https://qasvus.wixsite.com/ca-marketing

48	81	92	58	PWA
Performance	Accessibility	Best Practices	SEO	PWA

48

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100

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A No-Limits Marketing Agency

California Marketing is a strategic Marketing Agency based in San Francisco. Since 2023, we've dedicated our time to understanding what works and what doesn't when it comes to brand acceleration and innovation — so you don't have

METRICS

Expand view

● First Contentful Paint	▲ Time to Interactive
0.7 s	**8.2 s**

▲ Speed Index	▲ Total Blocking Time
3.1 s	**780 ms**

■ Largest Contentful Paint	● Cumulative Layout Shift
2.0 s	**0.015**

[View Treemap]

Show audits relevant to: **All** FCP TBT LCP CLS

OPPORTUNITIES

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	2.28 s ⌄
▲ Reduce unused JavaScript	1.6 s ⌄

🟧 Properly size images   ▬▬▬   0.56 s ⌄

🟧 Efficiently encode images   ▬▬▬   0.52 s ⌄

🟧 Defer offscreen images   ▬▬▬   0.47 s ⌄

🟧 Reduce unused CSS   ▬▬   0.36 s ⌄

🟧 Minify JavaScript   ▬   0.23 s ⌄

🟧 Remove duplicate modules in JavaScript bundles   ▬   0.16 s ⌄

These suggestions can help your page load faster. They don't <u>directly affect</u> the Performance score.

DIAGNOSTICS

🔺 Avoid enormous network payloads — Total size was 10,438 KiB   ⌄

🔺 Ensure text remains visible during webfont load   ⌄

🔺 Reduce the impact of third-party code — Third-party code blocked the main thread for
   1,080 ms   ⌄

🔺 Does not use passive listeners to improve scrolling performance   ⌄

🔺 Avoid `document.write()`   ⌄

🔺 Serve static assets with an efficient cache policy — 231 resources found   ⌄

🔺 Minimize main-thread work — 6.2 s   ⌄

🟧 Reduce JavaScript execution time — 3.4 s   ⌄

🟧 Avoid an excessive DOM size — 1,313 elements   ⌄

◯ Avoid chaining critical requests — 6 chains found   ⌄

◯ User Timing marks and measures — 369 user timings   ⌄

◯ Keep request counts low and transfer sizes small — 353 requests • 10,438 KiB   ⌄

◯ Largest Contentful Paint element — 1 element found   ⌄

◯ Avoid large layout shifts — 5 elements found   ⌄

◯ Avoid long main-thread tasks — 14 long tasks found   ⌄

More information about the performance of your application. These numbers don't <u>directly affect</u> the Performance score.

PASSED AUDITS (15)   Show

81

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.

ARIA

⚠ `[aria-*]` attributes do not match their roles   ⌄

These are opportunities to improve the usage of ARIA in your application which may enhance the experience for users of assistive technology, like a screen reader.

NAMES AND LABELS

⚠ Image elements do not have `[alt]` attributes   ⌄

⚠ `<frame>` or `<iframe>` elements do not have a title   ⌄

⚠ Links do not have a discernible name   ⌄

These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

CONTRAST

⚠ Background and foreground colors do not have a sufficient contrast ratio.   ⌄

These are opportunities to improve the legibility of your content.

NAVIGATION

🔺 Heading elements are not in a sequentially-descending order ⌄

These are opportunities to improve keyboard navigation in your application.

ADDITIONAL ITEMS TO MANUALLY CHECK (10)   Show

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

PASSED AUDITS (21)   Show

NOT APPLICABLE (17)   Show

92

Best Practices

GENERAL

🔺 Browser errors were logged to the console ⌄

◯ Detected JavaScript libraries ⌄

TRUST AND SAFETY

◯ Ensure CSP is effective against XSS attacks ⌄

PASSED AUDITS (13)   Show

NOT APPLICABLE (1)	Show

58

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

▲ Document does not have a meta description   ⌄

▲ Links do not have descriptive text — 1 link found   ⌄

▲ Image elements do not have `[alt]` attributes   ⌄

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

CRAWLING AND INDEXING

▲ Links are not crawlable   ⌄

▲ Page is blocked from indexing   ⌄

To appear in search results, crawlers need access to your app.

ADDITIONAL ITEMS TO MANUALLY CHECK (1)	Show

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

PASSED AUDITS (7)	Show

NOT APPLICABLE (2)   Show

PWA

PWA

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 — 1 reason   ⌄

⭐ PWA OPTIMIZED

🔺 Does not register a service worker that controls page and `start_url`   ⌄

🔺 Is not configured for a custom splash screen Failures: No manifest was fetched.   ⌄

🔺 Does not set a theme color for the address bar.   ⌄
    Failures: No manifest was fetched, No `<meta name="theme-color">` tag found.

◯ Content is sized correctly for the viewport   ⌄

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

🟢 Provides a valid `apple-touch-icon`   ⌄

🔺 Manifest doesn't have a maskable icon No manifest was fetched   ⌄

ADDITIONAL ITEMS TO MANUALLY CHECK (3)   Show

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

Captured at Nov 21, 2021, 10:43   Emulated Desktop with Lighthouse   Single page load
PM CST   9.0.0

Initial page load   Unknown   Using HeadlessChromium
                                                                            95.0.4638.69 with lr

Generated by **Lighthouse** 9.0.0 | [File an issue](#)