



Performance



Accessibility



Best Practices



SEO



Progressive Web App



Performance

Metrics



■ First Contentful Paint	2.8 s	■ Time to Interactive	6.1 s
● Speed Index	2.8 s	● Total Blocking Time	130 ms
■ Largest Contentful Paint	3.5 s	● Cumulative Layout Shift	0.001

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)



Opportunities — These suggestions can help your page load faster. They don't [directly affect](#) the Performance score.

Opportunity Estimated Savings

■ Remove unused JavaScript 0.3 s ^

Remove unused JavaScript to reduce bytes consumed by network activity. [Learn more.](#)

Show 3rd-party resources (1)

URL	Transfer Size	Potential Savings
/gtag/js?id=G-YX871SXLDZ&l=dataLayer&cx=c (www.googletagmanager.com)	63.7 KiB	31.9 KiB

Diagnostics — More information about the performance of your application. These numbers don't [directly affect](#) the Performance score.

■ Avoid an excessive DOM size — 1,078 elements ^

A large DOM will increase memory usage, cause longer [style calculations](#), and produce costly [layout reflows](#). [Learn more.](#)

Statistic	Element	Value
Total DOM Elements		1,078
Maximum DOM Depth	use <code><use xlink:href="#svgIcon-arrowLine"></code>	13
Maximum Child Elements	svg <code><svg xmlns="http://www.w3.org/2000/svg" style="display:none"></code>	62

■ Serve static assets with an efficient cache policy — 6 resources found ^

A long cache lifetime can speed up repeat visits to your page. [Learn more.](#)

Show 3rd-party resources (6)

URL	Cache TTL	Transfer Size
/tv2track.php?action_name=... (collector-2807.tvSquared.com)	None	0 KiB

URL	Cache TTL	Transfer Size
/tv2track.js (collector-2807.tvsquared.com)	10 m	9 KiB
/launch-ENbc67bee....min.js (assets.adobedtm.com)	1 h	15 KiB
...ua/ec.js (www.google-analytics.com)	1 h	2 KiB
/analytics.js (www.google-analytics.com)	2 h	19 KiB
/js/siteanalyze_6233732.js (siteimproveanalytics.com)	1 d	10 KiB

■ Minimize main-thread work — 2.1 s ^

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. [Learn more](#)

Category	Time Spent
Script Evaluation	941 ms
Other	508 ms
Style & Layout	332 ms
Script Parsing & Compilation	108 ms
Rendering	97 ms
Parse HTML & CSS	85 ms

● Keep request counts low and transfer sizes small — 75 requests • 658 KiB ^

To set budgets for the quantity and size of page resources, add a budget.json file. [Learn more](#).

Resource Type	Requests	Transfer Size
Total	75	657.6 KiB
Script	19	230.1 KiB
Image	27	212.1 KiB

Resource Type	Requests	Transfer Size
Other	21	123.0 KiB
Document	1	43.8 KiB
Font	3	28.4 KiB
Stylesheet	4	20.3 KiB
Media	0	0.0 KiB
Third-party	34	248.2 KiB

● Largest Contentful Paint element — 1 element found ^

This is the largest contentful element painted within the viewport. [Learn More](#)

Element



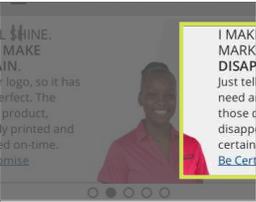
The current COVID-19 crisis presents unique challenges that require creative so...

```
<h2 class="normalText text16 c-md-9 c-xs-full marginRight10">
```

● Avoid large layout shifts — 5 elements found ^

These DOM elements contribute most to the CLS of the page.

Element	CLS Contribution
 <p>YOU'LL SHINE. WE'LL MAKE CERTAIN.</p> <pre><h2 class="normalText uppercase"></pre>	0
 <p>Outlet Site</p> <pre><li class="menuSubCategories"></pre>	0

Element	CLS Contribution
 <p>I MAKE QUESTION MARKS DISAPPEAR. Just tell us what you need and we'll make tho...</p> <pre><div class="c-md-7 c-sm-third-2 c-xs-half flexAlignSelfCenter"></pre>	0
 <p>New</p> <pre><li class="menuSubCategories"></pre>	0
 <p>Sale</p> <pre><li class="menuSubCategories"></pre>	0

● Avoid long main-thread tasks — 10 long tasks found ^

Lists the longest tasks on the main thread, useful for identifying worst contributors to input delay. [Learn more](#)

Show 3rd-party resources (6)

URL	Start Time	Duration
/gtag/js?id=G-YX871SXLDZ&l=dataLayer&cx=c (www.googletagmanager.com)	5,991 ms	155 ms
https://www.4imprint.com	1,089 ms	119 ms
/gtm.js?id=GTM-PV359W (www.googletagmanager.com)	3,792 ms	99 ms
/analytics.js (www.google-analytics.com)	6,146 ms	91 ms
/launch-ENbc67bee....min.js (assets.adobedtm.com)	2,169 ms	74 ms
Unattributable	1,208 ms	62 ms
...EPbde2f7c.../AppMeasurement.min.js (assets.adobedtm.com)	2,693 ms	56 ms
https://www.4imprint.com	2,010 ms	54 ms

URL	Start Time	Duration
...serviceworker/installserviceworker.js (cdna.4imprint.com)	3,360 ms	53 ms
/tv2track.js (collector-2807.tvsquared.com)	4,971 ms	51 ms

Passed audits (29) ^

● Eliminate render-blocking resources ^

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn more.](#)

● Properly size images ^

Serve images that are appropriately-sized to save cellular data and improve load time. [Learn more.](#)

● Defer offscreen images ^

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. [Learn more.](#)

● Minify CSS ^

Minifying CSS files can reduce network payload sizes. [Learn more.](#)

● Minify JavaScript ^

Minifying JavaScript files can reduce payload sizes and script parse time. [Learn more.](#)

● Remove unused CSS — Potential savings of 14 KiB ^

Remove dead rules from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity. [Learn more](#).

Show 3rd-party resources (0)

URL	Transfer Size	Potential Savings
...homepage2018/DBC2BA7C-....css (cdna.4imprint.com)	16.0 KiB	13.7 KiB

● Efficiently encode images ^

Optimized images load faster and consume less cellular data. [Learn more](#).

● Serve images in next-gen formats ^

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more](#).

● Enable text compression — Potential savings of 5 KiB ^

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. [Learn more](#).

Show 3rd-party resources (1)

URL	Transfer Size	Potential Savings
...js/GlanceCob....3.0M.js (s3.amazonaws.com)	8.7 KiB	5.3 KiB

● Preconnect to required origins ^

Warnings:

- A `` was found for "https://ajax.aspnetcdn.com" but was not used by the browser. Only use `preconnect` for important origins that the page will certainly request.
- A `` was found for "https://amp.azure.net" but was not used by the browser. Only use `preconnect` for important origins that the page

will certainly request.

- A `` was found for "https://google.com" but was not used by the browser. Only use `preconnect` for important origins that the page will certainly request.
- A `` was found for "https://www.gstatic.com" but was not used by the browser. Only use `preconnect` for important origins that the page will certainly request.
- More than 2 `` connections were found. These should be used sparingly and only to the most important origins.

Consider adding `preconnect` or `dns-prefetch` resource hints to establish early connections to important third-party origins. [Learn more.](#)

● Initial server response time was short — Root document took 360 ms ^

Keep the server response time for the main document short because all other requests depend on it. [Learn more.](#)

Show 3rd-party resources (0)

URL	Time Spent
https://www.4imprint.com	360 ms

● Avoid multiple page redirects ^

Redirects introduce additional delays before the page can be loaded. [Learn more.](#)

● Preload key requests ^

Consider using `` to prioritize fetching resources that are currently requested later in page load. [Learn more.](#)

● Use HTTP/2 ^

HTTP/2 offers many benefits over HTTP/1.1, including binary headers and multiplexing. [Learn more.](#)

● Use video formats for animated content ^

Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes. [Learn more](#)

● Remove duplicate modules in JavaScript bundles ^

Remove large, duplicate JavaScript modules from bundles to reduce unnecessary bytes consumed by network activity.

● Avoid serving legacy JavaScript to modern browsers — Potential savings of 8 KiB ^

Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers. [Learn More](#)

Show 3rd-party resources (0)

URL	Potential Savings
...	7.9 KiB
homepage2020js/CA61821A-....js (cdna.4imprint.com)	
/javascript/tinyslider/tinyslider2020.js:6:2	Object.key s

● Preload Largest Contentful Paint image ^

Preload the image used by the LCP element in order to improve your LCP time. [Learn more](#).

● Avoids enormous network payloads — Total size was 658 KiB ^

Large network payloads cost users real money and are highly correlated with long load times. [Learn more](#).

Show 3rd-party resources (3)

URL	Transfer Size
/gtag/js?id=G-YX871SXLZ&l=dataLayer&cx=c (www.googletagmanager.com)	63.7 KiB
...details2020js/6E6F1C36-....js (cdna.4imprint.com)	50.2 KiB
/gtm.js?id=GTM-PV359W (www.googletagmanager.com)	44.1 KiB
https://www.4imprint.com	43.8 KiB
...images19/writing19fall.webp (cdna.4imprint.com)	35.9 KiB
...images19/stationery19fall.webp (cdna.4imprint.com)	33.6 KiB
...images21/tech0222.webp (cdna.4imprint.com)	26.4 KiB
...images19/sales19.webp (cdna.4imprint.com)	24.4 KiB
/analytics.js (www.google-analytics.com)	19.2 KiB
...list2019js/CDEC5879-....js (cdna.4imprint.com)	18.2 KiB

● Avoid chaining critical requests ^

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load.

[Learn more.](#)

Maximum critical path latency: **360 ms**

Initial Navigation

└─ https://www.4imprint.com - **360 ms, 43.78 KiB**

● User Timing marks and measures ^

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences. [Learn more.](#)

● JavaScript execution time — 1.0 s ^

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this. [Learn more.](#)

Show 3rd-party resources (7)

URL	Total CPU Time	Script Evaluation	Script Parse
https://www.4imprint.com	593 ms	98 ms	9 ms
Unattributable	410 ms	7 ms	1 ms
/gtm.js?id=GTM-PV359W (www.googletagmanager.com)	232 ms	203 ms	20 ms
/gtag/js?id=G-YX871SXLDZ&l=dataLayer&cx=c (www.googletagmanager.com)	162 ms	141 ms	17 ms
/analytics.js (www.google-analytics.com)	146 ms	125 ms	6 ms
... homepage2020js/CA61821A-....js (cdna.4imprint.com)	101 ms	60 ms	5 ms
/tv2track.js (collector-2807.tvsquared.com)	92 ms	64 ms	12 ms
/launch-ENbc67bee....min.js (assets.adobedtm.com)	80 ms	70 ms	6 ms
... EPbde2f7c.../AppMeasurement.min.js (assets.adobedtm.com)	60 ms	54 ms	3 ms
/js/siteanalyze_6233732.js (siteimproveanalytics.com)	53 ms	44 ms	8 ms

● All text remains visible during webfont loads ^

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. [Learn more.](#)

● Minimize third-party usage — Third-party code blocked the main thread for 170 ms ^

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading. [Learn more.](#)

 Show 3rd-party resources (0)

Third-Party	Transfer Size	Main-Thread Blocking Time
Google Tag Manager	108 KiB	120 ms
/gtag/js?id=G-YX871SXLZDZ&l=dataLayer&cx=c (www.googletagmanager.com)	64 KiB	82 ms
/gtm.js?id=GTM-PV359W (www.googletagmanager.com)	44 KiB	38 ms
Google Analytics	23 KiB	35 ms
/analytics.js (www.google-analytics.com)	19 KiB	35 ms
Adobe Tag Manager	29 KiB	14 ms
/launch-ENbc67bee....min.js (assets.adobedtm.com)	15 KiB	14 ms
...		
EPbde2f7c.../AppMeasurement.min.js (assets.adobedtm.com)	12 KiB	0 ms
Google Fonts	31 KiB	0 ms
...v18/mem5YaGs1....woff2 (fonts.gstatic.com)	10 KiB	0 ms
...v18/mem8YaGs1....woff2 (fonts.gstatic.com)	9 KiB	0 ms
...v18/mem5YaGs1....woff2 (fonts.gstatic.com)	9 KiB	0 ms
Google/DoubleClick Ads	16 KiB	0 ms
/pagead/conversion_async.js (www.googleadservices.com)	13 KiB	0 ms
Siteimprove	10 KiB	0 ms
/js/siteanalyze_6233732.js (siteimproveanalytics.com)	10 KiB	0 ms
Bing Ads	9 KiB	0 ms
/bat.js (bat.bing.com)	9 KiB	0 ms
Amazon Web Services	9 KiB	0 ms
...js/GlanceCob....3.0M.js (s3.amazonaws.com)	9 KiB	0 ms
Other Google APIs/SDKs	2 KiB	0 ms

- Lazy load third-party resources with facades ^

Some third-party embeds can be lazy loaded. Consider replacing them with a facade until they are required. [Learn more](#).

- Uses passive listeners to improve scrolling performance ^

Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance. [Learn more](#).

- Avoids `document.write()` ^

For users on slow connections, external scripts dynamically injected via `document.write()` can delay page load by tens of seconds. [Learn more](#).

- Avoid non-composited animations ^

Animations which are not composited can be janky and increase CLS. [Learn more](#)

- Image elements have explicit `width` and `height` ^

Set an explicit width and height on image elements to reduce layout shifts and improve CLS. [Learn more](#)



Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of

accessibility issues can be automatically detected so manual testing is also encouraged.

ARIA — These are opportunities to improve the usage of ARIA in your application which may enhance the experience for users of assistive technology, like a screen reader.

▲ `[aria-hidden="true"]` elements contain focusable descendents ^

Focusable descendents within an `[aria-hidden="true"]` element prevent those interactive elements from being available to users of assistive technologies like screen readers. [Learn more](#).

Failing Elements

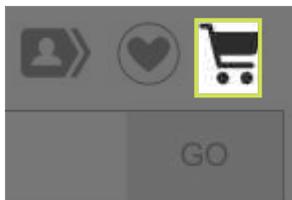
YOU'LL SHINE. WE'LL MAKE CERTAIN. It's your logo, so it has to be perfect. The...
`<div class="homeSlide text16 slantLeft displayFlex flexNoWrap flexSameHeight flexAlign..." aria-hidden="true" tabIndex="-1">`

Names and labels — These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

▲ Links do not have a discernible name ^

Link text (and alternate text for images, when used as links) that is discernible, unique, and focusable improves the navigation experience for screen reader users. [Learn more](#).

Failing Elements



a

```
<a class="cartsummary_trigger darkestLink bold textCenter posRelative noLine show" href="/cart">
```

Additional items to manually check (10) — These items address areas which an automated testing tool cannot cover. Learn more in our guide on [conducting an accessibility review](#). ^

- The page has a logical tab order ^

Tabbing through the page follows the visual layout. Users cannot focus elements that are offscreen. [Learn more.](#)

- Interactive controls are keyboard focusable ^

Custom interactive controls are keyboard focusable and display a focus indicator. [Learn more.](#)

- Interactive elements indicate their purpose and state ^

Interactive elements, such as links and buttons, should indicate their state and be distinguishable from non-interactive elements. [Learn more.](#)

- The user's focus is directed to new content added to the page ^

If new content, such as a dialog, is added to the page, the user's focus is directed to it. [Learn more.](#)

- User focus is not accidentally trapped in a region ^

A user can tab into and out of any control or region without accidentally trapping their focus. [Learn more.](#)

- Custom controls have associated labels ^

Custom interactive controls have associated labels, provided by aria-label or aria-labelledby. [Learn more.](#)

- Custom controls have ARIA roles ^

Custom interactive controls have appropriate ARIA roles. [Learn more.](#)

- Visual order on the page follows DOM order ^

DOM order matches the visual order, improving navigation for assistive technology. [Learn more.](#)

- Offscreen content is hidden from assistive technology ^

Offscreen content is hidden with display: none or aria-hidden=true. [Learn more.](#)

- HTML5 landmark elements are used to improve navigation ^

Landmark elements (<main>, <nav>, etc.) are used to improve the keyboard navigation of the page for assistive technology. [Learn more](#).

Passed audits (23) ^

● [\[aria-*\]](#) attributes match their roles ^

Each ARIA `role` supports a specific subset of `aria-*` attributes. Mismatching these invalidates the `aria-*` attributes. [Learn more](#).

● [\[aria-hidden="true"\]](#) is not present on the document `<body>` ^

Assistive technologies, like screen readers, work inconsistently when `aria-hidden="true"` is set on the document ``<body>``. [Learn more](#).

● [\[role\]](#)s have all required [\[aria-*\]](#) attributes ^

Some ARIA roles have required attributes that describe the state of the element to screen readers. [Learn more](#).

● Elements with an ARIA [\[role\]](#) that require children to contain a specific [\[role\]](#) have all required children. ^

Some ARIA parent roles must contain specific child roles to perform their intended accessibility functions. [Learn more](#).

● [\[role\]](#)s are contained by their required parent element ^

Some ARIA child roles must be contained by specific parent roles to properly perform their intended accessibility functions. [Learn more](#).

● [\[role\]](#) values are valid ^

ARIA roles must have valid values in order to perform their intended accessibility functions. [Learn more](#).

-
- [\[aria-*\]](#) attributes have valid values ^

Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid values. [Learn more.](#)

 - [\[aria-*\]](#) attributes are valid and not misspelled ^

Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid names. [Learn more.](#)

 - Buttons have an accessible name ^

When a button doesn't have an accessible name, screen readers announce it as "button", making it unusable for users who rely on screen readers. [Learn more.](#)

 - The page contains a heading, skip link, or landmark region ^

Adding ways to bypass repetitive content lets keyboard users navigate the page more efficiently. [Learn more.](#)

 - Background and foreground colors have a sufficient contrast ratio ^

Low-contrast text is difficult or impossible for many users to read. [Learn more.](#)

 - Document has a `<title>` element ^

The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. [Learn more.](#)

 - [\[id\]](#) attributes on active, focusable elements are unique ^

All focusable elements must have a unique `id` to ensure that they're visible to assistive technologies. [Learn more.](#)

 - ARIA IDs are unique ^

The value of an ARIA ID must be unique to prevent other instances from being overlooked by assistive technologies. [Learn more](#).

● Heading elements appear in a sequentially-descending order ^

Properly ordered headings that do not skip levels convey the semantic structure of the page, making it easier to navigate and understand when using assistive technologies. [Learn more](#).

● `<html>` element has a `[lang]` attribute ^

If a page doesn't specify a lang attribute, a screen reader assumes that the page is in the default language that the user chose when setting up the screen reader. If the page isn't actually in the default language, then the screen reader might not announce the page's text correctly. [Learn more](#).

● `<html>` element has a valid value for its `[lang]` attribute ^

Specifying a valid [BCP 47 language](#) helps screen readers announce text properly. [Learn more](#).

● Image elements have `[alt]` attributes ^

Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. [Learn more](#).

● Form elements have associated labels ^

Labels ensure that form controls are announced properly by assistive technologies, like screen readers. [Learn more](#).

● Lists contain only `` elements and script supporting elements (`<script>` and `<template>`). ^

Screen readers have a specific way of announcing lists. Ensuring proper list structure aids screen reader output. [Learn more](#).

- List items (``) are contained within `` or `` parent elements ^

Screen readers require list items (``) to be contained within a parent `` or `` to be announced properly. [Learn more.](#)

- `[user-scalable="no"]` is not used in the `<meta name="viewport">` element and the `[maximum-scale]` attribute is not less than 5. ^

Disabling zooming is problematic for users with low vision who rely on screen magnification to properly see the contents of a web page. [Learn more.](#)

- No element has a `[tabindex]` value greater than 0 ^

A value greater than 0 implies an explicit navigation ordering. Although technically valid, this often creates frustrating experiences for users who rely on assistive technologies. [Learn more.](#)

Not applicable (19) ^

- `[accesskey]` values are unique ^

Access keys let users quickly focus a part of the page. For proper navigation, each access key must be unique. [Learn more.](#)

- `button`, `link`, and `menuitem` elements have accessible names ^

When an element doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn more.](#)

- ARIA input fields have accessible names ^

When an input field doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn more.](#)

- ARIA `meter` elements have accessible names ^

When an element doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn more.](#)

● ARIA `progressbar` elements have accessible names ^

When an element doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn more.](#)

● ARIA toggle fields have accessible names ^

When a toggle field doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn more.](#)

● ARIA `tooltip` elements have accessible names ^

When an element doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn more.](#)

● ARIA `treeitem` elements have accessible names ^

When an element doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. [Learn more.](#)

● `<dl>`'s contain only properly-ordered `<dt>` and `<dd>` groups, `<script>`, `<template>` or `<div>` elements. ^

When definition lists are not properly marked up, screen readers may produce confusing or inaccurate output. [Learn more.](#)

● Definition list items are wrapped in `<dl>` elements ^

Definition list items (`<dt>` and `<dd>`) must be wrapped in a parent `<dl>` element to ensure that screen readers can properly announce them. [Learn more.](#)

● No form fields have multiple labels ^

Form fields with multiple labels can be confusingly announced by assistive technologies like screen readers which use either the first, the last, or all of the labels. [Learn more.](#)

● `<frame>` or `<iframe>` elements have a title ^

Screen reader users rely on frame titles to describe the contents of frames. [Learn more.](#)

● `<input type="image">` elements have `[alt]` text ^

When an image is being used as an `<input>` button, providing alternative text can help screen reader users understand the purpose of the button. [Learn more](#).

- The document does not use `<meta http-equiv="refresh">` ^

Users do not expect a page to refresh automatically, and doing so will move focus back to the top of the page. This may create a frustrating or confusing experience. [Learn more](#).

- `<object>` elements have `[alt]` text ^

Screen readers cannot translate non-text content. Adding alt text to `<object>` elements helps screen readers convey meaning to users. [Learn more](#).

- Cells in a `<table>` element that use the `[headers]` attribute refer to table cells within the same table. ^

Screen readers have features to make navigating tables easier. Ensuring `<td>` cells using the `[headers]` attribute only refer to other cells in the same table may improve the experience for screen reader users. [Learn more](#).

- `<th>` elements and elements with `[role="columnheader"/"rowheader"]` have data cells they describe. ^

Screen readers have features to make navigating tables easier. Ensuring table headers always refer to some set of cells may improve the experience for screen reader users. [Learn more](#).

- `[lang]` attributes have a valid value ^

Specifying a valid [BCP 47 language](#) on elements helps ensure that text is pronounced correctly by a screen reader. [Learn more](#).

- `<video>` elements contain a `<track>` element with `[kind="captions"]` ^

When a video provides a caption it is easier for deaf and hearing impaired users to access its information. [Learn more](#).



Best Practices

General

▲ Browser errors were logged to the console ^

Errors logged to the console indicate unresolved problems. They can come from network request failures and other browser concerns. [Learn more](#)

Show 3rd-party resources (2)

Source

/g/collect?v=...:1:0 (analytics.google.com)

/g/collect?v=2&tid=G-YX871SXLZ&cid=160....161...>m=2oe2o0&aip=1:1:0 (stats.g.doubleclick.net)

Description

Failed to load resource:
net::ERR_BLOCKED_BY_CLIENT.Inspector

Failed to load resource:
net::ERR_BLOCKED_BY_CLIENT.Inspector

Passed audits (16) ^

● Uses HTTPS ^

All sites should be protected with HTTPS, even ones that don't handle sensitive data. This includes avoiding [mixed content](#), where some resources are loaded over HTTP despite the initial request being served over HTTPS. HTTPS prevents intruders from tampering with or passively listening in on the communications between your app and your users, and is a prerequisite for HTTP/2 and many new web platform APIs. [Learn more](#).

● Links to cross-origin destinations are safe ^

Add `rel="noopener"` or `rel="noreferrer"` to any external links to improve performance and prevent security vulnerabilities. [Learn more.](#)

● Avoids requesting the geolocation permission on page load ^

Users are mistrustful of or confused by sites that request their location without context. Consider tying the request to a user action instead. [Learn more.](#)

● Avoids requesting the notification permission on page load ^

Users are mistrustful of or confused by sites that request to send notifications without context. Consider tying the request to user gestures instead. [Learn more.](#)

● Avoids front-end JavaScript libraries with known security vulnerabilities ^

Some third-party scripts may contain known security vulnerabilities that are easily identified and exploited by attackers. [Learn more.](#)

● Allows users to paste into password fields ^

Preventing password pasting undermines good security policy. [Learn more.](#)

● Displays images with correct aspect ratio ^

Image display dimensions should match natural aspect ratio. [Learn more.](#)

● Serves images with appropriate resolution ^

Image natural dimensions should be proportional to the display size and the pixel ratio to maximize image clarity. [Learn more.](#)

● Page has the HTML doctype ^

Specifying a doctype prevents the browser from switching to quirks-mode. [Learn more.](#)

● Properly defines charset ^

A character encoding declaration is required. It can be done with a `` tag in the first 1024 bytes of the HTML or in the Content-Type HTTP response header. [Learn](#)

[more.](#)

● Avoids `unload` event listeners ^

The `unload` event does not fire reliably and listening for it can prevent browser optimizations like the Back-Forward Cache. Consider using the `pagehide` or `visibilitychange` events instead. [Learn More](#)

● Avoids Application Cache ^

Application Cache is deprecated. [Learn more.](#)

● Detected JavaScript libraries ^

All front-end JavaScript libraries detected on the page. [Learn more.](#)

● Avoids deprecated APIs ^

Deprecated APIs will eventually be removed from the browser. [Learn more.](#)

● Page has valid source maps ^

Source maps translate minified code to the original source code. This helps developers debug in production. In addition, Lighthouse is able to provide further insights. Consider deploying source maps to take advantage of these benefits. [Learn more.](#)

Show 3rd-party resources (0)

URL

Map URL

...

main2020js/6188FDAE-....js (cdna.4imprint.com)

...

main2020js/6188FDAE-....js.map (cdna.4imprint.com)

Warning: missing 1 item in
`.sourcesContent`

...

contactpaneljs/ADA035DF-....js (cdna.4imprint.com)

...

contactpaneljs/ADA035DF-....js.map (cdna.4imprint.com)

Warning: missing 1 item in
`.sourcesContent`

URL

Map URL

...

siteimprovejs/24DB52A5-....js (cdna.4imprint.com)

...

siteimprovejs/24DB52A5-....js.map (cdna.4imprint.com)

...

scrolltopjs/06BB4BAC-....js (cdna.4imprint.com)

...

scrolltopjs/06BB4BAC-....js.map (cdna.4imprint.com)

...

homepage2020js/CA61821A-....js (cdna.4imprint.com)

...

homepage2020js/CA61821A-....js.map (cdna.4imprint.com)

● No issues in the [Issues](#) panel in Chrome Devtools ^

Issues logged to the `Issues` panel in Chrome Devtools indicate unresolved problems. They can come from network request failures, insufficient security controls, and other browser concerns. Open up the Issues panel in Chrome DevTools for more details on each issue.

Not applicable (1) ^

● Fonts with `font-display: optional` are preloaded ^

Preload `optional` fonts so first-time visitors may use them. [Learn More](#)



SEO

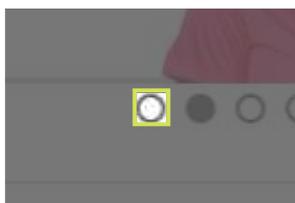
These checks ensure that your page is optimized for search engine results ranking. There are additional factors Lighthouse does not check that may affect your search ranking. [Learn more](#).

Mobile Friendly — Make sure your pages are mobile friendly so users don't have to pinch or zoom in order to read the content pages. [Learn more](#).

■ Tap targets are not sized appropriately — 85% appropriately sized tap targets ^

Interactive elements like buttons and links should be large enough (48x48px), and have enough space around them, to be easy enough to tap without overlapping onto other elements. [Learn more](#).

Tap Target

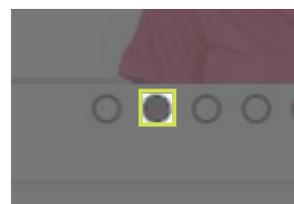


Carousel Page 1
(Current Slide)
`<button data-nav="0" aria-
controls="mainSlider
" style="" aria-label="Carousel Page 1
(Current Slide)" class="tns-nav-active">`

Size

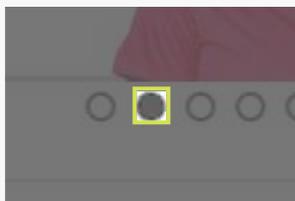
15x15

Overlapping Target



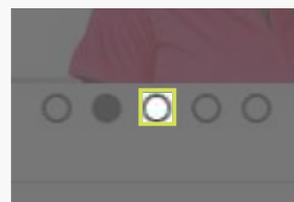
`on data-nav="1" tabindex="-1" aria-
controls="mainSlider" style="" aria-
label="Carousel Page 2">`

Caro
usel
Page
2
`<butt`



Carousel Page 2
`<button data-nav="1" tabindex="-1" aria-
controls="mainSlider" style="" aria-
label="Carousel Page 2">`

15x15



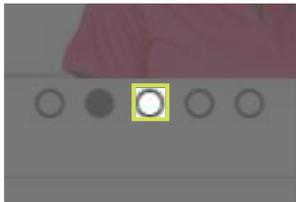
`on data-nav="2" tabindex="-1" aria-
controls="mainSlider" style="" aria-
label="Carousel Page 3">`

Caro
usel
Page
3
`<butt`

Tap Target

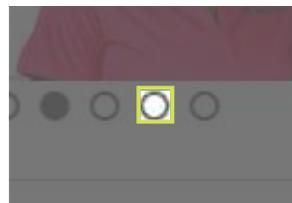
Size

Overlapping Target



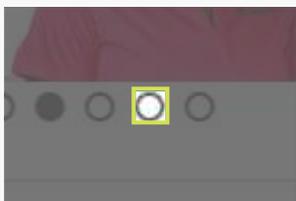
Carousel Page 3
`<button data-nav="2" tabindex="-1" aria-controls="mainSlider" style="" aria-label="Carousel Page 3">`

15x15



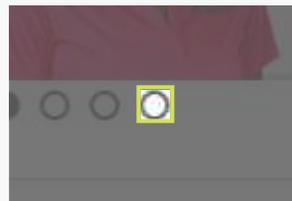
Carousel Page 4
`<button on data-nav="3" tabindex="-1" aria-controls="mainSlider" style="" aria-label="Carousel Page 4">`

Carousel Page 4
`<butt`



Carousel Page 4
`<button data-nav="3" tabindex="-1" aria-controls="mainSlider" style="" aria-label="Carousel Page 4">`

15x15



Carousel Page 5
`on data-nav="4" tabindex="-1" aria-controls="mainSlider" style="" aria-label="Carousel Page 5">`

Carousel Page 5
`<butt`

Additional items to manually check (1) — Run these additional validators on your site to check additional SEO best practices.

- Structured data is valid

Run the [Structured Data Testing Tool](#) and the [Structured Data Linter](#) to validate structured data. [Learn more.](#)

Passed audits (13)

- Has a `<meta name="viewport">` tag with `width` or `initial-scale`

Add a ``<meta name="viewport">`` tag to optimize your app for mobile screens. [Learn more](#).

● Document has a `<title>` element ^

The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. [Learn more](#).

● Document has a meta description ^

Meta descriptions may be included in search results to concisely summarize page content. [Learn more](#).

● Page has successful HTTP status code ^

Pages with unsuccessful HTTP status codes may not be indexed properly. [Learn more](#).

● Links have descriptive text ^

Descriptive link text helps search engines understand your content. [Learn more](#).

● Links are crawlable ^

Search engines may use `href` attributes on links to crawl websites. Ensure that the `href` attribute of anchor elements links to an appropriate destination, so more pages of the site can be discovered. [Learn More](#)

● Page isn't blocked from indexing ^

Search engines are unable to include your pages in search results if they don't have permission to crawl them. [Learn more](#).

● robots.txt is valid ^

If your robots.txt file is malformed, crawlers may not be able to understand how you want your website to be crawled or indexed. [Learn more](#).

● Image elements have `[alt]` attributes ^

Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. [Learn more.](#)

● Document has a valid `hreflang` ^

hreflang links tell search engines what version of a page they should list in search results for a given language or region. [Learn more.](#)

● Document has a valid `rel=canonical` ^

Canonical links suggest which URL to show in search results. [Learn more.](#)

● Document uses legible font sizes — 100% legible text ^

Font sizes less than 12px are too small to be legible and require mobile visitors to “pinch to zoom” in order to read. Strive to have >60% of page text \geq 12px. [Learn more.](#)

Show 3rd-party resources (0)

Source	Selector	% of Page Text	Font Size
Legible text		100.00%	\geq 12px

● Document avoids plugins ^

Search engines can't index plugin content, and many devices restrict plugins or don't support them. [Learn more.](#)



Progressive Web App

These checks validate the aspects of a Progressive Web App. [Learn more.](#)

Installable

- Web app manifest and service worker meet the installability requirements 

Service worker is the technology that enables your app to use many Progressive Web App features, such as offline, add to homescreen, and push notifications. With proper service worker and manifest implementations, browsers can proactively prompt users to add your app to their homescreen, which can lead to higher engagement. [Learn more.](#)

PWA Optimized

- Registers a service worker that controls page and `start_url` 

The service worker is the technology that enables your app to use many Progressive Web App features, such as offline, add to homescreen, and push notifications. [Learn more.](#)

- Redirects HTTP traffic to HTTPS 

If you've already set up HTTPS, make sure that you redirect all HTTP traffic to HTTPS in order to enable secure web features for all your users. [Learn more.](#)

- Configured for a custom splash screen 

A themed splash screen ensures a high-quality experience when users launch your app from their homescreens. [Learn more.](#)

- Sets a theme color for the address bar. 

The browser address bar can be themed to match your site. [Learn more.](#)

- Content is sized correctly for the viewport 

If the width of your app's content doesn't match the width of the viewport, your app might not be optimized for mobile screens. [Learn more.](#)

- Has a `<meta name="viewport">` tag with `width` or `initial-scale` 

Add a `<meta name="viewport">` tag to optimize your app for mobile screens. [Learn more.](#)

▲ Does not provide a valid `apple-touch-icon` ^

For ideal appearance on iOS when users add a progressive web app to the home screen, define an `apple-touch-icon`. It must point to a non-transparent 192px (or 180px) square PNG. [Learn More](#).

▲ Manifest doesn't have a maskable icon ^

A maskable icon ensures that the image fills the entire shape without being letterboxed when installing the app on a device. [Learn more](#).

Additional items to manually check (3) — These checks are required by the baseline [PWA Checklist](#) but are not automatically checked by Lighthouse. They do not affect your score but it's important that you verify them manually. ^

● Site works cross-browser ^

To reach the most number of users, sites should work across every major browser. [Learn more](#).

● Page transitions don't feel like they block on the network ^

Transitions should feel snappy as you tap around, even on a slow network. This experience is key to a user's perception of performance. [Learn more](#).

● Each page has a URL ^

Ensure individual pages are deep linkable via URL and that URLs are unique for the purpose of shareability on social media. [Learn more](#).

Runtime Settings

URL

https://www.4imprint.com/

Fetch Time

Mar 8, 2021, 9:28 AM PST

Device	Emulated Moto G4
Network throttling	Unknown
CPU throttling	Unknown
Channel	lr
User agent (host)	Mozilla/5.0 (X11; Linux x86_64) AppleWebKit/537.36 (KHTML, like Gecko) HeadlessChrome/88.0.4324.202 Safari/537.36
User agent (network)	Mozilla/5.0 (Linux; Android 7.0; Moto G (4)) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/84.0.4143.7 Mobile Safari/537.36 Chrome-Lighthouse
CPU/Memory Power	946

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