

Audit Report: Perfectly formed web development team - gotoAndPlay

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

Date: 15.09.2026

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: 74 / 100

Status: ☐ Needs Improvement

Site overall 74 is the mean of 5 pages. Scores range 68 (<https://play.ee/web-development-case-studies/>) → 82 (<https://play.ee/>). Weakest page: Mobile performance is strong (88) with acceptable LCP (2.7 s), but the Speed Index (5.89 s) indicates render delays. Security configuration is critically weak (Grade 20/100) with HTTP not redirecting to HTTPS and missing HSTS, which heavily penalizes the SEO/Security bucket. Accessibility has a serious color-contrast violation and missing main landmark, preventing a higher score. HTML validation shows 7 errors including parser recovery failure, indicating structural issues in the head section. 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	93	100	100	92	20

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

Score	Performance	Accessibility	Best Practices	SEO	Security
68	88	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
72	94	91	100	100	20

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

Score	Performance	Accessibility	Best Practices	SEO	Security
75	93	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/	93 / 100	2.62 s / 591 ms	0.000 / 0.007
https://play.ee/web-development-case-studies/	88 / 100	2.68 s / 547 ms	0.005 / 0.006
https://play.ee/software-development-work-index/	94 / 100	2.50 s / 536 ms	0.000 / 0.003
https://play.ee/wordpress-support-service/	94 / 100	2.59 s / 621 ms	0.000 / 0.002
https://play.ee/web-development-in-estonia/	93 / 99	2.62 s / 536 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 Security

- **Impact:** Transport security, data integrity
- **Problem:** HTTP does not redirect to HTTPS (<http://play.ee/> does not redirect to <https://play.ee/>), exposing users to man-in-the-middle risks.
- **Solution:** Configure the web server (Apache/Nginx) to return a 301/302 redirect for all HTTP requests to the HTTPS equivalent:

```
RewriteEngine On
RewriteCond %{HTTPS} off
```

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

1B. Force HTTPS Redirect Security

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

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

1C. Add HSTS Header Security

- **Impact:** HTTPS enforcement, downgrade attacks
- **Problem:** Strict-Transport-Security header is missing; browsers cannot enforce HTTPS on subsequent visits.
- **Solution:** Add HSTS with a long max-age and includeSubDomains:

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

1D. Enforce HTTPS and add baseline security headers Security

- **Impact:** Transport security, clickjacking, MIME sniffing
- **Problem:** HTTP does not redirect to HTTPS; HSTS, X-Content-Type-Options, and X-Frame-Options are missing (Security Headers grade 20/100).
- **Solution:** Configure server to redirect all HTTP traffic to HTTPS. Add the following headers:

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

1E. Enforce HTTPS and add HSTS Security

- **Impact:** Transport security, downgrade attacks
- **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 and send:

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

1F. Fix color contrast and link names Accessibility

- **Impact:** WCAG 1.4.3, 2.4.4 compliance
- **Problem:** 2 serious axe violations: color-contrast on multiple text elements and logo grid links lack discernible names.
- **Solution:**
 - Increase contrast ratio to $\geq 4.5:1$ for `.button--tertiary` and `.capabilities__heading`.
 - Add `aria-label` to logo links (e.g., `<a aria-label="Client Name Logo">`).

1G. Add HSTS and X-Content-Type-Options Security

- **Impact:** Clickjacking, MIME sniffing, downgrade attacks
- **Problem:** Security Headers grade is 20/100; HSTS and X-Content-Type-Options are missing.
- **Solution:** Add these headers to the server response.

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

Priority 2: Important

Essential for compliance, user reach, and search visibility.

2A. Add HSTS and X-Content-Type-Options Security

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

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

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

- **Impact:** Keyboard navigation, screen reader usability

- **Problem:** axe-core reports missing `main` landmark and `region` violations; HTML inventory confirms no skip-to-content link.
- **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 ... -->
<main id="main-content">
  <!-- content -->
</main>
```

2C. Fix W3C HTML validation errors SEO

- **Impact:** Parser reliability, SEO crawling
- **Problem:** W3C Validator reports 7 errors including parser recovery failure at line 101 and invalid iframe placement in `<head>` .
- **Solution:** Move the Google Tag Manager iframe out of the `<head>` or ensure it is properly closed within `<body>` . Remove invalid `name` attributes on `<meta>` tags. Ensure `<noscript>` tags are not nested incorrectly inside `<head>` .

2D. Fix Color Contrast Violations Accessibility

- **Impact:** WCAG 1.4.3 compliance, readability
- **Problem:** axe-core reports 1 serious violation on multiple nodes (e.g., `h1 > .heading__main`) where foreground/background contrast is insufficient.
- **Solution:** Adjust CSS colors to meet a 4.5:1 contrast ratio for normal text. Use a contrast checker tool to verify specific hex codes for `.heading__main` and `.card__meta` .

2E. Add Main Landmark and Skip Link Accessibility

- **Impact:** Screen reader navigation, keyboard access
- **Problem:** HTML Inventory confirms `main` landmark is missing; PSI audit `landmark-one-main` fails. No skip-to-content link exists.
- **Solution:** Wrap primary content in `<main id="main-content">` and add a skip link at the top of `<body>` :

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

2F. Resolve HTML Validation Errors Best Practices

- **Impact:** Parser reliability, SEO rendering

- **Problem:** W3C Validator reports 7 errors including bad start tags in `iframe / noscript` and parser recovery failure at line 100.
- **Solution:** Inspect the `<head>` section around line 97-100. Fix the Google Tag Manager `noscript` iframe nesting and remove invalid `meta` attributes (e.g., `name` on meta where not allowed).

2G. Fix contrast and landmark structure Accessibility

- **Impact:** WCAG 1.4.3 contrast, 1.3.1 info and relationships
- **Problem:** axe-core reports 1 serious color-contrast violation (h1, span) and missing `main` landmark; skip-to-content link is absent.
- **Solution:**
 - Increase contrast on `.heading__main` and `p > span` to $\geq 4.5:1$.
 - Wrap main content in `<main>` tag.
 - Add `<a href="#content" class="skip-link">Skip to content</a>` before navigation.

2H. Eliminate render-blocking resources Performance

- **Impact:** LCP, FCP, Speed Index
- **Problem:** Render-blocking insight estimates 980 ms savings; LCP is 2.6 s (warning threshold 2.5 s).
- **Solution:**
 - Defer non-critical scripts (e.g., `jquery.bfe1bb19d13b3c17b682.min.js`).
 - Inline critical CSS and defer non-critical stylesheets.

2I. Fix color contrast on headings Accessibility

- **Impact:** WCAG 1.4.3 compliance, readability
- **Problem:** axe-core found 1 serious violation: color-contrast on `.focus__heading` and `.capabilities__heading` elements.
- **Solution:** Increase contrast ratio to at least 4.5:1 for normal text. Adjust CSS colors for `.heading__main` and `.heading__small` elements.

Priority 3: Best Practice

Recommended for long-term maintainability.

3A. Optimize LCP and font loading Performance

- **Impact:** LCP (2.6 s), FCP (1.96 s)
- **Problem:** LCP is 2.6 s on mobile; Browser Runtime shows 3 font requests taking ~580 ms each, contributing to render delay.

- **Solution:** Preload the primary font used for the LCP element and use `font-display: swap` in CSS. Consider reducing font file sizes or using variable fonts:

```
<link rel="preload" href="/fonts/primary.woff2" as="font"
type="font/woff2" crossorigin>
```

3B. Implement Content Security Policy (CSP) Security

- **Impact:** XSS mitigation (low risk site)
- **Problem:** CSP is weak (only `frame-ancestors`). Site signals indicate no auth/payments/UGC, so XSS risk is lower but defense-in-depth is recommended.
- **Solution:** Deploy a strict CSP with nonces for scripts rather than a flat allowlist:

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

3C. Add Explicit Image Dimensions Performance

- **Impact:** CLS, Layout stability
- **Problem:** HTML Inventory shows 56 images missing width/height attributes, risking layout shifts during load.
- **Solution:** Ensure all `<img>` tags include `width` and `height` attributes matching the intrinsic aspect ratio:

```

```

3D. Add explicit dimensions to images Performance

- **Impact:** CLS (Cumulative Layout Shift)
- **Problem:** 53 images lack width/height attributes, risking layout shifts despite current CLS 0.000 score.
- **Solution:** Add `width` and `height` attributes to all `<img>` tags matching their intrinsic aspect ratio. Use CSS `aspect-ratio` if dimensions vary.

3E. Add image dimensions and lazy loading Best Practices

- **Impact:** CLS, bandwidth
- **Problem:** 31 images missing width/height attributes and `loading="lazy"`.
- **Solution:**
 - Add `width` and `height` to all `<img>` tags to reserve space.
 - Add `loading="lazy"` to images below the fold.

3F. Implement Content-Security-Policy Security

- **Impact:** XSS defense-in-depth
- **Problem:** CSP is missing (only `frame-ancestors` set). Site has no auth/payments, so risk is lower but still recommended.
- **Solution:** Deploy a strict CSP with nonce/hash:

```
Content-Security-Policy: default-src 'self'; script-src 'nonce-{random}' 'strict-dynamic'; object-src 'none';
```

3G. Add explicit width/height to images Performance

- **Impact:** CLS (Cumulative Layout Shift)
- **Problem:** HTML Inventory shows 67 images without explicit width/height attributes, risking layout shifts despite current CLS 0.000.
- **Solution:** Add `width` and `height` attributes to all `<img>` tags matching the intrinsic aspect ratio.

```

```