

What we did on outletmoravia.cz

The audit identified 12 points. The site already had many of them addressed before the audit — we added security, lazy-loading and cleaned up the console. SEO and accessibility remain at a top level.

MOBILE · IPHONE 14 PRO MAX

PERFORMANCE	ACCESSIBILITY	BEST PRACTICES	SEO
49 › 56	96 › 96	96 › 96	100 › 100

DESKTOP

PERFORMANCE	ACCESSIBILITY	BEST PRACTICES	SEO
67 › 67	95 › 95	96 › 96	100 › 100

IMPLEMENTED CHANGES

- ✓ **Security HTTP headers**
HSTS, X-Content-Type-Options, X-Frame-Options, Referrer-Policy and Permissions-Policy added to the server configuration.
- ✓ **Preconnect for the hero image**
Added <link rel="preconnect"> for the first slideshow slide — faster LCP rendering.
- ✓ **Lazy-loading completed**
Enabled on all images where technically possible (except background-image and WP editor inserts).
- ✓ **Browser console cleanup**
No errors in the console — removed a negative signal for Lighthouse Best Practices.
- ✓ **Slideshow verification & image optimization**
Slides load progressively; WebP works, the plugin also supports AVIF, slideshow images are realistically 60–200 KB.

WHAT THE SITE ALREADY HAD BEFORE THE AUDIT

- WebP image conversion (plugin also supports AVIF)
- WP Fastest Cache — general caching
- Asset CleanUp — minification and combining of JS/CSS
- Preconnect for Google Fonts and Google Tag Manager
- Multilingual CZ / EN / PL
- Open Graph & Twitter cards for social networks
- Structured data & correct meta tags (SEO 100/100)

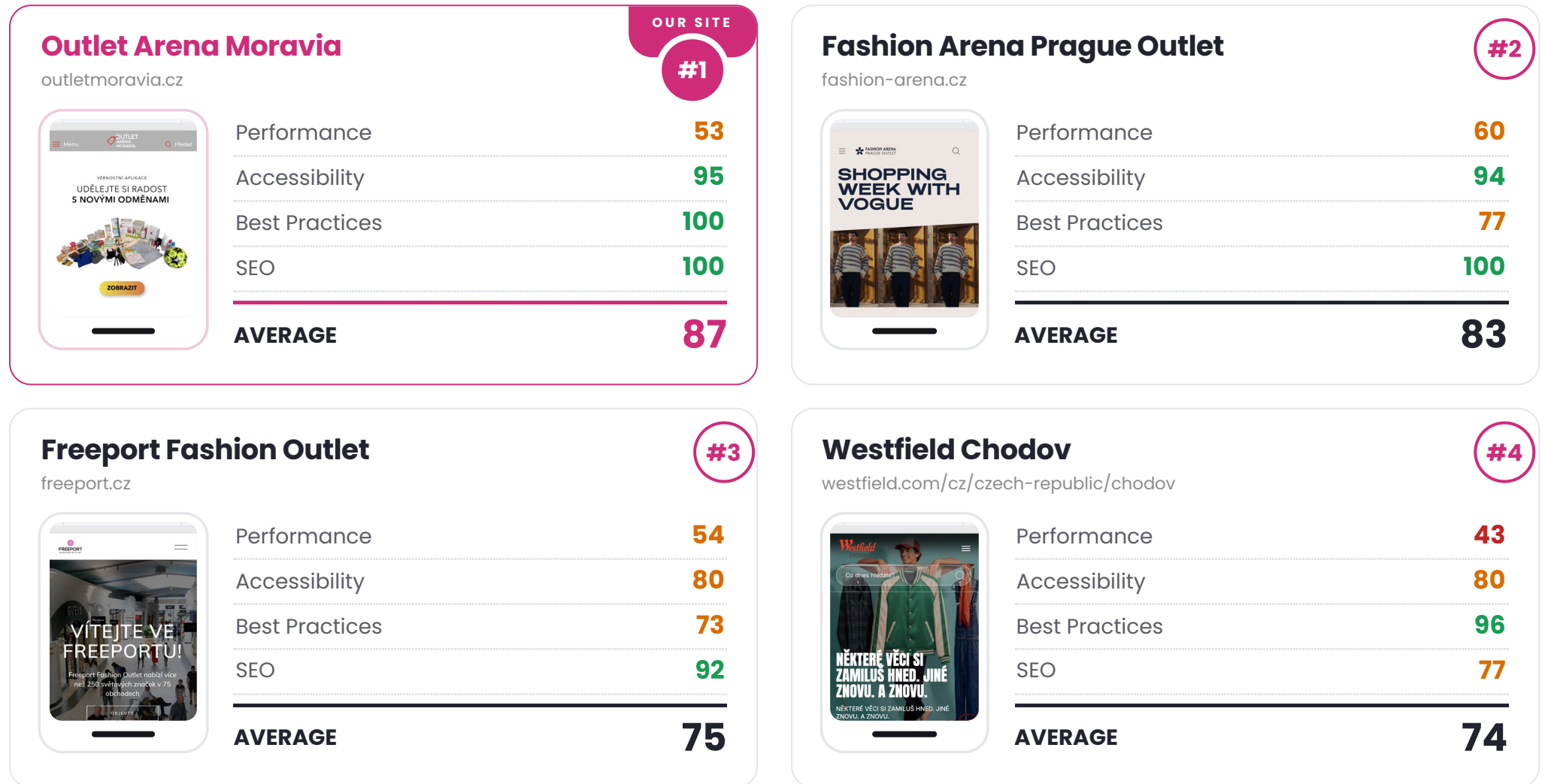
KEY TAKEAWAY

The site was technically in better shape than the initial Lighthouse audit suggested. We added the missing security layer and fine-tuned lazy-loading. SEO 100/100 and accessibility 95–96/100 confirm that the page foundation is professionally built. Compared to Czech competitors (see page 2), outletmoravia.cz is among the top performers in the CR.

The Lighthouse Performance score is from a single measurement and typically fluctuates ±10 pts between runs.

How we compare to the competition

Lighthouse scores for the mobile view of four major Czech outlet and shopping destinations. Measured at the same time, from the same device.



● 90–100 excellent ● 50–89 needs attention ● 0–49 insufficient

Average = arithmetic mean of the 4 Lighthouse metrics