Audit Report: Perfectly formed web development team - gotoAndPlay

Website: https://play.ee/
Date: 09.11.2026
Audit Coverage: 100% — all sources returned data
Confidence: medium

Pages Audited (5 of 5):

- https://play.ee/
- https://play.ee/our-work/
- https://play.ee/our-work/
- https://play.ee/wordpress-support-service/
- https://play.ee/web-development-in-estonia/

Summary of results

Overall Score: 92 / 100
Status: □ **Excellent**

What is pulling the score down

Points are for the weakest page; Pages = how many of 5 pages share the signal.

Signal	Points	Pages	Evidence
Performance 78	−8.8	5/5	weighted 40% of 22 points lost
SEO 85	−2.3	5/5	weighted 15% of 15 points lost
Accessibility 96	−1.2	5/5	weighted 30% of 4 points lost
HTML validation	−1	5/5	4 W3C errors
Advanced security headers	0	5/5	Failing: CSP is strict, Cross-Origin-Opener-Policy, Cross-Origin-Resource-Policy
Page score (weakest: https://play.ee/our-	**87**		100 − 13.3 → 87

Signal	Points	Pages	Evidence
work/)			

Site overall 92 is the mean of 5 pages; scores range 87 (https://play.ee/our-work/) → 95 (https://play.ee/web-development-in-estonia/).

Per-page scores

 Needs Improvement · https://play.ee/

Base	Score	Performance	Accessibility	Best Practices	SEO	Security
89	88	81	96	100	85	PASS

 Needs Improvement · https://play.ee/our-work/

Base	Score	Performance	Accessibility	Best Practices	SEO	Security
88	87	78	96	100	85	PASS

 Excellent · https://play.ee/our-work/

Base	Score	Performance	Accessibility	Best Practices	SEO	Security
95	94	95	96	100	85	PASS

 Excellent · https://play.ee/wordpress-support-service/

Base	Score	Performance	Accessibility	Best Practices	SEO	Security
96	94	96	97	100	92	PASS

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

Base	Score	Performance	Accessibility	Best Practices	SEO	Security
96	95	96	96	100	92	PASS

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/	**81** / 100	**4.31 s** / 521 ms	0.000 / **0.005**
https://play.ee/our-work/	**78** / 97	**3.78 s** / 510 ms	0.001 / **0.092**
https://play.ee/our-work/	**95** / 97	**1.81 s** / 510 ms	0.000 / **0.092**
https://play.ee/wordpress-support-service/	**96** / 98	**1.83 s** / 485 ms	0.000 / **0.001**
https://play.ee/web-development-in-estonia/	**96** / 100	**1.84 s** / 516 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 br.
Images lazy-loaded	N/A	No raster elements found (50 SVGs excluded).
Hero image eagerly loaded	N/A	No raster elements found (50 SVGs 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 (50 SVGs 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. Remove render-blocking and unused CSS `Performance`

- **Impact:** LCP, Speed Index, FCP
- **Problem:** The render-blocking insight estimates 1,120 ms of savings and the fast.fonts.net stylesheet alone took 1.67 s before first paint; mobile LCP is 4.3 s versus 0.5 s on desktop.
- **Solution:**
  - Self-host the web font (or preload the woff2) and load it with `font-display: swap` instead of the blocking `fast.fonts.net/t/1.css` request.
  - Inline the critical above-the-fold CSS and load the rest asynchronously:

```
<link rel="preload" href="/css/main.css" as="style"
onload="this.rel='stylesheet'">
```

  - Audit the 9.6 KB of inline CSS and drop rules not used on first paint.

1B. Fix W3C validation errors `Best Practices`

- **Impact:** HTML validation row (−1), HTML validity, parser robustness
- **Problem:** The W3C validator reports 4 errors, all of the form "a `script` element with a data-block `type` must not have a `defer` attribute", first at line 3810 on the RocketLazyLoad script tag.
- **Solution:** Remove `defer` from the lazyload data-block scripts, or switch them to a real module/script type:

```
<!-- before -->
<script type="text/rocketlazyloadscript" id="jquery-js" data-
rocket-src="…" defer></script>
<!-- after: drop defer, WP Rocket re-adds it on execution -->
<script type="text/rocketlazyloadscript" id="jquery-js" data-
rocket-src="…"></script>
```

1C. Reduce third-party JavaScript and long tasks `Performance`

- **Impact:** TBT, INP, LCP, main-thread work
- **Problem:** GTM (198.2 KB) produces 308 ms, 184 ms and 86 ms long tasks on mobile, and Lighthouse reports 67 KB of unused GTM JS plus 22 KB of unused jQuery; mobile TBT is 421 ms versus 99 ms on desktop.

- **Solution:**
  - Load GTM only after consent/interaction instead of on first paint, and trim tags that are not needed on this page.
  - Remove unused jQuery plugins from `jquery.bfe1bb19d13b3c17b682.min.js` (22 KB wasted) or drop jQuery where the theme allows.
  - Self-host the two jsdelivr libraries (`cookieconsent` , `iframemanager`) and load them on demand.
  - Re-measure with Lighthouse after each removal; target TBT < 200 ms on mobile.

1D. Add a meta description `SEO`

- **Impact:** SEO, SERP snippet quality
- **Problem:** The document has no meta description (`meta-description` audit scores 0) and the HTML inventory confirms `Description: not set` , which is the main driver of the SEO 85 score.
- **Solution:** Add a unique, ~150-character description per page in the CMS SEO field:

```
<meta name="description" content="Explore gotoAndPlay's portfolio
of web design, development and digital campaign case studies for
clients across Estonia and Europe.">
```

Priority 2: Important

Essential for compliance, user reach, and search visibility.

2A. Reduce unused JavaScript `Performance`

- **Impact:** LCP, Speed Index, main-thread long tasks
- **Problem:** GTM (`gtm.js`) ships 68 KB of unused JS and jQuery 22 KB, and GTM produces 107 ms and 55 ms long tasks on mobile.
- **Solution:**
  - Load GTM only after consent/interaction rather than on first paint.
  - Drop jQuery if the theme no longer needs it, or replace its plugins with vanilla JS.
  - Split remaining bundles and defer non-critical modules.

2B. Make link text descriptive `SEO`

- **Impact:** SEO (link-text audit), screen-reader navigation

- **Problem:** The `link-text` audit fails with 9 links, and the inventory shows "read more" repeated 9 times plus repeated social/language links.
- **Solution:**
  - Replace "read more" with the destination, e.g. `<a href="/work/acme">Acme case study</a>`.
  - Where the visible text must stay short, add `aria-label` describing the target.

2C. Enlarge touch targets `SEO`

- **Impact:** Mobile usability, tap-target audit
- **Problem:** The modeled `tapTargets` audit fails on mobile.
- **Solution:**
  - Give every link/button at least a 48×48 px hit area (WCAG 2.5.8 minimum is 44×44 px).
  - Add padding to icon links and social links rather than relying on the glyph size.

2D. Add structured data `SEO`

- **Impact:** Rich results eligibility
- **Problem:** The `structuredData` audit fails; the single JSON-LD block parses but its `@type` is not a recognized schema.org type.
- **Solution:**
  - Replace the unrecognized JSON-LD with valid `Organization` and `WebSite` markup:

```
{"@context":"https://schema.org","@type":"Organization","name":"got
oAndPlay","url":"https://play.ee/","logo":"https://play.ee/logo.png
"}
```

  - Validate with the Rich Results Test after deploying.

2E. Fix non-crawlable links `SEO`

- **Impact:** Crawlability, internal link equity
- **Problem:** The `crawlable-anchors` audit fails — some anchors are not real navigable links.
- **Solution:**
  - Use `<a href="…">` for every navigable element instead of JS click handlers on `<div>` / `<span>`.
  - Keep `href` values as real URLs so crawlers can follow them.

2F. Verify color contrast manually `Accessibility`

- **Impact:** WCAG 1.4.3 contrast, Accessibility score
- **Problem:** Lighthouse `color-contrast` scores 0.00 (weight 7) while axe-core returned 37 nodes it could not determine because of gradients/alpha backgrounds.
- **Solution:**
  - Check each flagged text/background pair with DevTools or a contrast checker and raise ratios to ≥4.5:1 (≥3:1 for large text).
  - Pay special attention to text over images or gradient backgrounds, which automated tools skip.

2G. Add Subresource Integrity to third-party scripts `Security`

- **Impact:** Supply-chain integrity of third-party JS
- **Problem:** All 3 cross-origin scripts (jsdelivr `cookieconsent` and `iframemanager`, plus GTM) lack an `integrity` attribute, so a compromised CDN response executes unchecked.
- **Solution:** Pin versions and add hashes for the jsdelivr files:

  ```
  <script
  src="https://cdn.jsdelivr.net/gh/orestbida/cookieconsent@3.0.1/dist
  /cookieconsent.umd.js"
          integrity="sha384-…" crossorigin="anonymous" defer>
  </script>
  ```

  GTM cannot be SRI-pinned; keep it consent-gated and review its tag inventory instead.

2H. Optimize the mobile LCP and critical path `Performance`

- **Impact:** LCP, FCP, Speed Index
- **Problem:** Mobile LCP is 3.8 s against 0.5 s on desktop, FCP is 1.81 s, and Lighthouse flags `forced-reflow-insight` and `network-dependency-tree-insight` as high-priority issues with one render-blocking script.
- **Solution:**
  - Preload the LCP element (font/hero asset) and inline the critical CSS for the above-the-fold block.
  - Flatten the request chain: the document pulls `runtime.*.js` → `jquery.*.js` → theme scripts sequentially; bundle or preload the second hop.
  - Remove layout reads/writes that trigger forced reflow in the theme JS (batch DOM reads before writes).

2I. Reduce unused JavaScript and third-party tag weight `Performance`

- **Impact:** TBT, INP, main-thread work
- **Problem:** GTM (`gtm.js?id=GTM-K3P64XMJ`) ships 67 KB of unused JS and 198 KB total with long tasks of 149/74/51 ms; the theme's jQuery bundle wastes another 22 KB.
- **Solution:**
  - Load GTM after first interaction or on `requestIdleCallback` instead of on page load.
  - Audit GTM tags — the AdWords/GA collect calls are aborted anyway, so remove tags that are not needed on this page.
  - Drop the jQuery dependency from the theme bundle where possible.

Priority 3: Best Practice

Recommended for long-term maintainability.

3A. Harden the Content-Security-Policy `Security`

- **Impact:** XSS defense-in-depth
- **Problem:** The CSP only sets `frame-ancestors 'self'` — `default-src` is missing and `object-src` is not `'none'`, so no script or resource restrictions apply.
- **Solution:**
  - Add a nonce-based policy rather than a flat allowlist:

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

  - Roll it out in report-only mode first, since GTM, jsdelivr and font/ad origins are in use.

3B. Add COOP and CORP headers `Security`

- **Impact:** Cross-origin isolation, Spectre-class side channels
- **Problem:** Cross-Origin-Opener-Policy and Cross-Origin-Resource-Policy are both missing from the response.
- **Solution:**

```
Header always set Cross-Origin-Opener-Policy "same-origin"
Header always set Cross-Origin-Resource-Policy "same-site"
```

3C. Enable HSTS preload `Security`

- **Impact:** First-visit HTTPS enforcement
- **Problem:** HSTS is set to `max-age=31536000; includeSubDomains` but lacks the `preload` directive.
- **Solution:**
  - Add `preload` to the header and submit the domain at hstspreload.org:

```
Strict-Transport-Security: max-age=31536000; includeSubDomains;
preload
```

3D. Protect the WordPress login and installer `Security`

- **Impact:** Brute-force and enumeration surface
- **Problem:** The login form is still served on the default `/wp-login.php` path (all other WordPress hygiene checks pass).
- **Solution:**
  - Put `/wp-login.php` behind a custom path or HTTP basic auth / IP allowlist at the server level.
  - Add rate limiting and 2FA for all accounts.

3E. Hide server version headers `Security`

- **Impact:** Information disclosure
- **Problem:** The response advertises `Server: Apache`.
- **Solution:**

```
ServerTokens Prod
ServerSignature Off
```

3F. Add Referrer-Policy, Permissions-Policy, COOP and CORP `Security`

- **Impact:** Cross-origin isolation, referrer leakage
- **Problem:** Referrer-Policy and Permissions-Policy are already set, but `Cross-Origin-Opener-Policy` and `Cross-Origin-Resource-Policy` are missing.
- **Solution:**

```
Header always set Cross-Origin-Opener-Policy "same-origin"
Header always set Cross-Origin-Resource-Policy "same-site"
```

  Test embedded third-party frames (cookie consent, iframe manager) after enabling COOP.

3G. Add explicit dimensions to images `Performance`

- **Impact:** CLS
- **Problem:** 2 images lack `width` / `height` attributes, and desktop CLS is 0.092 (mobile 0.000).
- **Solution:** Add intrinsic `width` / `height` (or `aspect-ratio` in CSS) to the two remaining images so the browser can reserve space before load.

3H. Add Cross-Origin-Opener-Policy and Cross-Origin-Resource-Policy `Security`

- **Impact:** Cross-origin isolation
- **Problem:** Both `Cross-Origin-Opener-Policy` and `Cross-Origin-Resource-Policy` are missing from the response headers.
- **Solution:**

```
Header always set Cross-Origin-Opener-Policy "same-origin"
Header always set Cross-Origin-Resource-Policy "same-site"
```

3I. Reduce unused JavaScript from third-party tags `Performance`

- **Impact:** TBT, main-thread work
- **Problem:** GTM (`gtm.js?id=GTM-K3P64XMJ`) ships 198.2 KB and 67 KB of it is unused, producing two long tasks of 128 ms and 81 ms; jQuery adds 22 KB of waste.
- **Solution:**
  - Audit GTM tags and remove unused pixels (the Ads conversion beacon is also aborting with `net::ERR_ABORTED`).
  - Load GTM after first interaction or with a consent-gated trigger.
  - Drop the jQuery dependency from the theme bundle where native APIs suffice.

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

- **Impact:** CLS, layout stability
- **Problem:** 16 of 31 images have no `width` / `height` attributes, and 31 images lack `loading="lazy"` .
- **Solution:**
  - Add intrinsic `width` / `height` (or `aspect-ratio` in CSS) to every `<img>` so the browser can reserve space.
  - Add `loading="lazy"` to below-the-fold images; keep the hero eager.

3K. Use a single h1 per page `Accessibility`

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

- **Problem:** The page contains 2 `<h1>` elements, which breaks the document outline.
- **Solution:**
  - Keep one `<h1>` ("we look after your website") and demote the second to `<h2>`.
  - Re-check the heading sequence so h2/h3 levels stay consistent.

3L. Fix non-crawlable anchors `SEO`

- **Impact:** Crawlability, SEO score
- **Problem:** Lighthouse's `crawlable-anchors` audit fails (score 0.00), meaning some links are not exposed as real `href` anchors.
- **Solution:**
  - Replace JS-only click handlers with real `<a href="...">` elements.
  - Ensure every navigational element has a resolvable `href` so crawlers can follow it.