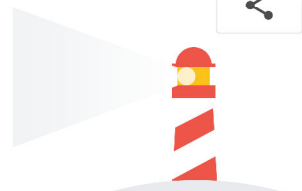


https://www.medienkraft.at/amp/

Nov 19, 2018, 8:38 PM GMT+1

Emulated Nexus 5X, Unknown



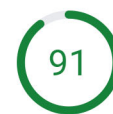
Performance



Best Practices



Accessibility



SEO

Score scale: 90-100 50-89 0-49

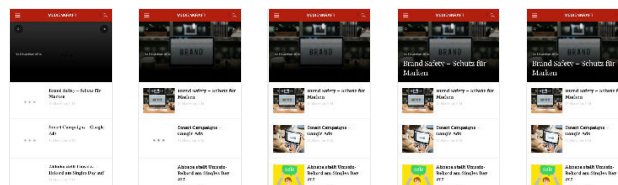
Performance



Metrics

First Contentful Paint	1.0 s	First Meaningful Paint	1.7 s
Speed Index	4.6 s	First CPU Idle	3.9 s
Time to Interactive	4.0 s	Estimated Input Latency	30 ms

Values are estimated and may vary.



Diagnostics

More information about the performance of your application.

- 1 Ensure text remains visible during webfont load

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

URL	Potential Savings (ms)
...robotoslab/RobotoSlab-Regular.ttf (www.medienkraft.at)	750 ms
...fonts/icomoon.ttf (www.medienkraft.at)	750 ms
...robotoslab/RobotoSlab-Bold.ttf (www.medienkraft.at)	810 ms
...ptserif/PT_Serif-Web-Regular.ttf (www.medienkraft.at)	960 ms

- 2 Serve static assets with an efficient cache policy

9 resources found

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

URL	Cache TTL	Size (KB)
-----	-----------	-----------

URL	Cache TTL	Size (KB)
/v0/amp-geo-0.1.js (cdn.ampproject.org)	30 m	4 KB
/v0.js (cdn.ampproject.org)	50 m	71 KB
/v0/amp-analytics-0.1.js (cdn.ampproject.org)	7 d	36 KB
/v0/amp-form-0.1.js (cdn.ampproject.org)	7 d	12 KB
/v0/amp-consent-0.1.js (cdn.ampproject.org)	7 d	9 KB
/v0/amp-carousel-0.1.js (cdn.ampproject.org)	7 d	9 KB
/v0/amp-lightbox-0.1.js (cdn.ampproject.org)	7 d	7 KB
/v0/amp-accordion-0.1.js (cdn.ampproject.org)	7 d	5 KB
/v0/amp-sidebar-0.1.js (cdn.ampproject.org)	7 d	4 KB

3 Minimize main-thread work

2.4 s



Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this.

Category	Time Spent
Script Evaluation	864 ms
Style & Layout	586 ms
Other	349 ms
Rendering	317 ms
Script Parsing & Compilation	155 ms
Parse HTML & CSS	63 ms
Garbage Collection	59 ms

4 Minimize Critical Requests Depth

3 chains found



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: 2,030 ms

Initial Navigation

/ (www.medienkraft.at)

/amp/ (www.medienkraft.at)

...fonts/icomoon.ttf (www.medienkraft.at) - 750 ms, 3.09 KB

...robotoslab/RobotoSlab-Bold.ttf (www.medienkraft.at) - 810 ms, 91.94 KB

...robotoslab/RobotoSlab-Regular.ttf (www.medienkraft.at) - 750 ms, 90.76 KB

5 User Timing marks and measures

6 user timings



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

Name	Type	Start Time	Duration
is	Mark	1,449.16 ms	
e_is	Mark	1,488.17 ms	
ofv	Mark	1,501.23 ms	
mbv	Mark	1,522.32 ms	
pc	Mark	2,246.23 ms	
ol	Mark	2,578.23 ms	

Passed audits

17 audits ^

Opportunities ^

These optimizations can speed up your page load.

1 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.](#)

2 Properly size images ^

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

3 Defer offscreen images ^

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

4 Minify CSS ^

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

5 Minify JavaScript ^

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

6 Defer unused CSS ^

Potential savings of 8 KB

Remove unused rules from stylesheets to reduce unnecessary bytes consumed by network activity. [Learn more.](#)

URL	Size (KB)	Potential Savings (KB)
/css/amp.css	5 KB	5 KB
.amp-wp-content.widget-wrapper{margin:20px 17px 17px 17px} ...	5 KB	3 KB

7 Efficiently encode images ^




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

8 Serve images in next-gen formats ^

Potential savings of 43 KB

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.](#)

URL	Size (KB)	Potential Savings (KB)
 ...10/google-485613_640-300x212.png (www.medienkraft.at)	27 KB	18 KB
 ...11/online-2903230_640-236x300.png (www.medienkraft.at)	19 KB	13 KB
 ...10/pinterest-2433266_640-300x300.png (www.medienkraft.at)	21 KB	11 KB

9 Enable text compression ^

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

10 Preconnect to required origins ^

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

11 Server response times are low (TTFB)

Root document took 20 ms ^

Time To First Byte identifies the time at which your server sends a response. [Learn more.](#)

12 Avoid multiple page redirects ^

Potential savings of 780 ms ^

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

URL

Time Spent

(Initial: https://www.medienkraft.at/)

0 ms

/amp/ (www.medienkraft.at)

780 ms

13 Preload key requests ^

Potential savings of 120 ms ^

Consider using <link rel=preload> to prioritize fetching resources that are currently requested later in page load. [Learn more.](#)

URL

Potential Savings (ms)

...ptserif/PT_Serif-Web-Regular.ttf (www.medienkraft.at)

120 ms

14 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](#)

Diagnostics ^

More information about the performance of your application.

15 Avoids enormous network payloads ^

Total size was 678 KB ^

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

URL	Size (KB)
...ptserif/PT_Serif-Web-Regular.ttf (www.medienkraft.at)	180.4 KB
...robotoslab/RobotoSlab-Bold.ttf (www.medienkraft.at)	91.9 KB
...robotoslab/RobotoSlab-Regular.ttf (www.medienkraft.at)	90.8 KB
/v0.js (cdn.ampproject.org)	71.2 KB
/v0/amp-analytics-0.1.js (cdn.ampproject.org)	35.9 KB
...10/google-485613_640-300x212.png (www.medienkraft.at)	27.8 KB
...10/pinterest-2433266_640-300x300.png (www.medienkraft.at)	21.3 KB
...11/online-2903230_640-236x300.png (www.medienkraft.at)	19.1 KB
...11/Smart-Cam....jpg (www.medienkraft.at)	14 KB
...10/digitaler-nachlass-schladming-300x200.jpg (www.medienkraft.at)	13.1 KB

16 Avoids an excessive DOM size 405 nodes ^

Browser engineers recommend pages contain fewer than ~1,500 DOM nodes. The sweet spot is a tree depth < 32 elements and fewer than 60 children/parent element. A large DOM can increase memory usage, cause longer [style calculations](#), and produce costly [layout reflows](#). [Learn more](#).

Statistic	Element	Value
Total DOM Nodes		405
Maximum DOM Depth		12
Maximum Child Elements	<head>	43

17 JavaScript execution time 0.9 s ^

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

URL	Total	Script Evaluation	Script Parse
/v0.js (cdn.ampproject.org)	931 ms	547 ms	79 ms

Best Practices



1 Does not use HTTP/2 for all of its resources 16 requests not served via HTTP/2 ^

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

URL	Protocol
https://www.medienkraft.at	http/1.1

URL	Protocol
/amp/ (www.medienkraft.at)	http/1.1
...robotoslab/RobotoSlab-Regular.ttf (www.medienkraft.at)	http/1.1
...fonts/icomoon.ttf (www.medienkraft.at)	http/1.1
...robotoslab/RobotoSlab-Bold.ttf (www.medienkraft.at)	http/1.1
...11/brand-safety-300x176.jpg (www.medienkraft.at)	http/1.1
...11/Smart-Cam....jpg (www.medienkraft.at)	http/1.1
...11/online-2903230_640-236x300.png (www.medienkraft.at)	http/1.1
...11/visa-3082813_640-300x210.jpg (www.medienkraft.at)	http/1.1
...11/balloon-1674880_640-300x300.png (www.medienkraft.at)	http/1.1
...11/TravelBir....jpg (www.medienkraft.at)	http/1.1
...10/pinterest-2433266_640-300x300.png (www.medienkraft.at)	http/1.1
...10/Zertifizi....jpg (www.medienkraft.at)	http/1.1
...10/digitaler-nachlass-schladming-300x200.jpg (www.medienkraft.at)	http/1.1
...10/google-485613_640-300x212.png (www.medienkraft.at)	http/1.1
...ptserif/PT_Serif-Web-Regular.ttf (www.medienkraft.at)	http/1.1

2 Does not use 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.](#)

URL	Location
/v0/amp-carousel-0.1.js (cdn.ampproject.org)	line: 44
/v0/amp-carousel-0.1.js (cdn.ampproject.org)	line: 33

3 Links to cross-origin destinations are unsafe ^

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

URL	Target	Rel
/2E4b2hj (bit.ly)	_blank	nofollow
/1PT7VtY (bit.ly)	_blank	nofollow
/2DicJ9z (bit.ly)	_blank	nofollow
/2pdbB2k (bit.ly)	_blank	nofollow
/2DicGup (bit.ly)	_blank	nofollow
/2DicKu9 (bit.ly)	_blank	nofollow

URL	Target	Rel
/2Dicl5v (bit.ly)	_blank	nofollow
/2E4b2hj (bit.ly)	_blank	nofollow
/1PT7VtY (bit.ly)	_blank	nofollow
/2DicJ9z (bit.ly)	_blank	nofollow
/2pdbB2k (bit.ly)	_blank	nofollow
/2DicGup (bit.ly)	_blank	nofollow
/2DicKu9 (bit.ly)	_blank	nofollow
/2Dicl5v (bit.ly)	_blank	nofollow

4 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.

URL	Description
/r/collect?v=... (www.google-analytics.com)	Failed to load resource: net::ERR_BLOCKED_BY_CLIENT. Inspector

5 Displays images with incorrect aspect ratio ^

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

URL	Aspect Ratio (Displayed)	Aspect Ratio (Actual)
 ...11/brand-safety-300x176.jpg (www.medienkraft.at)	450 x 270 (1.67)	300 x 176 (1.70)
 ...11/Smart-Cam....jpg (www.medienkraft.at)	450 x 270 (1.67)	300 x 195 (1.54)
 ...10/pinterest-2433266_640-300x300.png (www.medienkraft.at)	450 x 270 (1.67)	300 x 300 (1.00)

Passed audits

10 audits ^

1 Avoids Application Cache ^

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

2 Uses HTTPS ^

All sites should be protected with HTTPS, even ones that don't handle sensitive data. 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.](#)

3 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.](#)

4 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 user gestures instead. [Learn more.](#)

5 Page has the HTML doctype ^

Specifying a doctype prevents the browser from switching to quirks-mode. Read more on the [MDN Web Docs page](#)

6 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.](#)

7 Detected JavaScript libraries ^

All front-end JavaScript libraries detected on the page.

Name	Version
AMP	1811091519050

8 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.](#)

9 Avoids deprecated APIs ^

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

10 Allows users to paste into password fields ^

Preventing password pasting undermines good security policy. [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.



Elements Have Discernible Names

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.

1 Buttons do not 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.](#)

Failing Elements

```
<button on="tap:search-icon"> <i class="icono-search"></i> </button>
```

2 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

Failing Elements

```
<a href="tel:http://+43-316-931214"></a>
```

Color Contrast Is Satisfactory

These are opportunities to improve the legibility of your content.

- 3 Background and foreground colors do not have a sufficient contrast ratio. ^

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

Failing Elements

```
<div class="featured_time">13. November 2018</div>
```

```
<div class="featured_time">13. November 2018</div>
```

```
<div class="featured_time">14. November 2018</div>
```

```
<div class="featured_time">8. November 2018</div>
```

```
<div class="featured_time">2. November 2018</div>
```

```
<div class="featured_time">6. November 2018</div>
```

```
<div class="featured_time">31. Oktober 2018</div>
```

```
<div class="featured_time">29. Oktober 2018</div>
```

```
<div class="featured_time">29. Oktober 2018</div>
```

```
<div class="featured_time">2. November 2018</div>
```

Page Specifies Valid Language

These are opportunities to improve the interpretation of your content by users in different locales.

- 4 `<html>` element does not have a valid value for its `[lang]` attribute. ^

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

Failing Elements

```
<html amp="" lang="&quot;de-DE&quot;" amp-version="1811091519050" class="i-amphtml-single doc i-amphtml-standalone" style="padding-top: 0px !important;">
```

Elements Use Attributes Correctly

These are opportunities to improve the configuration of your HTML elements.

- 5 Image elements do not have `[alt]` attributes ^

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

Failing Elements

```

```

Elements Are Well Structured

These are opportunities to make sure your HTML is appropriately structured.

- 6 Lists do not 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.](#)

Failing Elements

```
<ul>
```

- 7 List items (``) are not contained within `` or `` parent elements. ^

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

Failing Elements

```
<li class="icon-twitter"></li>
<li class="icon-facebook"></li>
<li class="icon-pinterest"></li>
<li class="icon-google-plus"></li>
<li class="icon-linkedin"></li>
<li class="icon-youtube-play"></li>
<li class="icon-instagram"></li>
```

Meta Tags Used Properly

These are opportunities to improve the user experience of your site.

- 8 `[user-scalable="no"]` is used in the `<meta name="viewport">` element or the `[maximum-scale]` attribute is 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.](#)

Failing Elements

```
<meta name="viewport" content="width=device-width,initial-scale=1,minimum-scale=1,maximum-scale=1,user-scalable=no">
```

Additional items to manually check

11 audits ^

These items address areas which an automated testing tool cannot cover. Learn more in our guide on [conducting an accessibility review](#).

- 1 The page has a logical tab order ^

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

- 2 Interactive controls are keyboard focusable ^

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

3 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.](#)

4 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.](#)

5 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.](#)

6 Custom controls have associated labels ^

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

7 Custom controls have ARIA roles ^

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

8 Visual order on the page follows DOM order ^

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

9 Offscreen content is hidden from assistive technology ^

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

10 Headings don't skip levels ^

Headings are used to create an outline for the page and heading levels are not skipped. [Learn more.](#)

11 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 12 audits ^

ARIA Attributes Follow Best Practices ^

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.

1 `[aria-*)` attributes match their roles ^

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

2 `[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.](#)

3 Elements with `[role]` that require specific children `[role]s`, are present ^

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

4 `[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.](#)

5 [role] values are valid ^

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

6 [aria-*] attributes have valid values ^

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

7 [aria-*] attributes are valid and not misspelled ^

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

Elements Describe Contents Well ^

These are opportunities to make your content easier to understand for a user of assistive technology, like a screen reader.

8 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.](#)

9 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.](#)

Elements Are Well Structured ^

These are opportunities to make sure your HTML is appropriately structured.

10 [id] attributes on the page are unique ^

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

Page Specifies Valid Language ^

These are opportunities to improve the interpretation of your content by users in different locales.

11 <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.](#)

Elements Use Attributes Correctly ^

These are opportunities to improve the configuration of your HTML elements.

12 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

15 audits ^

Elements Use Attributes Correctly ^

These are opportunities to improve the configuration of your HTML elements.

1 [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.](#)

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

Captions make audio elements usable for deaf or hearing-impaired users, providing critical information such as who is talking, what they're saying, and other non-speech information. [Learn more.](#)

- 3 `<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.](#)

- 4 Cells in a `<table>` element that use the `[headers]` attribute only refer to other cells of that 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.](#)

- 5 `<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.](#)

Elements Are Well Structured ^

These are opportunities to make sure your HTML is appropriately structured.

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

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

- 7 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.](#)

Elements Describe Contents Well ^

These are opportunities to make your content easier to understand for a user of assistive technology, like a screen reader.

- 8 `<frame>` or `<iframe>` elements have a title ^

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

- 9 Form elements have associated labels ^

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

- 10 Presentational `<table>` elements avoid using `<th>`, `<caption>` or the `[summary]` attribute. ^

A table being used for layout purposes should not include data elements, such as the `th` or `caption` elements or the `summary` attribute, because this can create a confusing experience for screen reader users. [Learn more.](#)

- 11 `<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.](#)

- 12 `<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.](#)

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

Audio descriptions provide relevant information for videos that dialogue cannot, such as facial expressions and scenes. [Learn more.](#)

Meta Tags Used Properly ^

These are opportunities to improve the user experience of your site.

14 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.](#)

Page Specifies Valid Language ^

These are opportunities to improve the interpretation of your content by users in different locales.

15 `[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.](#)

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.](#)

Content Best Practices

Format your HTML in a way that enables crawlers to better understand your app's content.

1 Document does not have a valid `rel=canonical` ^

Points to a root of the same origin

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

Additional items to manually check

2 audits ^

Run these additional validators on your site to check additional SEO best practices.

1 Page is mobile friendly ^

Take the [Mobile-Friendly Test](#) to check for audits not covered by Lighthouse, like sizing tap targets appropriately. [Learn more.](#)

2 Structured data is valid ^

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

Passed audits

10 audits ^

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.](#)

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

Add a viewport meta tag to optimize your app for mobile screens. [Learn more.](#)

2 Document uses legible font sizes

%1d% legible text | 99.81743496120494 ^

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.](#)

Source	Selector	% of Page Text	Font Size
/amp/:1:5544 (www.medienkraft.at)	.navigation_heading	0.18%	10px
Legible text		99.82%	\geq 12px

Content Best Practices ^

Format your HTML in a way that enables crawlers to better understand your app’s content.

3 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.](#)

4 Document has a meta description ^

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

5 Links have descriptive text ^

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

6 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.](#)

7 Document avoids plugins ^

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

Crawling and Indexing ^

To appear in search results, crawlers need access to your app.

8 Page has successful HTTP status code ^

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

9 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.](#)

10 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.

Runtime settings

- URL: <https://www.medienkraft.at/amp/>
- Fetch time: Nov 19, 2018, 8:38 PM GMT+1
- Device: Emulated Nexus 5X
- Network throttling: Unknown
- CPU throttling: Unknown

- **User agent (host):** Mozilla/5.0 (X11; Linux x86_64) AppleWebKit/537.36 (KHTML, like Gecko) HeadlessChrome/72.0.3603.0 Safari/537.36
- **User agent (network):** Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5 Build/MRA58N) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/71.0.3559.0 Mobile Safari/537.36
- **CPU/Memory Power:** 712

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