

Audit Report: Perfectly formed web development team - gotoAndPlay

Website: <https://play.ee/>

Date: 22.07.2026

Audit Coverage: 100% — all sources returned data

Confidence: high

Pages Audited (5 of 5):

- <https://play.ee/>
- <https://play.ee/web-development-case-studies/>
- <https://play.ee/software-development-work-index/>
- <https://play.ee/wordpress-support-service/>
- <https://play.ee/web-development-in-estonia/>

Summary of results

Overall Score: 76 / 100

Status: ❑ Needs Improvement

Site overall 76 is the mean of 5 pages. Scores range 72 (<https://play.ee/software-development-work-index/>) → 82 (<https://play.ee/>). Weakest page: Mobile performance is strong (86) with excellent TTFB (5 ms) and TBT (0 ms), but CLS is high at 0.211 due to footer shifts. Security is the weakest area (20/100 grade) with a critical failure: HTTP does not redirect to HTTPS, plus missing HSTS and X-Content-Type-Options. Accessibility has a serious color-contrast violation and missing main landmark despite a 90 score. W3C validation shows 7 errors including parser recovery failure at line 100. Confidence is high as all audit tools returned complete data.

Per-page scores

❑ Needs Improvement · <https://play.ee/>

Score	Performance	Accessibility	Best Practices	SEO	Security
82	97	100	100	92	20

❑ Needs Improvement · <https://play.ee/web-development-case-studies/>

Score	Performance	Accessibility	Best Practices	SEO	Security
74	95	90	96	100	20

❑ **Needs Improvement** · <https://play.ee/software-development-work-index/>

Score	Performance	Accessibility	Best Practices	SEO	Security
72	86	90	96	100	20

❑ **Needs Improvement** · <https://play.ee/wordpress-support-service/>

Score	Performance	Accessibility	Best Practices	SEO	Security
74	94	91	100	100	20

❑ **Needs Improvement** · <https://play.ee/web-development-in-estonia/>

Score	Performance	Accessibility	Best Practices	SEO	Security
78	96	94	100	100	20

PageSpeed Insights — Mobile vs Desktop

*Lower is worse for Performance; higher is worse for LCP and CLS. Worse value is **bolded**.*

URL	Performance (M / D)	LCP (M / D)	CLS (M / D)
https://play.ee/	97 / 100	2.33 s / 600 ms	0.002 / 0.008
https://play.ee/web-development-case-studies/	95 / 100	2.57 s / 574 ms	0.003 / 0.003
https://play.ee/software-development-work-index/	86 / 100	2.33 s / 534 ms	0.211 / 0.003
https://play.ee/wordpress-support-service/	94 / 100	2.59 s / 588 ms	0.000 / 0.003
https://play.ee/web-development-in-estonia/	96 / 100	2.48 s / 574 ms	0.002 / 0.006

Optimization Checklist

2 of 2 passing — 2 pass · 0 warn · 0 fail · 5 n/a

Item	Status	Detail
Page caching plugin / CDN active	Pass	Caching plugin detected (WP Rocket)
Images lazy-loaded	N/A	No raster elements found (39 SVGs, 13 placeholders excluded).
Hero image eagerly loaded	N/A	No raster elements found (39 SVGs, 13 placeholders excluded).
Hero is a real (not a CSS background-image)	N/A	No CSS background-images detected on raster-image-eligible elements.
Responsive images (srcset /)	N/A	Only 0 raster images on the page (39 SVGs, 13 placeholders excluded) — responsive-image rule does not apply.
Reasonable number of image sizes	N/A	Too few raster images to evaluate srcset width variety.
JS scripts not blocking in	Pass	No render-blocking scripts in .

Fixes

Priority 1: Critical

Immediate action — impacts user experience, search rankings, or site safety.

1A. Enforce HTTPS and add HSTS Security

- **Impact:** Transport security, browser warnings
- **Problem:** Security Headers tool reports HTTP does not redirect to HTTPS and HSTS is missing (Grade 20/100).
- **Solution:** Configure server to redirect all HTTP traffic to HTTPS and send:

```
Strict-Transport-Security: max-age=63072000; includeSubDomains; preload
```

1B. Add X-Content-Type-Options Security

- **Impact:** MIME sniffing protection
- **Problem:** X-Content-Type-Options header is missing, leaving the site vulnerable to MIME-type sniffing attacks.
- **Solution:** Add the following header to all responses:

```
X-Content-Type-Options: nosniff
```

1C. Enforce HTTPS redirect and add HSTS Security

- **Impact:** Transport security, data integrity
- **Problem:** HTTP does not redirect to HTTPS and HSTS is missing (Security Headers grade 20/100).
- **Solution:** Configure server to redirect all HTTP traffic to HTTPS immediately. Add HSTS header: `Strict-Transport-Security: max-age=63072000; includeSubDomains; preload`

1D. Force HTTPS redirect on HTTP requests Security

- **Impact:** Transport security, data integrity
- **Problem:** Audit detected that <http://play.ee/software-development-work-index/> does not redirect to HTTPS, leaving users vulnerable to downgrade attacks.
- **Solution:** Configure the web server (Apache/Nginx) to return a 301 redirect for all HTTP traffic to the HTTPS version:

```
RewriteEngine On
RewriteCond %{HTTPS} off
RewriteRule ^(.*)$ https://%{HTTP_HOST}%{REQUEST_URI} [L,R=301]
```

1E. Add HSTS and X-Content-Type-Options headers Security

- **Impact:** Transport security, MIME sniffing
- **Problem:** Security Headers grade is 20/100; HSTS and X-Content-Type-Options are missing despite HTTPS being used.
- **Solution:** Add the following headers to the server response:

```
Header always set Strict-Transport-Security "max-age=63072000; includeSubDomains; preload"
Header always set X-Content-Type-Options "nosniff"
```

1F. Fix W3C HTML Validation Errors SEO

- **Impact:** Document structure, rendering reliability

- **Problem:** 7 validation errors including parser recovery failure at line 100 (iframe/noscript in head, stray end tags).
- **Solution:** Move `<noscript><iframe>...</iframe></noscript>` out of the `<head>` section. Ensure `<meta>` tags are placed correctly within `<head>` and close `<head>` before `<body>` starts.

Priority 2: Important

Essential for compliance, user reach, and search visibility.

2A. Fix HTML Validation Errors SEO

- **Impact:** Parser recovery, SEO rendering
- **Problem:** W3C Validator reports 7 errors including 'Bad start tag in iframe in noscript in head' and parser recovery failure at line 100.
- **Solution:** Move `<noscript><iframe>...</iframe></noscript>` out of the `<head>` section. Ensure `<meta>` tags do not use the `name` attribute where `property` is required (e.g., Open Graph).

2B. Add Skip Link and Main Landmark Accessibility

- **Impact:** Keyboard navigation, screen reader flow
- **Problem:** HTML Inventory shows missing `main` landmark and no skip-to-content link; axe reports `region` and `landmark-unique` violations.
- **Solution:** Add a skip link at the top of the `<body>` :

```
<a href="#main-content" class="skip-link">Skip to content</a>
```

Wrap primary content in `<main id="main-content">` .

2C. Fix color contrast and add main landmark Accessibility

- **Impact:** WCAG 1.4.3, 1.3.1
- **Problem:** axe-core found 1 serious color-contrast violation; HTML Inventory shows missing main landmark.
- **Solution:**
 - Increase contrast ratio to $\geq 4.5:1$ for `.heading__main` and card text.
 - Wrap primary content in `<main>` tag.
 - Add skip-to-content link at top of page.

2D. Resolve W3C HTML validation errors Best Practices

- **Impact:** Rendering stability, SEO

- **Problem:** 7 W3C errors including parser recovery failure at line 100 and bad iframe/noscript in head.
- **Solution:**
 - Move `<noscript><iframe>` block out of `<head>` .
 - Fix stray `</noscript>` and `</head>` tags.
 - Ensure `<meta>` tags use valid attributes (`property` or `itemprop`).

2E. Add HSTS and X-Content-Type-Options headers Security

- **Impact:** Clickjacking protection, MIME sniffing prevention
- **Problem:** Security Headers grade is 20/100; HSTS and X-Content-Type-Options are missing despite HTTPS being available.
- **Solution:** Add these headers to the server configuration:

```
Header always set Strict-Transport-Security "max-age=63072000;
includeSubDomains; preload"
Header always set X-Content-Type-Options "nosniff"
```

2F. Fix Cumulative Layout Shift (CLS) on footer Performance

- **Impact:** CLS score (currently 0.211), User Experience
- **Problem:** Mobile CLS is 0.211 (threshold 0.1); PSI identifies `footer.footer` as the primary shift source.
- **Solution:** Reserve space for dynamic content in the footer using CSS min-height or explicit dimensions. Ensure images/fonts load with `font-display: swap` and explicit width/height attributes.

2G. Fix color contrast and link names Accessibility

- **Impact:** WCAG 1.4.3, 2.4.4 compliance
- **Problem:** axe-core found 2 serious violations: color-contrast on multiple text nodes and link-name on logo grid links (no discernible text).
- **Solution:**
 - Increase contrast on `.button--tertiary` and `.capabilities__heading` to meet 4.5:1 ratio.
 - Add `aria-label` to logo links: `<a href="" aria-label="Partner Name">`
`<img ...></a>` .

2H. Resolve HTML validation errors SEO

- **Impact:** Parsing reliability, SEO crawlers

- **Problem:** W3C Validator reports 7 errors including 'Bad start tag in iframe in noscript in head' and parser recovery failure at line 107.
- **Solution:** Move the GTM noscript iframe out of the `<head>` or ensure it is properly nested. Remove stray `</noscript>` and `</head>` tags. Ensure `<meta>` tags in `<head>` do not use invalid attributes like `name` where `property` is expected.

2I. Fix Color Contrast Violations Accessibility

- **Impact:** WCAG 1.4.3 compliance, readability
- **Problem:** axe-core reports 1 serious violation for color-contrast on multiple heading elements (e.g., `.focus__heading > h1`).
- **Solution:** Increase contrast ratio to at least 4.5:1 for normal text. Adjust CSS for `.heading__main` and `.heading__small` classes to use darker text or lighter backgrounds.

2J. Add Main Landmark and Skip Link Accessibility

- **Impact:** Keyboard navigation, screen reader support
- **Problem:** HTML Inventory shows `main` landmark is missing and no skip-to-content link exists.
- **Solution:** Wrap primary content in `<main>` tag. Add a skip link at the top of the page:

```
<a href="#main-content" class="skip-link">Skip to content</a>
<div id="main-content">...</div>
```

Priority 3: Best Practice

Recommended for long-term maintainability.

3A. Add Image Dimensions and Lazy Loading Performance

- **Impact:** CLS, Initial Load
- **Problem:** 52 images lack explicit width/height attributes and 52 lack `loading="lazy"`, risking layout shifts despite current CLS score.
- **Solution:** Add `width` and `height` attributes to all `<img>` tags. Add `loading="lazy"` to images below the fold:

```

```

3B. Add explicit width/height to images Performance

- **Impact:** CLS, Layout stability

- **Problem:** 56 images lack width/height attributes, risking layout shifts on load.
- **Solution:** Add `width` and `height` attributes to all `<img>` tags matching intrinsic dimensions. Example: ``

3C. Remove unused CSS and JavaScript Performance

- **Impact:** FCP, TBT
- **Problem:** PSI findings estimate 32 KiB unused CSS and 23 KB unused JS.
- **Solution:**
 - Purge unused CSS rules (WP Rocket or build tool).
 - Remove or defer `jquery.bfe1bb19d13b3c17b682.min.js` if not required for core functionality.

3D. Resolve W3C HTML validation errors SEO

- **Impact:** Parser reliability, SEO crawling
- **Problem:** 7 W3C errors including `iframe` in `noscript` in `head` and parser recovery failure at line 100.
- **Solution:** Move the Google Tag Manager `noscript` `iframe` out of the `<head>` and into the `<body>` immediately after the opening `<body>` tag. Fix stray `</noscript>` and `</head>` tags.

3E. Add explicit dimensions to images Performance

- **Impact:** CLS prevention
- **Problem:** HTML Inventory shows 31 images without width/height attributes, risking layout shifts despite current CLS score of 0.000.
- **Solution:** Add `width` and `height` attributes to all `<img>` tags matching their intrinsic aspect ratio:

```

```