Audit Report: Perfectly formed web development team - gotoAndPlay

Website: https://play.ee/
Date: 02.10.2026
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 (92) with excellent TTFB/CLS, but LCP (2.7 s) sits in the warning zone. Security Basics FAILED due to missing HTTP-to-HTTPS redirect and HSTS, which caps the score below 90 per rubric. Accessibility has one serious color-contrast violation and missing main landmark. HTML validation shows 7 errors including parser recovery failure. Confidence is high as all tools returned data.

Per-page scores

 Needs Improvement · https://play.ee/

Score	Performance	Accessibility	Best Practices	SEO	Security
82	94	94	100	92	FAILED

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

Score	Performance	Accessibility	Best Practices	SEO	Security
75	95	90	96	100	FAILED

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

Score	Performance	Accessibility	Best Practices	SEO	Security
72	92	90	96	100	FAILED

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

Score	Performance	Accessibility	Best Practices	SEO	Security
76	94	91	100	100	FAILED

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

Score	Performance	Accessibility	Best Practices	SEO	Security
74	94	94	100	100	FAILED

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/	**94** / 100	**2.52 s** / 601 ms	0.000 / **0.007**
https://play.ee/web-development-case-studies/	**95** / 100	**2.57 s** / 555 ms	0.000 / **0.005**
https://play.ee/software-development-work-index/	**92** / 100	**2.70 s** / 547 ms	0.000 / **0.004**
https://play.ee/wordpress-support-service/	**94** / 100	**2.58 s** / 542 ms	0.000 / **0.001**
https://play.ee/web-development-in-estonia/	**94** / 100	**2.59 s** / 556 ms	0.000 / **0.005**

Optimization Checklist

3 of 3 passing — 3 pass · 0 warn · 0 fail · 5 n/a

Item	Status	Detail
Page caching plugin / CDN active	**Pass**	Caching plugin detected (WP Rocket)
Response compressed (gzip / brotli)	**Pass**	Document response is compressed with gzip.
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 and add baseline security headers `Security`

- **Impact:** Transport security, clickjacking, MIME sniffing
- **Problem:** Security basics verdict is FAILED: HTTP does not redirect to HTTPS, HSTS is missing, and X-Content-Type-Options is missing.

- **Solution:** Configure server to redirect all HTTP traffic to HTTPS and send the following headers:

```
Header always set Strict-Transport-Security "max-age=63072000;
includeSubDomains; preload"
Header always set X-Content-Type-Options "nosniff"
Redirect permanent / https://play.ee/
```

1B. Fix basic security header failures `Security`

- **Impact:** Transport security, clickjacking, MIME sniffing
- **Problem:** Security basics verdict is FAILED due to missing HTTP->HTTPS redirect, HSTS, and X-Content-Type-Options headers.
- **Solution:** Configure server to send:

```
Header always set Strict-Transport-Security "max-age=63072000;
includeSubDomains"
Header always set X-Content-Type-Options "nosniff"
RewriteCond %{HTTPS} off
RewriteRule ^(.*)$ https://%{HTTP_HOST}%{REQUEST_URI} [L,R=301]
```

1C. Fix Critical Security Basics (Redirect, HSTS, X-Content-Type-Options) `Security`

- **Impact:** Transport security, clickjacking, MIME sniffing
- **Problem:** Security Basics verdict is FAILED: HTTP does not redirect to HTTPS, HSTS missing, X-Content-Type-Options missing.
- **Solution:** Configure server to force HTTPS and send required 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"
Header always set X-Content-Type-Options "nosniff"
```

Also block `xmlrpc.php` POST requests to prevent brute-force vectors.

1D. Fix HTTP to HTTPS redirect and add HSTS `Security`

- **Impact:** Transport security, browser warnings
- **Problem:** Security basics FAILED: HTTP does not redirect to HTTPS and Strict-Transport-Security header is missing.
- **Solution:** Configure server to redirect all HTTP traffic to HTTPS and send the HSTS header:

```
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"
```

1E. Fix serious color contrast and link name violations `Accessibility`

- **Impact:** WCAG 1.4.3, 2.4.4 compliance
- **Problem:** axe-core reports 2 serious violations: color-contrast on multiple elements and link-name on logo grid links.
- **Solution:**
  - Increase contrast ratio for `.button--tertiary` and `.capabilities__heading` text to ≥4.5:1.
  - Add `aria-label` or visible text to logo grid links: `<a href="" aria-label="Partner Name">`.

1F. Fix basic security header failures (HSTS, X-Content-Type-Options, HTTP Redirect) `Security`

- **Impact:** Transport security, clickjacking, MIME sniffing
- **Problem:** Security Basics verdict is FAILED: HTTP does not redirect to HTTPS, HSTS is missing, and X-Content-Type-Options is missing.
- **Solution:** Configure server to enforce HTTPS and send required headers:

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

# Headers
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. Fix W3C HTML validation errors `SEO`

- **Impact:** SEO, Accessibility, Parser recovery
- **Problem:** W3C Validator reports 7 errors including 'Cannot recover after last error' at line 101, indicating malformed HTML structure.

- **Solution:** Review HTML source around line 98-101. Fix the `<noscript><iframe>` nesting in `<head>` and ensure `<meta>` tags are placed correctly before `<body>` starts.

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

- **Impact:** Keyboard navigation, Screen reader flow
- **Problem:** HTML Inventory shows 'main: missing' and 'Skip-to-content link: missing'; axe-core 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. Harden WordPress installation `Security`

- **Impact:** Brute-force protection, Attack surface
- **Problem:** Security basics report `xmlrpc.php` accepts POST requests and `/wp-admin/install.php` is reachable.
- **Solution:** Block `xmlrpc.php` in `.htaccess` or via plugin. Protect `install.php` by ensuring it returns 404 or 403 after installation:

  ```
  <Files install.php>
    Require all denied
  </Files>
  ```

2D. Fix serious contrast and landmark issues `Accessibility`

- **Impact:** WCAG 1.4.3 contrast, 1.3.1 info and relationships
- **Problem:** axe-core reports 1 serious color-contrast violation (h1, cards) and missing main landmark/skip link.
- **Solution:**
  - Increase text contrast on `.heading__main` and card meta to ≥4.5:1.
  - Add `<main id="main-content">` wrapper around primary content.
  - Add `<a href="#main-content" class="skip-link">Skip to content</a>` before the header.

2E. Resolve W3C HTML validation errors `SEO`

- **Impact:** Parsing reliability, SEO indexing
- **Problem:** 7 W3C errors including 'Bad start tag in iframe in noscript in head' and parser recovery failure at line 101.

- **Solution:**
  - Move `<noscript><iframe>...</iframe></noscript>` out of `<head>` (Google Tag Manager snippet is often placed incorrectly).
  - Ensure `<meta>` tags in `<head>` do not use `name` where `property` is expected for Open Graph.
  - Validate HTML structure after moving GTM snippet to `<body>`.

2F. Eliminate Render-Blocking JavaScript `Performance`

- **Impact:** LCP, FCP, Speed Index
- **Problem:** Render-blocking scripts estimated to save 1,270 ms; LCP is 2.7 s (warning zone).
- **Solution:** Defer or async non-critical scripts. For the theme JS (`jquery.bfe1bb19d13b3c17b682.min.js`), ensure it loads after DOM or use `type="module"` with `defer`.

```
<script src="/path/to/script.js" defer></script>
```

2G. Fix Color Contrast and Add Main Landmark `Accessibility`

- **Impact:** WCAG 1.4.3, 1.3.1
- **Problem:** 1 serious axe violation on `.heading__main` and `p > span`; missing `<main>` landmark.
- **Solution:**
  - Increase contrast ratio to ≥4.5:1 for `.heading__main` and `p > span`.
  - Wrap primary content in `<main role="main">`.
  - Add skip-to-content link: `<a href="#main-content" class="skip-link">Skip to content</a>`.

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

- **Impact:** MIME sniffing protection
- **Problem:** Security basics FAILED: X-Content-Type-Options header is missing.
- **Solution:** Send the following header to prevent MIME type sniffing:

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

2I. Correct HTML structure and heading hierarchy `SEO`

- **Impact:** Document outline, screen reader navigation

- **Problem:** W3C reports 7 errors including parser recovery failure; HTML inventory shows 2 H1 elements and missing `main` landmark.
- **Solution:**
  - Ensure only one `<h1>` exists per page.
  - Wrap main content in `<main>` tag.
  - Fix iframe/noscript nesting in `<head>` (move to `<body>`).

2J. Fix serious color-contrast violations and add main landmark `Accessibility`

- **Impact:** WCAG 1.4.3 (Contrast), 1.3.1 (Info & Relationships)
- **Problem:** axe-core reports 1 serious violation (color-contrast on headings) and missing `main` landmark.
- **Solution:**
  - Increase contrast ratio on `.heading__main` and `.heading__small` elements to ≥4.5:1.
  - Wrap primary content in `<main>` tag.
  - Add `<a href="#main-content" class="skip-link">Skip to content</a>` before navigation.

2K. Resolve W3C HTML validation errors and parser recovery failure `SEO`

- **Impact:** Document structure, SEO crawling reliability
- **Problem:** W3C Validator reports 7 errors including parser recovery failure at line 101 and invalid `iframe` placement in `head`.
- **Solution:**
  - Move GTM `iframe` snippet from `<head>` to `<body>`.
  - Fix stray `</noscript>` and `</head>` tags.
  - Ensure `<meta>` tags use valid attributes (`property` or `itemprop` instead of `name` where required).

Priority 3: Best Practice

Recommended for long-term maintainability.

3A. Add explicit dimensions to images `Performance`

- **Impact:** CLS (Cumulative Layout Shift)
- **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 matching the intrinsic aspect ratio:

```
<img src="image.svg" alt="..." width="360" height="420">
```

3B. Add explicit image dimensions `Performance`

- **Impact:** CLS prevention, layout stability
- **Problem:** 56 images lack explicit width/height attributes, risking layout shifts despite current CLS 0.000.
- **Solution:** Ensure all `<img>` tags include `width` and `height` attributes matching the intrinsic aspect ratio:

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

3C. Resolve HTML Validation Errors `SEO`

- **Impact:** Parser reliability, SEO crawling
- **Problem:** 7 W3C errors including parser recovery failure at line 101 (iframe/noscript in head).
- **Solution:** Move `<noscript><iframe>...</iframe></noscript>` out of `<head>` or ensure it is valid HTML5. Fix stray `</noscript>` and `</head>` tags. Ensure `<meta>` tags in head have valid attributes.

3D. Add Explicit Width and Height to Images `Performance`

- **Impact:** CLS (Cumulative Layout Shift)
- **Problem:** 53 images missing width/height attributes; CLS is currently 0.000 but at risk.
- **Solution:** Add `width` and `height` attributes to all `<img>` tags to reserve space during load:

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

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

- **Impact:** CLS, Layout stability
- **Problem:** HTML inventory shows 31 images without width/height attributes and 31 without `loading="lazy"`.
- **Solution:**
  - Add `width` and `height` attributes to all `<img>` tags.
  - Add `loading="lazy"` to images below the fold:

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

```
loading="lazy">
```

3F. Harden Content-Security-Policy (CSP) `Security`

- **Impact:** XSS defense-in-depth
- **Problem:** CSP is present but weak (missing `default-src`, `object-src 'none'`). Site signals indicate no auth/payments, so this is lower priority.
- **Solution:** Update CSP to restrict resource loading:

```
Header always set Content-Security-Policy "default-src 'self';
object-src 'none'; frame-ancestors 'self';"
```