Audit Report: Perfectly formed web development team - gotoAndPlay

Website: https://play.ee/
Date: 02.09.2026
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: 75 / 100
Status: Needs Improvement

Site overall 75 is the mean of 5 pages. Scores range 72 (https://play.ee/web-development-in-estonia/) → 78 (https://play.ee/web-development-case-studies/). Weakest page: Performance is excellent (PSI Mobile 95, LCP 2.7s), but security posture is critically weak with an HTTP redirect failure and a 20/100 header grade. Accessibility has serious issues including color contrast violations on 21+ nodes and a missing main landmark. W3C validation shows 7 errors with parser recovery failure, indicating broken DOM structure. The score reflects high technical performance undermined by significant security and accessibility debt.

Per-page scores

 Needs Improvement · https://play.ee/

Score	Performance	Accessibility	Best Practices	SEO	Security
76	95	100	100	92	20

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

Score	Performance	Accessibility	Best Practices	SEO	Security
78	95	90	96	100	20

 Needs Improvement · https://play.ee/software-development-work-index/

Score	Performance	Accessibility	Best Practices	SEO	Security
74	94	90	96	100	20

 Needs Improvement · https://play.ee/wordpress-support-service/

Score	Performance	Accessibility	Best Practices	SEO	Security
74	93	91	100	100	20

 Needs Improvement · https://play.ee/web-development-in-estonia/

Score	Performance	Accessibility	Best Practices	SEO	Security
72	95	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/	**95** / 100	**2.50 s** / 624 ms	0.000 / **0.006**
https://play.ee/web-development-case-studies/	**95** / 100	**2.57 s** / 589 ms	0.005 / **0.006**
https://play.ee/software-development-work-index/	**94** / 100	**2.56 s** / 513 ms	0.000 / **0.004**
https://play.ee/wordpress-support-service/	**93** / 100	**2.56 s** / 591 ms	0.000 / **0.001**
https://play.ee/web-development-in-estonia/	**95** / 100	**2.65 s** / 545 ms	0.000 / **0.005**

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 (37 SVGs, 13 placeholders excluded).
Hero image eagerly loaded	N/A	No raster elements found (37 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 (37 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 redirect and add HSTS `Security`

- **Impact:** Transport security, MITM protection
- **Problem:** HTTP does not redirect to HTTPS (target: none) and HSTS is missing, resulting in a Security Headers grade of 20/100.
- **Solution:** Configure the web server to redirect all HTTP traffic to HTTPS and send HSTS headers:

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

```
Header always set Strict-Transport-Security "max-age=63072000;
includeSubDomains; preload"
```

1B. Enforce HTTPS redirect `Security`

- **Impact:** Transport security, data integrity
- **Problem:** HTTP traffic does not redirect to HTTPS (http://play.ee/... does not redirect), leaving users vulnerable to interception.
- **Solution:** Configure the web server (Apache/Nginx) to return a 301 redirect for all HTTP requests to HTTPS:

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

1C. Fix color contrast violations `Accessibility`

- **Impact:** WCAG 1.4.3 compliance, readability
- **Problem:** axe-core reports 1 serious violation for color-contrast on multiple nodes (e.g., h1 > .heading__main).
- **Solution:** Increase contrast ratio to at least 4.5:1 for normal text. Adjust CSS colors for `.heading__main` and `.card__meta` elements to meet WCAG AA standards.

1D. Force HTTPS redirect and add baseline headers `Security`

- **Impact:** Transport security, data integrity
- **Problem:** HTTP version does not redirect to HTTPS; HSTS and X-Content-Type-Options are missing (Security Headers grade 20/100).
- **Solution:** Configure server to redirect all HTTP traffic to HTTPS. Add these headers:

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

1E. Enable HTTPS redirect `Security`

- **Impact:** Security, User Trust
- **Problem:** HTTP does not redirect to HTTPS (http://play.ee/wordpress-support-service/ does not redirect to HTTPS).
- **Solution:** Configure server to redirect all HTTP traffic to HTTPS (301). Ensure the redirect chain is clean and immediate.

1F. Force HTTPS Redirect `Security`

- **Impact:** Transport security, MITM protection
- **Problem:** Security Headers report states 'HTTPS redirect: □ http://play.ee/web-development-in-estonia/ does not redirect to HTTPS'.
- **Solution:** Configure the web server (Apache/Nginx) to redirect all HTTP traffic to HTTPS:

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

1G. Add HSTS Header `Security`

- **Impact:** Protocol downgrade protection
- **Problem:** Security Headers grade is 20/100; 'strict-transport-security' is missing.
- **Solution:** Send HSTS with max-age >= 1 year and includeSubDomains:

```
Header always set Strict-Transport-Security "max-age=63072000;
includeSubDomains; preload"
```

Priority 2: Important

Essential for compliance, user reach, and search visibility.

2A. Add X-Content-Type-Options header `Security`

- **Impact:** MIME sniffing protection
- **Problem:** X-Content-Type-Options is missing from the response headers, leaving the site vulnerable to MIME-type sniffing attacks.
- **Solution:** Add the following header to the server configuration:

```
Header always set X-Content-Type-Options "nosniff"
```

2B. Fix W3C HTML validation errors `SEO`

- **Impact:** Rendering consistency, SEO crawlability
- **Problem:** W3C validator reports 8 errors including parser recovery failure at line 107, empty href attributes, and stray end tags.
- **Solution:** Review the HTML source around line 107 to fix:
  - Remove empty `href` on `<link>` elements.
  - Ensure `<iframe>` is not placed inside `<noscript>` within `<head>`.
  - Remove stray `</noscript>` and `</head>` tags.
  - Correct `<meta>` attributes to comply with HTML5 spec.

2C. Add main landmark and skip-to-content link `Accessibility`

- **Impact:** Screen reader navigation, WCAG 2.4.1
- **Problem:** HTML Inventory shows `main` landmark is missing and no skip-to-content link exists; axe reports `region` and `landmark-unique` violations.
- **Solution:** Wrap the primary content in `<main>` and add a skip link at the top of the `<body>`:

```
<a href="#main-content" class="skip-link">Skip to content</a>
<!-- ... header nav ... -->
<main id="main-content">
  <!-- page content -->
</main>
```

2D. Add HSTS and strengthen CSP `Security`

- **Impact:** Protocol downgrade protection, XSS defense
- **Problem:** HSTS is missing (score 20/100). CSP only has `frame-ancestors` without `default-src`.
- **Solution:** Add HSTS header with preload:

```
Header always set Strict-Transport-Security "max-age=63072000;
includeSubDomains; preload"
```

  Expand CSP to include `default-src 'self'` and `object-src 'none'`.

2E. Add main landmark and skip link `Accessibility`

- **Impact:** Screen reader navigation, WCAG 2.4.1
- **Problem:** HTML Inventory shows `main` landmark is missing; axe-core reports `region` violations.
- **Solution:** Wrap primary content in `<main>` tag. Add a skip-to-content link at the top of the page:

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

2F. Fix contrast and add main landmark `Accessibility`

- **Impact:** WCAG 1.4.3, 1.3.1
- **Problem:** 1 serious axe violation (color-contrast on h1/span); HTML Inventory confirms missing
  landmark and skip-to-content link.
- **Solution:**

- Adjust `.heading__main` and `p > span` colors to meet 4.5:1 contrast.
- Wrap primary content in `<main>`.
- Add `<a href="#content" class="skip-link">Skip to content</a>` before navigation.

2G. Resolve W3C validation errors `SEO`

- **Impact:** Parsing stability, SEO rendering
- **Problem:** 8 validation errors including empty href, stray tags, and parser recovery failure at line 106.
- **Solution:**
  - Remove empty `href=""` on `<link>` tags.
  - Fix `<noscript>` nesting (iframe inside noscript in head is invalid).
  - Ensure `<meta>` tags are in valid locations (head only).

2H. Add HSTS and X-Content-Type-Options `Security`

- **Impact:** Security Headers
- **Problem:** HSTS and X-Content-Type-Options are missing; Security Headers grade is 20/100.
- **Solution:** Add headers:

```
Strict-Transport-Security: max-age=63072000; includeSubDomains
X-Content-Type-Options: nosniff
```

2I. Fix color contrast and link names `Accessibility`

- **Impact:** WCAG 1.4.3, 2.4.4
- **Problem:** 2 serious axe violations: color-contrast (16 nodes) and link-name (10 nodes).
- **Solution:** Increase contrast ratios to 4.5:1; add aria-label or text to icon links.

2J. Fix HTML validation errors `SEO`

- **Impact:** Parsing, SEO
- **Problem:** 7 W3C errors including iframe in noscript in head, stray end tags, meta attribute issues.
- **Solution:** Move iframe out of head; fix meta tag attributes; ensure proper nesting.

2K. Fix Color Contrast Violations `Accessibility`

- **Impact:** WCAG 1.4.3 compliance, readability

- **Problem:** axe-core reports 1 serious violation with 21+ nodes failing contrast (e.g., `.focus__heading > h1`).
- **Solution:** Increase contrast ratio to at least 4.5:1 for normal text. Adjust CSS colors for `.heading__main` and `.heading__small` elements to meet WCAG AA standards.

2L. Add Main Landmark and Fix H1 Structure `Accessibility`

- **Impact:** Screen reader navigation, document outline
- **Problem:** HTML Inventory shows 'main: missing' and '2

elements'; axe-core flags 'landmark-one-main'.

- **Solution:** Wrap primary content in `<main>` tag and ensure only one `<h1>` exists per page:

```
<main id="main-content">
  <h1>Expert web development in Estonia</h1>
  <!-- content -->
</main>
```

2M. Resolve W3C HTML Validation Errors `SEO`

- **Impact:** Parsing reliability, SEO indexing
- **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 invalid attributes like `name` where `property` is required.

Priority 3: Best Practice

Recommended for long-term maintainability.

3A. Improve link text descriptiveness `SEO`

- **Impact:** SEO `link-text` audit, User navigation
- **Problem:** PSI SEO audit fails `link-text` with 9 links using vague text like "read more".
- **Solution:** Update anchor text to describe the destination:
  - Change "read more" to "Read more about [Topic]".

- Use `aria-label` if visual text must remain short: `<a href="..." aria-label="Read more about our case studies">Read more</a>`.

3B. Add explicit width and height to images `Performance`

- **Impact:** CLS prevention, Layout stability
- **Problem:** HTML Inventory shows 50 images without width/height attributes, risking layout shifts despite current CLS of 0.000.
- **Solution:** Add `width` and `height` attributes to all `<img>` tags based on their intrinsic dimensions:

```
<img src="image.jpg" alt="..." width="800" height="600">
```

3C. Optimize Largest Contentful Paint `Performance`

- **Impact:** LCP metric (2.6 s)
- **Problem:** LCP is 2.6 s on mobile, slightly above the 2.5 s good threshold.
- **Solution:** Preload the hero image or critical CSS. Ensure the LCP element (likely the h1 or hero image) is not blocked by render-blocking resources.

3D. Add image dimensions `Best Practices`

- **Impact:** CLS prevention
- **Problem:** 56 images lack explicit width/height attributes, risking layout shifts.
- **Solution:** Add `width` and `height` attributes to all `<img>` tags matching the intrinsic dimensions of the source files.

3E. Add image dimensions and lazy loading `Performance`

- **Impact:** CLS, Layout stability
- **Problem:** 53 images lack width/height attributes and loading="lazy"; CLS is currently 0.000 but at risk.
- **Solution:** Add explicit `width` and `height` attributes to all `<img>` tags. Add `loading="lazy"` to images below the fold:

```
<img src="..." alt="..." width="800" height="600" loading="lazy">
```

3F. Disambiguate vague link text `SEO`

- **Impact:** Screen reader usability, SEO anchor text
- **Problem:** Repeated vague text like 'visit the website' (×21) and 'read more' (×15) found in HTML Inventory.
- **Solution:** Update link text to be descriptive of the destination, e.g., 'Visit Tallink website' instead of 'visit the website', or use `aria-label` to clarify context.

3G. Remove unused JavaScript `Performance`

- **Impact:** JS Execution Time
- **Problem:** 23 KB unused JS identified in PSI findings.
- **Solution:** Audit and remove unused code or use code splitting.

3H. Implement Content Security Policy (CSP) `Security`

- **Impact:** XSS defense-in-depth
- **Problem:** CSP is missing (only `frame-ancestors` set). Site signals indicate no auth/payments, so this is lower priority per rubric.
- **Solution:** Deploy a strict CSP with nonces for scripts:

```
Header always set Content-Security-Policy "default-src 'self';
script-src 'nonce-{RANDOM}' 'strict-dynamic'; object-src 'none';"
```