203143	6.63 KiB	4.5 KiB

Defer offscreen images
0.76 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
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/STATS_HERO_MOBILE_x2000.png?v=1659524891	66.75 KiB	66.75 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Chris_M_600x.png?v=1627419693	63.02 KiB	63.02 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Chris_M_600x.png?v=1627419693	62.87 KiB	62.87 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Dana_600x.png?v=1613224731	51.71 KiB	51.71 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Dana_600x.png?v=1613224731	50.08 KiB	50.08 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Kendall_2_600x.png?v=1615836525	48.38 KiB	48.38 KiB

	URL	Resource Size	Potential Savings
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Results_Chris_02_600x.png?v=1613206803	46.89 KiB	46.89 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Reiss_600x.png?v=1615836794	42.32 KiB	42.32 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Charlotte_600x.png?v=1626459609	42.08 KiB	42.08 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Reiss_600x.png?v=1615836794	37.15 KiB	37.15 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Kendall_600x.png?v=1615836525	34.93 KiB	34.93 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Charlotte_600x.png?v=1626459653	33.54 KiB	33.54 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Ed_600x.png?v=1613224137	29.83 KiB	29.83 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Chris_P_600x.png?v=1613227039	28.38 KiB	28.38 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/mobile-banner_x2000.jpg?v=1660796762	27.03 KiB	27.03 KiB

	URL	Resource Size	Potential Savings
View Scalp Massager Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/products/collective-laboratories-scalp-massager-28798207000707_400x400.jpg?v=1645706437	23.88 KiB	23.88 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Sarah_600x.png?v=1615841851	23.03 KiB	23.03 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Sarah_600x.png?v=1615841852	21.56 KiB	21.56 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/oat_2x_0d8908da-8ffe-4bf6-8872-0511166fea9c_1024x1024.png?v=1613203143	21.07 KiB	21.07 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Chris_P_600x.png?v=1613227039	20.75 KiB	20.75 KiB
View Bamboo Hair Brush Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/products/collective-laboratories-bamboo-hair-brush-28799450153091_400x400.jpg?v=1645769264	12.61 KiB	12.61 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/zinc_2x_dac12e9f-763b-483f-8048-28827c064df3_1024x1024.png?v=1613203143	11.04 KiB	11.04 KiB

	URL	Resource Size	Potential Savings
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/hotflux_2x_35d2e187-e52b-43cb-8148-934e08d206ca_1024x1024.png?v=1613203143	9.56 KiB	9.56 KiB
View Satin Pillowcase	https://cdn.shopify.com/s/files/1/0359/5760/4483/products/collective-laboratories-site-satin-pillowcase-28799433375875_400x400.jpg?v=1645766533	8.26 KiB	8.26 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/panthenol_2x_3f7392b6-86a5-4e88-aee8-a99f3dadc74c_1024x1024.png?v=1613203143	8.02 KiB	8.02 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/ethylhexylglycerin_2x_3cf598da-df78-472e-8a67-b92bd2e3c420_1024x1024.png?v=1613203143	6.63 KiB	6.63 KiB
View Microfiber Hair Towel	https://cdn.shopify.com/s/files/1/0359/5760/4483/products/collective-laboratories-site-microfiber-hair-towel-28799437078659_400x400.jpg?v=1645767096	4.85 KiB	4.85 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Stat_Bubbles_-Mobile_2_x2000.png?v=1659527654	3.7 KiB	3.7 KiB
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Stat_Bubbles_-Mobile_1_x2000.png?v=1659527654	3.65 KiB	3.65 KiB

	URL	Resource Size	Potential Savings
https://cdn.shopify.com/s/files/1/0359/5760/4483/t/130/assets/logo-footer.svg	3.59 KiB	3.59 KiB	
Image not found or type unknown			
https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Stat_Bubbles_-Mobile_3_x2000.png?v=1659527654	2.69 KiB	2.69 KiB	
Product image for Activating Serum 3-Pack			
https://cdn-yotpo-images-production.yotpo.com/Product/219770950/250608399/square.jpg?1645783725	2.37 KiB	2.37 KiB	

Reduce unused CSS
0.33 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.rebuyengine.com/onsite/css/global.min.1674136149.css
https://cdn.shopify.com/s/files/1/0359/5760/4483/t/130/assets/main.css?v=40577632539679810701672311
https://staticw2.yotpo.com/IrpxI7glYWIfA4nFaJo9dbXCvcmYT5TEhAkKD2SM/widget.css?widget_version=2022-06-17_16-11-37

Reduce unused JavaScript
0.91 s

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

URL

https://staticw2.yotpo.com/IrpxI7glYWIfA4nFaJo9dbXCvcmYT5TEhAkKD2SM/widget.js
https://connect.facebook.net/signals/config/1892090980841865?v=2.9.94&r=stable
https://cdn.shopify.com/s/files/1/0359/5760/4483/t/130/assets/lib.js?v=401072690702222210616584732
https://sdk.postscript.io/sdk.bundle.js?shopId=16144
https://cdn.rebuyengine.com/onsite/js/global.1674136149.js
https://www.googletagmanager.com/gtag/js?id=AW-769351758
https://sdk.postscript.io/desktop.bundle.js?shopId=16144&shopShop=collectivelaboratories&sessionId=iT
https://script.hotjar.com/modules.ea0a6d6a741d5de8308e.js
https://config.gorgias.chat/gorgias-chat-bundle.js?rev=f275a15a&applicationId=2452
https://www.googletagmanager.com/gtm.js?id=GTM-NPTSSTR

URL
https://code.jquery.com/jquery-3.4.1.js
https://cdn.jst.ai/ifm_4.1.js?v=2.11.64
https://www.googletagmanager.com/gtag/js?id=G-W18M3S4QNS&l=dataLayer&cx=c
https://cdn.attn.tv/3.08.12/analytics.js
https://analytics.tiktok.com/i18n/pixel/static/main.MWE2YWY2YTgzMg.js
https://static-us.afterpay.com/javascript/present-afterpay.js
https://www.googleoptimize.com/optimize.js?id=OPT-K596GVT
https://www.googletagmanager.com/gtag/js?id=AW-769351758&l=dataLayer&cx=c
https://cdn.jst.ai/mwgt_4.1.js?v=5.62
https://cdn.attn.tv/attn.js?v=1612300311921
https://assets.gorgias.chat/dcea30cf393bc7904a7d9179db13a70b9894aabd/static/js/671.js
https://code.jquery.com/jquery-3.2.1.min.js

Serve images in next-gen formats
0.04 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
Product image for Activating Serum Subscription https://cdn-yotpo-images-production.yotpo.com/Product/229651281/244681117/square.png?1645140775	20.04 KiB	17.08 KiB
Product image for Detoxifying Shampoo https://cdn-yotpo-images-production.yotpo.com/Product/229652322/243485016/square.png?1645116926	10.81 KiB	9.11 KiB

Reduce initial server response time
0.85 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.collectivelabs.com/	847.18

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 5,029 KiB

URL

https://cdn.rebuyengine.com/onsite/css/global.min.1674136149.css
https://cdn.rebuyengine.com/webfonts/fa-light-300.woff2
https://assets.gorgias.chat/dcea30cf393bc7904a7d9179db13a70b9894aabd/static/js/gcmw.js
https://staticw2.yotpo.com/IrpxI7glYWIfA4nFaJo9dbXCvcmYT5TEhAkKD2SM/widget.js
https://config.gorgias.chat/gorgias-chat-bundle.js?rev=f275a15a&applicationId=2452
https://cdn.shopify.com/s/files/1/0359/5760/4483/files/STATS_HERO_DESKTOP_x2000.png?v=1659507
https://cdn.shopify.com/s/files/1/0359/5760/4483/t/130/assets/lib.js?v=401072690702222106165847325
https://connect.facebook.net/signals/config/1892090980841865?v=2.9.94&r=stable
https://cdn.rebuyengine.com/onsite/js/global.1674136149.js
https://code.jquery.com/jquery-3.4.1.js

Serve static assets with an efficient cache policy — 53 resources found

URL

https://sdk.postscript.io/sdk.bundle.js?shopId=16144
https://sdk.postscript.io/desktop.bundle.js?shopId=16144&shopShop=collectivelaboratories&sessionId=iT
https://static-us.afterpay.com/javascript/present-afterpay.js
https://portal.referralcandy.com/assets/widgets/refcandy-poprocks2-widget-dae04f3eb6b826be8910901a1
https://portal.referralcandy.com/assets/widgets/poprocks2-79f9557ad2fde446154903dcfd586a6a.css
https://yotpo-editor-production.s3.amazonaws.com/IrpxI7glYWIfA4nFaJo9dbXCvcmYT5TEhAkKD2SM/sp
https://sdk.postscript.io/desktop.css
https://portal.referralcandy.com/assets/widgets/refcandy-poprocks.js
https://cdn.referralcandy.com/themes/optimized/whatsapp-icon.svg
https://pc-quiz.s3.us-east-2.amazonaws.com/current/quiz-loader.min.js?shop=collectivelaboratories.mysh
https://cdn.referralcandy.com/themes/optimized/email-icon.svg
https://rebuyengine.com/js/rebuy?shop=collectivelaboratories.myshopify.com
https://cdn.referralcandy.com/themes/optimized/twitter-icon.svg
https://cdn.referralcandy.com/themes/optimized/telegram-icon.svg
https://cdn.referralcandy.com/themes/optimized/messenger-icon.svg
https://cdn.referralcandy.com/themes/optimized/facebook-icon.svg
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US&camefrom=&thisurl=https%3A%2F%2Fwww.collectivelabs.com&agent=Mozilla%2F5.0%20(Macintos
Lighthouse&sw=800&sh=600
https://cdn.referralcandy.com/themes/evergreen-dev/page/gift.svg
https://cdn.referralcandy.com/themes/optimized/chevron-down.svg

URL

https://cdn.referralcandy.com/themes/optimized/chevron-up.svg
https://cdn.attn.tv/growth-tag-assets/client-configs/collectivelabs.attn.tv.js
https://www.facebook.com/tr/?id=1892090980841865&ev=PageView&dl=https%3A%2F%2Fwww.collectiv
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https://cdn.attn.tv/3.08.12/analytics.js
https://my.jst.ai/ajax/account_version_check.html?id=1607D21F-044D-46F5-B1D0-BEF30329F631
https://static.hotjar.com/c/hotjar-1259901.js?sv=6
https://cdn.attn.tv/collectivelabs/dtag.js
https://cdn.attn.tv/attn.js?v=1612300311921
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https://connect.facebook.net/en_US/fbevents.js
https://cdn.rebuyengine.com/api/v1/user/stylesheet?shop=collectivelaboratories.myshopify.com&cache_k
https://static.rechargecdn.com/static/js/recharge.js?shop=collectivelaboratories.myshopify.com
https://www.google-analytics.com/analytics.js
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https://hotjar.dualsidedapp.com/script.js?shop=collectivelaboratories.myshopify.com
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https://cdn.jst.ai/mwgt_4.1.js?v=5.62
https://cdn.jst.ai/ifm_4.1.js?v=2.11.64
https://cdn.jst.ai/webfont.js
https://cdn.jst.ai/vck-shopify.js
https://s.pinimg.com/ct/lib/main.f6304d83.js
https://cdn.jst.ai/jquery.min.js
https://cdn.jst.ai/ifm_4.1.css?v=2.11.64

Avoid an excessive DOM size 2,706 elements

Statistic	Element	Value
Total DOM Elements		2706
Maximum DOM Depth		21

Statistic	Element	Value
Maximum Child Elements		27

Avoid chaining critical requests — 16 chains found

User Timing marks and measures — 2 user timings

Name	Type	Start Time
shopify.content_for_header.start	Mark	972.824
shopify.content_for_header.end	Mark	984.661

Ensure text remains visible during webfont load

URL	Potential Savings
https://fonts.gstatic.com/s/roboto/v30/KFOmCnqEu92Fr1Mu4mxKKTU1Kg.woff2	4.2639999883249
https://fonts.gstatic.com/s/roboto/v30/KFOlCnqEu92Fr1MmSU5fBBc4AMP6lQ.woff2	3.4460000460967
https://cdn.shopify.com/s/files/1/0359/5760/4483/t/130/assets/AvenirNext-Medium.woff2	25.148999993689
https://cdn.shopify.com/s/files/1/0359/5760/4483/t/130/assets/AvenirNext-DemiBold.woff2	20.050999941304
https://fonts.gstatic.com/s/roboto/v30/KFOkCnqEu92Fr1Mu51xIIzIXKMny.woff2	2.9420000500977
https://staticw2.yotpo.com/assets/yotpo-widget-font.woff?version=2021-06-17_16-11-37	19.231999991462
https://fonts.gstatic.com/s/roboto/v30/KFOjCnqEu92Fr1Mu51TjASc6CsTYl4BO.woff2	3.4400000004098
https://fonts.gstatic.com/s/roboto/v30/KFOmCnqEu92Fr1Mu4mxKKTU1Kg.woff2	4.1320000309497
https://fonts.gstatic.com/s/roboto/v30/KFOkCnqEu92Fr1Mu51xIIzIXKMny.woff2	0.19000004976988
https://fonts.gstatic.com/s/roboto/v30/KFOmCnqEu92Fr1Mu4mxKKTU1Kg.woff2	0.13499998021871

Keep request counts low and transfer sizes small — 275 requests • 5,029 KiB

Resource Type	Requests	Transfer Size
Total	275	5150054
Script	77	2170073
Image	112	1830397
Font	19	452171
Stylesheet	17	348972
Other	43	314652
Document	7	33789
Media	0	0

Resource Type	Requests	Transfer Size
Third-party	263	5115700

Largest Contentful Paint element — 1 element found

Element
Image not found or type unknown

Avoid large layout shifts — 5 elements found

Element	CLS Contribution
	0.49105577689243
	0.16894422310757
	0.16828685258964
	0.10649402390438
	0.055219123505976

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

	URL
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/ROUTINE_HE
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/STATS_HERO
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/mockup_1024x
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Results_Chris_
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Chris_M
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Chris_M_
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Dana_6

	URL
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Dana_60
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Ed_600
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Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Iggy_60
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Iggy_2_6
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Results_Chris_
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Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Chris_P_
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Kendall
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Kendall_2
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Reiss_6
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Reiss_60
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Sarah_
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Sarah_60

	URL
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Charlot
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Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Chris_M
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Chris_M_
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Before_Dana_6
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/After_Dana_60
View Scalp Massager	https://cdn.shopify.com/s/files/1/0359/5760/4483/products/collective-l 28798207000707_400x400.jpg?v=1645706437
View Bamboo Hair Brush	https://cdn.shopify.com/s/files/1/0359/5760/4483/products/collective-l 28799450153091_400x400.jpg?v=1645769264
View Microfiber Hair Towel	https://cdn.shopify.com/s/files/1/0359/5760/4483/products/collective-l 28799437078659_400x400.jpg?v=1645767096
View Satin Pillowcase	https://cdn.shopify.com/s/files/1/0359/5760/4483/products/collective-l 28799433375875_400x400.jpg?v=1645766533
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/oat_2x_0d8908 0511166fea9c_1024x1024.png?v=1613203143
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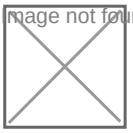
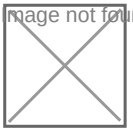
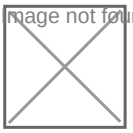
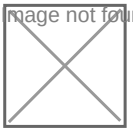
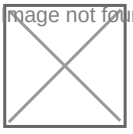
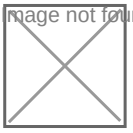
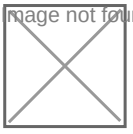
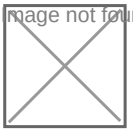
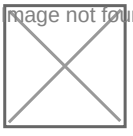
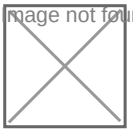
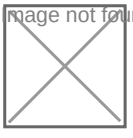
	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/pumpkin-seed_fc19f8fe1eba_1024x1024.png?v=1613203142
	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/ginseng_2x_ab3c52b3b73ff7_1024x1024.png?v=1613203142
	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/biotin_2x_6f09e89da1ae2a764_1024x1024.png?v=1613203142
	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/burdock_2x_167a74da5e54e4_1024x1024.png?v=1613203142
	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/fruit-oil_2x_f97b79db81fb104_1024x1024.png?v=1613203143
	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/malabar_2x_3568b50d35ab9c_1024x1024.png?v=1613203143
	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/oat_2x_0d89080511166fea9c_1024x1024.png?v=1613203143
	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/zinc_2x_dac12c28827c064df3_1024x1024.png?v=1613203143
	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/hotflux_2x_35d934e08d206ca_1024x1024.png?v=1613203143
	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/ethylhexylglyceb92bd2e3c420_1024x1024.png?v=1613203143
	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/panthenol_2x_3a99f3dadc74c_1024x1024.png?v=1613203143
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Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Khiven_before_
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Khiven_after_6
Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/mike_before_60
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Image not found or type unknown	https://cdn.shopify.com/s/files/1/0359/5760/4483/files/Untitled_design

84

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

Buttons do not have an accessible name

Low-contrast text is difficult or impossible for many users to read. Learn more

Failing Elements

div.visible-sm > div.newsletter > form > button

Fix any of the following: Element does not have inner text that is visible to screen readers 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"

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

div.col-12-xs > a.text > div.thumb > 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"

div.col-12-xs > a.text > div.thumb > img

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div.col-12-xs > a.text > div.thumb > img

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div.col-12-xs > a.text > div.thumb > 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"

div.col-12-xs > a.text > div.thumb > img

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div.col-12-xs > a.text > div.thumb > 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"

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div.col-12-xs > a.text > div.thumb > img

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div.col-12-xs > a.text > div.thumb > img

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div.col-12-xs > a.text > div.thumb > img

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div.col-12-xs > a.text > div.thumb > img

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div.col-12-xs > a.text > div.thumb > img

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div.col-12-xs > a.text > div.thumb > img

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div.col-12-xs > a.text > div.thumb > img

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div.col-12-xs > a.text > div.thumb > img

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div.col-12-xs > a.text > div.thumb > img

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div.col-12-xs > a.text > div.thumb > img

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div > div.hero-wrapper > div.hero-image > img.desktop-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"

div.grid > div.col-12-xs > div.inside > 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"

div.grid > div.col-12-xs > div.inside > img

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div.grid > div.col-12-xs > div.inside > img

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div.grid > div.col-12-xs > div.inside > img

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div.grid > div.col-12-xs > div.inside > img

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div.grid > div.col-12-xs > div.inside > img

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div.grid > div.col-12-xs > div.inside > img

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div.grid > div.col-12-xs > div.inside > img

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div.grid > div.col-12-xs > div.inside > img

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div.grid > div.col-12-xs > div.inside > img

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div.grid > div.col-12-xs > div.inside > img

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div > div.hero-wrapper > div.hero-image > img.desktop-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"

div.hero-text > div.sticker-wrapper > div.sticker-img > img.desktop-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"

div.hero-text > div.sticker-wrapper > div.sticker-img > img.desktop-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"

div.hero-text > div.sticker-wrapper > div.sticker-img > img.desktop-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"

div.swiper-container > div.swiper-wrapper > div.swiper-slide > img

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div.swiper-container > div.swiper-wrapper > div.swiper-slide > img

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div.swiper-container > div.swiper-wrapper > div.swiper-slide > img

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div.swiper-container > div.swiper-wrapper > div.swiper-slide > img

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div.grid > div.logo > a > img

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div.grid > div.logo > a > img

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div.grid > div.logo > a > img

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div.grid > div.logo > a > img

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div.grid > div.logo > a > img

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div.container > div.grid > div.order-2-xs > 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

Links do not have a discernible name

Low-contrast text is difficult or impossible for many users to read. Learn more

Failing Elements

div#shopify-section-header > header.white > div.container > a.logo

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.col-12-xs > ul.second-nav > li > a.cart

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.container > ul.social > li > a.in

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.container > ul.social > li > a.fb

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.container > ul.social > li > a.li

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div.container > ul.social > li > a.pi

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.container > ul.social > li > a.tw

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.container > ul.social > li > a.yt

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.col-24-sm > div.grid > div.logo > a

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.col-24-sm > div.grid > div.logo > a

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.col-24-sm > div.grid > div.logo > a

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.col-24-sm > div.grid > div.logo > a

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.col-24-sm > div.grid > div.logo > a

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.container > div.grid > div.col-12-md > a.logo

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.visible-sm > ul.social > li > a.in

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.visible-sm > ul.social > li > a.fb

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.visible-sm > ul.social > li > a.li

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.visible-sm > ul.social > li > a.pi

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.visible-sm > ul.social > li > a.tw

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.visible-sm > ul.social > li > a.tiktok

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers 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

div.visible-sm > ul.social > li > a.yt

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`<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

Heading elements are not in a sequentially-descending order

Low-contrast text is difficult or impossible for many users to read. Learn more

YOUR CART

Fix any of the following: Heading order invalid

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/).
`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/).
`[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/).
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](https://web.dev/aria-required-children/).
`[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](https://web.dev/aria-required-parent/).
`[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/).
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/).
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/).
`<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/).
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

Displays images with incorrect aspect ratio

URL	Aspect Ratio (Displayed)	Aspect Ratio (Actual)