

# metamask.io

89<sup>/100</sup>  
● GRADE B

9 fixes. 6 you can make yourself, and 3 for your developer, with code ready to paste.

Built with Next.js · 16 pages checked · Online for 180 days · Free re-run in 30 days

FIX THESE 3 FIRST · RANKED BY WHAT EACH ONE COSTS YOU

## 01 Buttons that do nothing

Visitors click and nothing happens, right when they are ready to sign up or buy.

4 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach. On 14 of 16 pages.

14 PAGES · AN AFTERNOON · YOUR DEVELOPER

## 02 Main content takes 8.1 s to appear

Visitors wait for the main content and many leave before it appears. Google also ranks slow pages lower.

The largest visible element rendered in 8120ms (real browser, Core Web Vitals threshold). On 4 of 16 pages.

4 PAGES · A DAY OR TWO · YOUR DEVELOPER

## 03 Oversized PEPE headline pushes the data down

The thing visitors came for is harder to find, and some give up before they reach it.

The huge purple "PEPE" wordmark and the search bar take about 370px before the card starts. The same name then appears again beside the token icon. The chart is cut off at the fold, and the headline repeats information.

Fix: Shrink or remove the big wordmark. Move the search bar into the nav or make it smaller. Start the price card around 200px from the top so the whole chart and its time labels fit on screen.

DESIGN · /PRICE/PEPE · AN AFTERNOON · YOUR DESIGNER

### HOW TO USE THIS REPORT

Part 1 is for you: plain steps, no code. Part 2 is for your developer: forward it as it is. Every fix also has code that works on any platform.

### ISSUES ACROSS THE SITE

HIGH

**Images without alt text.** 851 of 852 images have no alt text. On 16 pages.

HIGH

**Form fields without labels.** 1 of 1 form fields have no label. On 14 pages.

HIGH

**Buttons that do nothing.** 4 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach. On 14 pages.

- HIGH

Low-contrast text. 4 elements with text that doesn't meet WCAG contrast requirements. On 9 pages.
- HIGH

Slow main content. The largest visible element rendered in 8120ms (real browser, Core Web Vitals threshold). On 4 pages.
- HIGH

No main heading. The page has no H1 heading. On 2 pages.
- MEDIUM

Large page size. The page's HTML is 441 KB before images and scripts load. On 16 pages.
- MEDIUM

Page title length. The title is 67 characters. Aim for 50 to 60. On 4 pages.
- MEDIUM

Meta description length. The description is 177 characters. Aim for 140 to 160.
- LOW

No CAA record. Any certificate authority can issue an SSL certificate for your domain. On 16 pages.
- LOW

New-tab links. 35 of 36 new-tab links set rel="noopener". Modern browsers do this by default.

Couldn't check this time: Clickable controls respond. The site may block automated browsers.

#### RESULTS BY AREA · ALL 16 PAGES

|                 |             |        |                |             |       |
|-----------------|-------------|--------|----------------|-------------|-------|
| Technical       | <div></div> | 92/112 | SEO & Metadata | <div></div> | 91/96 |
| Mobile          | <div></div> | 32/32  | Accessibility  | <div></div> | 55/96 |
| Trust & Content | <div></div> | 63/64  | AI review      | <div></div> | 48/48 |
| Security        | <div></div> | 64/64  | Link Health    | <div></div> | 32/32 |
| Domain & email  | <div></div> | 48/64  | Interactivity  | <div></div> | 0/16  |

#### PAGES CHECKED

|                    |    |                     |    |
|--------------------|----|---------------------|----|
| /converter/btc/usd | 88 | /trade              | 92 |
| /price/pepe        | 91 | /swaps              | 89 |
| /news              | 88 | /perps              | 89 |
| /how-to-buy/pepe   | 92 | /rwa                | 89 |
| /developer         | 87 | /prediction-markets | 89 |
| /security          | 85 | /download           | 86 |
| /learn             | 92 | /earn               | 87 |
| /privacy-notice    | 92 | /snaps              | 92 |

#### REAL VISITORS · CHROME, LAST 28 DAYS

|         | MAIN CONTENT (LCP)          | RESPONSE TO TAPS (INP)       | LAYOUT SHIFT (CLS)   |
|---------|-----------------------------|------------------------------|----------------------|
| Phone   | 2.5 s <div>NEEDS WORK</div> | 496 ms <div>NEEDS WORK</div> | 0.00 <div>GOOD</div> |
| Desktop | 2.9 s <div>NEEDS WORK</div> | 150 ms <div>GOOD</div>       | 0.00 <div>GOOD</div> |

What real visitors experienced, at the 75th percentile, from Google's Chrome UX Report. Google uses these numbers in search ranking.

## YOU AND YOUR COMPETITORS · HOMEPAGES

| SITE              | SCORE | SPEED | SEO | ACCESS | TRUST | SECURITY | EMAIL |
|-------------------|-------|-------|-----|--------|-------|----------|-------|
| metamask.io (you) | 88    | 5/7   | 6/6 | 3/6    | 4/4   | 4/4      | 3/4   |
| phantom.com       | 86    | 6/7   | 5/6 | 4/6    | 3/4   | 1/4      | 2/4   |
| rabby.io          | 80    | 5/7   | 3/6 | 4/6    | 2/4   | 3/4      | 4/4   |

Your homepage scores highest. Areas show checks passed.

## PART 1 · FOR YOU

### Fixes you can make yourself

#### HIGH Add alt text to 851 images

|                |                                                                                                                                                |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| FOUND          | 851 of 852 images have no alt text. On 16 pages.                                                                                               |
| WHY IT MATTERS | Screen readers say nothing for these images, and search engines can't tell what they show.                                                     |
| WHERE          | Each image, in your pages or CMS.<br>1. Add a short description of what each image shows.<br>2. Leave alt="" only on purely decorative images. |
| ANY PLATFORM   | <pre>&lt;img src="photo.jpg" alt="Short description of what the photo shows"&gt;</pre>                                                         |
| CHECK          | Run the audit again. Alt text coverage should read 852 of 852.                                                                                 |

#### HIGH Label every form field

|                |                                                                                                            |
|----------------|------------------------------------------------------------------------------------------------------------|
| FOUND          | 1 of 1 form fields have no label. On 14 pages.                                                             |
| WHY IT MATTERS | Without a label, a screen reader can't say what to type, and autofill works less well.                     |
| ANY PLATFORM   | <pre>&lt;label for="email"&gt;Email&lt;/label&gt; &lt;input id="email" type="email" name="email"&gt;</pre> |
| CHECK          | Run the audit again.                                                                                       |

**HIGH****Make low-contrast text easier to read**

|                |                                                                                                                                                                                                                                  |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FOUND          | 4 elements with text that doesn't meet WCAG contrast requirements. On 9 pages.                                                                                                                                                   |
| WHY IT MATTERS | Pale text on a pale background is hard to read, especially on phones and in sunlight.                                                                                                                                            |
| WHERE          | Your colour styles.<br><ol style="list-style-type: none"><li>1. Darken the text colour (or lighten the background) until it reaches a 4.5:1 contrast ratio.</li><li>2. Check it with a contrast checker, then publish.</li></ol> |
| CHECK          | Run the audit again.                                                                                                                                                                                                             |

**HIGH****Add one main heading**

|                |                                                                                                                                                          |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| FOUND          | The page has no H1 heading. On 2 pages.                                                                                                                  |
| WHY IT MATTERS | One H1 tells search engines and screen readers what the page is about.                                                                                   |
| WHERE          | The page markup.<br><ol style="list-style-type: none"><li>1. Keep one H1 for the main heading.</li><li>2. Change the other big headings to H2.</li></ol> |
| ANY PLATFORM   | <pre>&lt;h1&gt;The one main heading&lt;/h1&gt; &lt;h2&gt;Every other big heading&lt;/h2&gt;</pre>                                                        |
| CHECK          | Run the audit again. It should find exactly one H1.                                                                                                      |

**MEDIUM****Write a clear page title**

|                |                                                                                                                                                               |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FOUND          | The title is 67 characters. Aim for 50 to 60. On 4 pages.                                                                                                     |
| WHY IT MATTERS | The title is the headline people see in Google results and browser tabs.                                                                                      |
| WHERE          | The <title> tag in the head of each page.<br><ol style="list-style-type: none"><li>1. Write 50 to 60 characters: what the page is, then your brand.</li></ol> |
| ANY PLATFORM   | <pre>&lt;title&gt;What this page is – Brand&lt;/title&gt;</pre>                                                                                               |
| NOTE           | Around 50–60 characters, unique per page.                                                                                                                     |
| CHECK          | Run the audit again.                                                                                                                                          |

**MEDIUM****Write a meta description**

FOUND

The description is 177 characters. Aim for 140 to 160.

WHY IT MATTERS

It's the short summary under your link in Google, and a good one gets more clicks.

WHERE

The head of each page.

1. Write 140 to 160 characters on what the page offers and for whom.

ANY PLATFORM

```
<meta name="description" content="What this page offers, for whom, in  
140-160 characters.">
```

CHECK

Run the audit again.

## Settings and code to paste

Platform: Next.js, detected from the site's code.

**HIGH**

### Check buttons that don't respond

|                |                                                                                                                                                                                       |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FOUND          | 4 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach. On 14 pages. |
| WHY IT MATTERS | A button that does nothing looks broken.                                                                                                                                              |
| WHERE          | The buttons on the page. <ol style="list-style-type: none"><li>1. Click each button and check it does something.</li><li>2. Fix or remove the ones that don't.</li></ol>              |
| CHECK          | Run the audit again.                                                                                                                                                                  |

**HIGH**

### Load the main content faster

|                |                                                                                                                                                                                                           |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FOUND          | The largest visible element rendered in 8120ms (real browser, Core Web Vitals threshold). On 4 pages.                                                                                                     |
| WHY IT MATTERS | Google uses this as a ranking signal, and visitors leave slow pages.                                                                                                                                      |
| WHERE          | The hero section. <ol style="list-style-type: none"><li>1. Compress the hero image and serve it as WebP or AVIF.</li><li>2. Don't lazy-load the hero image, and cut scripts that run before it.</li></ol> |
| CHECK          | Run the audit again. Aim for under 2.5 seconds.                                                                                                                                                           |

LOW

**Add a CAA record**

FOUND

Any certificate authority can issue an SSL certificate for your domain. On 16 pages.

WHY IT MATTERS

It limits who can issue SSL certificates for your domain.

DNS, AT THE REGISTRAR

Type: CAA  
 Name: @  
 Value: 0 issue "letsencrypt.org"

NOTE

Vercel, Netlify and most hosts use Let's Encrypt. On Cloudflare also add 0 issue "pki.goog" and 0 issue "digicert.com". Ask your host if unsure — the wrong CAA blocks certificate renewals.

CHECK

Run the audit again.

## ACCESSIBILITY SCAN · 10 ISSUES

HIGH

**Form elements must have labels**

2 elements · WCAG 4.1.2 (A)

```
.code-with-cta_code__D_VUo > .code-block_code-block__VCFkS > .code-block_window__KvF6C
> .code-block_panel__5Ph2u > .code-block_code-editor_ (/developer)
.call-to-action-code_code-wrapper__ZLTfU > .code-block_code-block__VCFkS > .code-
block_window__KvF6C > .code-block_panel__5Ph2u > .code-bloc (/developer)
```

HIGH

**Elements must meet minimum color contrast ratio thresholds**

35 elements on 8 pages · WCAG 1.4.3 (AA)

```
.perps-card_pair__dXBab (/converter/btc/usd)
.perps-card_leverage__vMn1 (/converter/btc/usd)
.perps-card_change__69P65 (/converter/btc/usd)
```

HIGH

**<svg> elements with an img or image role must have alternative text**

8 elements on 4 pages · WCAG 1.1.1 (A)

```
svg[viewBox="0 0 33 33"] (/converter/btc/usd)
svg[viewBox="0 0 37 37"] (/converter/btc/usd)
svg[viewBox="0 0 33 33"] (/price/pepe)
```

HIGH

**[role="img"] and [role="image"] elements must have alternative text**

1 element · WCAG 1.1.1 (A)

```
canvas[height="328"] (/price/pepe)
```

HIGH

**Interactive controls must not be nested**

1 element · WCAG 4.1.2 (A)

```
.tutorial-item_item___Atc0:nth-child(5) > .tutorial-item_item-holder__MDY1n.text-decoration-
none > .tutorial-item_item-asset__Rjo_R > .tutor (/developer)
```

MEDIUM

**All page content should be contained by landmarks**

14 elements on 14 pages

```
.webgl (/converter/btc/usd)
.webgl (/news)
.webgl (/how-to-buy/pepe)
```

**MEDIUM****Heading levels should only increase by one**

6 elements on 2 pages

```
.developer-cards-card_card__opw0J:nth-child(1) > .developer-cards-card_holder__TfPnv  
> .developer-cards-card_inner__jc9Yt > .developer-cards (/developer)  
.developer-cards-card_card__opw0J:nth-child(1) > .developer-cards-card_holder__TfPnv  
> .developer-cards-card_inner__jc9Yt > .developer-cards (/developer)  
.developer-cards-card_card__opw0J:nth-child(2) > .developer-cards-card_holder__TfPnv  
> .developer-cards-card_inner__jc9Yt > .developer-cards (/developer)
```

**MEDIUM****Landmarks should have a unique role or role/label/title (i.e. accessible name) combination**

5 elements on 4 pages

```
#Header\ \>\ Trade (/news)  
.all-articles_filters__vBLDI (/news)  
.page_container-xl__yVYEL > .breadcrumb_wrapper__j0gkn (/privacy-notice)
```

**MEDIUM****Page should contain a level-one heading**

1 element

```
html (/news)
```

**MEDIUM****Alternative text of images should not be repeated as text**

5 elements

```
img[alt="Chrome"] (/download)  
img[alt="Firefox"] (/download)  
img[alt="Brave"] (/download)
```

**WEB3 READINESS**

- **No "Connect wallet" button found.** If the app needs a wallet, make the way in obvious from the first screen.

## How the site looks and reads

ACROSS 16 PAGES · AVERAGE SCORES

**6.4** /10

CLARITY

**5.9** /10

HIERARCHY

**5.9** /10

TRUST

**4.9** /10

CALL TO ACTION

Start with /rwa, /security, /privacy-notice: the lowest-scoring pages.

### HOMEPAGE

It's clearly a Bitcoin-to-USD converter with a bold headline and a live rate, in MetaMask's friendly blue style. The converter, which is the thing people came for, sits low on the page under a large decorative coin illustration, so the page feels more like marketing than a tool.

**7** /10

CLARITY

**6** /10

HIERARCHY

**6** /10

TRUST

**5** /10

CALL TO ACTION

- **Converter is pushed below the hero.** The inputs are the main job of this page, but they sit under a ~450px hero, with the illustration taking the most space. A visitor has to look past the art to find the tool, and the market card is cut off at the fold. Suggestion: Shrink the hero height and move the converter row up beside or directly under the H1. Make the coin art smaller or move it to the side so the tool and the first stats row are visible without scrolling.
- **Rates disagree on screen.** The subhead says 1 BTC = 83,201.0000 USD, the converter shows 83,216, and the card says \$83,201.00. Different numbers for the same price in one view look unreliable, especially for money. Suggestion: Pull all three from one source and one rounding rule. Show a small "Updated 12:03 UTC" label next to the converter so people know how fresh the number is.
- **"SWAP BTC TO USD" button competes with the converter.** It's the strongest filled element, but it sits above and apart from the inputs. The visitor can't tell whether it applies the amount they type or is a separate action. The converter also has no button of its own, so nothing connects the number to the next step. Suggestion: Put the action next to the converter result, with the amount carried over, for example "Swap 1 BTC for USD". Make the label sentence case, and make it clear this leads to MetaMask's swap flow.
- **Weak result emphasis and input affordance.** The input and result fields look the same, both white pills with small text. The result isn't marked as output. The swap arrows button is a faint grey circle and easy to miss. Neither field has a label or a currency symbol. Suggestion: Make the result larger or bold, with a "\$" and a "≈" prefix. Add small labels ("You send", "You get"). Darken the swap button's outline or fill, and add a visible focus state on the inputs.
- **Top nav hides everything behind a hamburger.** The code lists Trade, Money, Developer and Language links, but the desktop screen shows only "GET METAMASK" and a menu icon. Visitors arriving from search can't see where else to go, and the black "GET METAMASK" button competes with the navy swap button for attention. Suggestion: Show the main nav links on desktop. Keep one primary action style: let "GET METAMASK" be the single nav button, and make the page's own button clearly secondary or tied to the converter.

- **/price/pepe: Oversized PEPE headline pushes the data down.** The huge purple "PEPE" wordmark and the search bar take about 370px before the card starts. The same name then appears again beside the token icon. The chart is cut off at the fold, and the headline repeats information. Suggestion: Shrink or remove the big wordmark. Move the search bar into the nav or make it smaller. Start the price card around 200px from the top so the whole chart and its time labels fit on screen.
- **/news: Logo and main nav are missing from the header.** The top-left of the header is blank, so a visitor can't tell whose site this is or get back home. The page facts list a 'Go to home page' link and Trade/Money/Developer links, but none of them show, so the header looks broken. Suggestion: Make sure the MetaMask logo renders at top-left. Show the main nav links (Trade, Money, Developer) on desktop instead of hiding everything behind the hamburger.
- **/how-to-buy/pepe: Widget doesn't show what you'd actually get.** The 24630541.8719 PEPE figure has no rate, fee, provider or "estimated" label. Someone about to spend money has nothing to check it against, and a long number with four decimals is hard to read at a glance. Suggestion: Add a line under the PEPE field with the rate (1 PEPE = \$X), an "estimated" label, and the fee or provider. Format the number with commas and fewer decimals.
- **/developer: "GET STARTED" doesn't say where it leads.** A developer can't tell if it opens docs, a signup or a wallet install. Meanwhile the real developer actions, "Documentation" and "Sign up for waitlist", sit about 300px below the fold. Visitors have to scroll to find the page's main paths. Suggestion: Rename the button to its real destination (e.g. "Read the docs"). Add a second, quieter button next to it for the waitlist, and move both into the first screen.
- **/security: Security claim has no proof.** "Most secure wallet" is a big claim, and the paragraph beneath it lists vague things ("active threat monitoring", "robust security partnerships") with no names or numbers. People who open a security page want evidence, and it's missing from this first screen. Suggestion: Add a row of hard proof under the paragraph: named audit firms, a bug bounty payout figure, or a count of threats blocked. Link each item to its detail.
- **/learn: Page title sits below the hero.** The first thing a visitor sees is one article, not the page's name. 'Metamask Learn' at the bottom reads like a section heading, and the hero takes about 650px of the 900px screen. Someone who wants to browse has to scroll before they can see their options. Suggestion: Put a short 'MetaMask Learn' heading with a one-line promise above or beside the featured card. Make the card shorter (about 400px tall) so the search, filters and first article list show without scrolling.
- **/privacy-notice: No way to jump to a section.** Privacy notices are long, and most visitors want one answer, such as what data is collected, how to delete it, or who to contact. Nothing visible helps them find it, so they have to scroll through dense paragraphs. Suggestion: Put a sticky table of contents in the empty left column under the title, with links to each section. Highlight the section the reader is currently in.
- **/trade: Giant 'TRADE' lettering is cut up and hard to read.** The hand, fox and sleeve cut through the letters, so the word reads like 'TR...DE'. The biggest element on the page costs effort to decode, and it just repeats the headline. Suggestion: Keep the hand overlap but leave the R, A, D and E whole. Or drop the word to a smaller, cleaner size so the headline and phone become the focus.
- **/swaps: START SWAPPING button is weak and has no clear next step.** The white pill on pale blue has low contrast and is small next to the massive headline. The black GET METAMASK button in the nav is stronger, so the two compete. A visitor can't tell if they should install the wallet or start swapping. Suggestion: Make START SWAPPING a solid dark or brand-orange button in the same style as the nav button, and make it larger. Add a short line under it, such as "Requires the MetaMask wallet", or switch the label to match the visitor's state (install or open the wallet).

- **/perps: Weak primary button.** The white "GET STARTED" pill is small and pale on a pale blue background, so it has less weight than the headline or the black nav button. It's the one action this page exists for, and it gets lost. Suggestion: Make it a dark navy or black filled button, larger, with a clearer label such as "Start trading perps". Keep the nav "GET METAMASK" button visually secondary to it.
- **/rwa: No headline or page purpose.** A visitor who clicked through to /rwa sees only a logo. Nothing says what real-world assets are, what MetaMask offers here, or why they should stay. Most will assume the page failed and leave. Suggestion: Put a clear headline in the top half, such as 'Trade tokenized real-world assets in MetaMask'. Add one supporting line and a short list of the asset types, such as stocks, treasuries and gold.
- **/prediction-markets: No clickable main action next to the headline.** The only way to start is a QR code, which a desktop visitor must scan with a phone. The only button, "GET METAMASK" in the nav, is a generic install prompt and doesn't say 'start trading'. Visitors who came to trade have nowhere obvious to click. Suggestion: Add a filled primary button under the subhead, such as "Start trading" or "Open in MetaMask". Keep the QR code as a secondary option next to it. Make the nav button's label match the page's job.
- **/download: Browser tiles don't look like download buttons.** The Chrome, Firefox, Brave, Opera and Edge tiles are pale peach on orange with tiny 13px labels. They look like decoration, not actions, and there's no "Add to Chrome" wording. Visitors may hesitate or not know what happens on click. Suggestion: Use clearer button wording such as "Add to Chrome", make the labels larger, and add a visible border or hover state. Highlight the visitor's detected browser as a single dark primary button above the others.
- **/earn: CTA says "Get MetaMask", not "Start earning".** Someone on /earn wants to stake or lend. A generic install button, identical to the nav button, doesn't tell them what happens next or that earning is the next step. Suggestion: Change the hero button to something like "Start earning" or "Stake now". Keep "Get MetaMask" in the nav only, or add it as a secondary action for people without a wallet.
- **/snaps: Headline is hard to read and splits the brand name.** The stretched, interlocking letterforms make EXTEND read like a pattern, not a word. The line break turns "MetaMask" into "META / MASK". On the first scan, people read shapes, not the message, and the brand name looks like two words. Suggestion: Open up the letter spacing or use a cleaner weight for the headline. Keep "MetaMask" on one line, or reword it to something like "Extend MetaMask with Snaps". Make "Snaps" the focal word, because this page is about Snaps.

#### LOWER PRIORITY

- **Large page size.** The page's HTML is 441 KB before images and scripts load. On 16 pages. Look for large embedded components or long inline code.
- **New-tab links.** 35 of 36 new-tab links set rel="noopener". Modern browsers do this by default. Adding it is optional.

## What the audit found on each of the 16 pages

### /converter/btc/USD

88/100

#### Accessibility

3/6 PASSED

-  **Image alt text coverage**  
851 of 852 images have no alt text.
-  **Color contrast**  
4 elements with text that doesn't meet WCAG contrast requirements.
-  **Form inputs have labels**  
1 of 5 form fields have no label.

#### Technical

5/7 PASSED

-  **HTML payload size**  
The page's HTML is 441 KB before images and scripts load.
-  **Largest Contentful Paint**  
The largest visible element rendered in 3196ms (real browser, Core Web Vitals threshold).

#### Domain & email

3/4 PASSED

-  **CAA record (who can issue SSL certificates)**  
Any certificate authority can issue an SSL certificate for your domain.

#### Interactivity

0/1 PASSED

-  **Clickable controls respond**  
1 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

32 of 39 checks passed on this page.

### /price/pepe

91/100

It's clearly a PEPE price page: a big purple headline, a live price and a chart. It feels bold and on-brand, but the giant "PEPE" heading and the card below say the same thing twice, and the useful part (price and chart) starts late.

#### Accessibility

5/6 PASSED

-  **Image alt text coverage**  
66 of 71 images have no alt text.

#### Interactivity

0/1 PASSED

-  **Clickable controls respond**  
4 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

#### Technical

5/7 PASSED

-  **HTML payload size**  
The page's HTML is 710 KB before images and scripts load.
-  **Largest Contentful Paint**  
The largest visible element rendered in 2848ms (real browser, Core Web Vitals threshold).

#### Domain & email

3/4 PASSED

- ! **CAA record (who can issue SSL certificates)**  
Any certificate authority can issue an SSL certificate for your domain.

34 of 39 checks passed on this page.

## /news

88/100

It's clearly a MetaMask news page. One big lead story sits under a tidy filter row, and it feels clean and branded. The top-left is empty, and the page gives little reason to read beyond the first story.

### Accessibility

2/6 PASSED

- ✗ **Single H1 heading**  
The page has no H1 heading.
- ✗ **Image alt text coverage**  
13 of 27 images have no alt text.
- ✗ **Form inputs have labels**  
1 of 1 form fields have no label.
- ! **Color contrast**  
1 element with text that doesn't meet WCAG contrast requirements.

### Technical

6/7 PASSED

- ! **HTML payload size**  
The page's HTML is 397 KB before images and scripts load.

### Domain & email

3/4 PASSED

- ! **CAA record (who can issue SSL certificates)**  
Any certificate authority can issue an SSL certificate for your domain.

### Interactivity

0/1 PASSED

- ! **Clickable controls respond**  
2 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

32 of 39 checks passed on this page.

## /how-to-buy/pepe

92/100

Within seconds it's clear this is a place to buy Pepe: the big headline sits beside a simple currency converter. It feels clean and friendly, but the widget looks like a calculator more than a purchase step, and the page gives little reassurance.

### Accessibility

4/6 PASSED

- ✗ **Image alt text coverage**  
64 of 68 images have no alt text.
- ✗ **Form inputs have labels**  
3 of 3 form fields have no label.

### Technical

6/7 PASSED

- ! **HTML payload size**  
The page's HTML is 533 KB before images and scripts load.

### Trust & Content

3/4 PASSED

- ! **New-tab links set rel="noopener"**  
35 of 36 new-tab links set rel="noopener". Modern browsers do this by default.

## Domain & email

3 / 4 PASSED

### ! CAA record (who can issue SSL certificates)

Any certificate authority can issue an SSL certificate for your domain.

## Interactivity

0 / 1 PASSED

### ! Clickable controls respond

3 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

33 of 39 checks passed on this page.

## /developer

87/100

A dark, bold hero that says "Build with MetaMask" with a colorful 3D illustration, so a developer quickly knows they're in the right place. It feels playful and polished, but it's vague about what you actually get and what to do first.

## Accessibility

3 / 6 PASSED

### ✖ Image alt text coverage

13 of 21 images have no alt text.

### ✖ Color contrast

4 elements with text that doesn't meet WCAG contrast requirements.

### ✖ Form inputs have labels

1 of 2 form fields have no label.

## Technical

6 / 7 PASSED

### ! HTML payload size

The page's HTML is 484 KB before images and scripts load.

## SEO & Metadata

5 / 6 PASSED

### ! Title tag

The title is 67 characters. Aim for 50 to 60.

## Domain & email

3 / 4 PASSED

### ! CAA record (who can issue SSL certificates)

Any certificate authority can issue an SSL certificate for your domain.

## Interactivity

0 / 1 PASSED

### ! Clickable controls respond

1 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

32 of 39 checks passed on this page.

## /security

85/100

A bold, confident hero: a huge pixel-style headline "Crypto's most secure wallet" next to a big geometric fox. It's memorable and on-brand, but it reads like a homepage ad rather than a security page that gives proof.

## Accessibility

3 / 6 PASSED

### ✖ Image alt text coverage

13 of 27 images have no alt text.

### ✖ Color contrast

8 elements with text that doesn't meet WCAG contrast requirements.

- ✖ **Form inputs have labels**  
1 of 1 form fields have no label.

## Technical

5 / 7 PASSED

- ! **HTML payload size**  
The page's HTML is 417 KB before images and scripts load.
- ! **Largest Contentful Paint**  
The largest visible element rendered in 2616ms (real browser, Core Web Vitals threshold).

## SEO & Metadata

5 / 6 PASSED

- ! **Title tag**  
The title is 71 characters. Aim for 50 to 60.

## Domain & email

3 / 4 PASSED

- ! **CAA record (who can issue SSL certificates)**  
Any certificate authority can issue an SSL certificate for your domain.

## Interactivity

0 / 1 PASSED

- ! **Clickable controls respond**  
3 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

31 of 39 checks passed on this page.

## /learn

92/100

A bold featured article about Polymarket sits in a big card, so it's clear this is MetaMask's learning hub. It looks clean and friendly, but the "Metamask Learn" title and the browsing tools are pushed below the hero, so the page's real job comes second.

## Accessibility

3 / 6 PASSED

- ✖ **Image alt text coverage**  
13 of 21 images have no alt text.
- ! **Single H1 heading**  
The page has 2 H1 headings. It should have one.
- ! **Form inputs have labels**  
1 of 4 form fields have no label.

## Technical

6 / 7 PASSED

- ! **HTML payload size**  
The page's HTML is 391 KB before images and scripts load.

## Domain & email

3 / 4 PASSED

- ! **CAA record (who can issue SSL certificates)**  
Any certificate authority can issue an SSL certificate for your domain.

## Interactivity

0 / 1 PASSED

- ! **Clickable controls respond**  
3 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

33 of 39 checks passed on this page.

It's clearly a legal privacy page: big title, breadcrumb, long block of text. It feels clean and calm, but plain. The text starts quickly, though nothing helps a visitor find the part they came for.

**Accessibility**

4/6 PASSED

-  **Image alt text coverage**  
13 of 13 images have no alt text.
-  **Form inputs have labels**  
1 of 1 form fields have no label.

**Technical**

6/7 PASSED

-  **HTML payload size**  
The page's HTML is 467 KB before images and scripts load.

**Domain & email**

3/4 PASSED

-  **CAA record (who can issue SSL certificates)**  
Any certificate authority can issue an SSL certificate for your domain.

**Interactivity**

0/1 PASSED

-  **Clickable controls respond**  
3 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

34 of 39 checks passed on this page.

A bold, playful lime-green page with a purple hand holding a phone and the fox logo; "Trade anything" is clear, but the giant "TRADE" lettering and the hand fight for attention and the actual headline feels small. It's memorable and on-brand, but more poster than product page.

**Accessibility**

4/6 PASSED

-  **Image alt text coverage**  
15 of 16 images have no alt text.
-  **Form inputs have labels**  
1 of 1 form fields have no label.

**Technical**

6/7 PASSED

-  **HTML payload size**  
The page's HTML is 354 KB before images and scripts load.

**Domain & email**

3/4 PASSED

-  **CAA record (who can issue SSL certificates)**  
Any certificate authority can issue an SSL certificate for your domain.

**Interactivity**

0/1 PASSED

-  **Clickable controls respond**  
Couldn't check this time. The site may block automated browsers.

34 of 39 checks passed on this page.

## /swaps

89/100

The giant "SWAP CRYPTO" headline and the product mockup make the page's job clear straight away: swap tokens inside MetaMask. It feels bold and branded, though the heavy headline and busy mockup compete, and the main button looks weak.

### Accessibility

3/6 PASSED

-  **Image alt text coverage**  
13 of 24 images have no alt text.
-  **Color contrast**  
4 elements with text that doesn't meet WCAG contrast requirements.
-  **Form inputs have labels**  
1 of 1 form fields have no label.

### Technical

6/7 PASSED

-  **HTML payload size**  
The page's HTML is 514 KB before images and scripts load.

### Domain & email

3/4 PASSED

-  **CAA record (who can issue SSL certificates)**  
Any certificate authority can issue an SSL certificate for your domain.

### Interactivity

0/1 PASSED

-  **Clickable controls respond**  
3 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

33 of 39 checks passed on this page.

## /perps

89/100

In five seconds it's clear this is a perpetual futures trading product: the huge "TRADE PERPS" headline and the ETH-USD chart say so directly. It feels bold and on-brand, but the page is more poster than tool. The key action and the risk context are underplayed.

### Accessibility

3/6 PASSED

-  **Image alt text coverage**  
13 of 23 images have no alt text.
-  **Color contrast**  
4 elements with text that doesn't meet WCAG contrast requirements.
-  **Form inputs have labels**  
1 of 1 form fields have no label.

### Technical

6/7 PASSED

-  **HTML payload size**  
The page's HTML is 667 KB before images and scripts load.

### Domain & email

3/4 PASSED

-  **CAA record (who can issue SSL certificates)**  
Any certificate authority can issue an SSL certificate for your domain.

## Interactivity

0/1 PASSED

### ! Clickable controls respond

1 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

33 of 39 checks passed on this page.

## /rwa

89/100

A flat rust-brown screen with a small pale "MetaMask" wordmark in the middle. In five seconds you can't tell this is the real-world assets (RWA) page, and it looks like a loading screen or a broken page.

## Accessibility

4/6 PASSED

### ✗ Image alt text coverage

11 of 24 images have no alt text.

### ✗ Color contrast

6 elements with text that doesn't meet WCAG contrast requirements.

## Technical

6/7 PASSED

### ! HTML payload size

The page's HTML is 641 KB before images and scripts load.

## SEO & Metadata

5/6 PASSED

### ! Meta description

The description is 177 characters. Aim for 140 to 160.

## Domain & email

3/4 PASSED

### ! CAA record (who can issue SSL certificates)

Any certificate authority can issue an SSL certificate for your domain.

## Interactivity

0/1 PASSED

### ! Clickable controls respond

Couldn't check this time. The site may block automated browsers.

33 of 39 checks passed on this page.

## /prediction-markets

89/100

In five seconds it's clear this is a place to trade on real-world event outcomes, and the app mockup backs that up. The giant lilac headline on deep purple feels bold and confident, but the page offers a QR code and little else to act on.

## Accessibility

3/6 PASSED

### ✗ Image alt text coverage

13 of 24 images have no alt text.

### ✗ Color contrast

4 elements with text that doesn't meet WCAG contrast requirements.

### ✗ Form inputs have labels

1 of 1 form fields have no label.

## Technical

6/7 PASSED

### ! HTML payload size

The page's HTML is 516 KB before images and scripts load.

## Domain & email

3 / 4 PASSED

### ! CAA record (who can issue SSL certificates)

Any certificate authority can issue an SSL certificate for your domain.

## Interactivity

0 / 1 PASSED

### ! Clickable controls respond

3 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

33 of 39 checks passed on this page.

## /download

86/100

In five seconds it's clear this is where you install MetaMask for a browser, and the warm orange look feels friendly and on-brand. The big wallet mockup on the right pulls the eye more than the install choices on the left, and the page doesn't say which button to press.

## Technical

5 / 7 PASSED

### ✖ Largest Contentful Paint

The largest visible element rendered in 8120ms (real browser, Core Web Vitals threshold).

### ! HTML payload size

The page's HTML is 376 KB before images and scripts load.

## Accessibility

4 / 6 PASSED

### ✖ Image alt text coverage

13 of 19 images have no alt text.

### ✖ Form inputs have labels

1 of 1 form fields have no label.

## SEO & Metadata

5 / 6 PASSED

### ! Title tag

The title is 70 characters. Aim for 50 to 60.

## Domain & email

3 / 4 PASSED

### ! CAA record (who can issue SSL certificates)

Any certificate authority can issue an SSL certificate for your domain.

## Interactivity

0 / 1 PASSED

### ! Clickable controls respond

3 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

32 of 39 checks passed on this page.

## /earn

87/100

Within five seconds you get it: MetaMask lets you stake, lend and earn, and the product mockup backs that up. It feels bold and playful, but the huge headline and the busy mockup compete, and the page asks you to "get" a wallet rather than start earning.

## Accessibility

3 / 6 PASSED

### ✖ Image alt text coverage

15 of 27 images have no alt text.

-  **Color contrast**  
6 elements with text that doesn't meet WCAG contrast requirements.
-  **Form inputs have labels**  
1 of 1 form fields have no label.

**Technical** 6 / 7 PASSED

-  **HTML payload size**  
The page's HTML is 415 KB before images and scripts load.

**SEO & Metadata** 5 / 6 PASSED

-  **Title tag**  
The title is 93 characters. Aim for 50 to 60.

**Domain & email** 3 / 4 PASSED

-  **CAA record (who can issue SSL certificates)**  
Any certificate authority can issue an SSL certificate for your domain.

**Interactivity** 0 / 1 PASSED

-  **Clickable controls respond**  
2 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

32 of 39 checks passed on this page.

**/snaps** 92/100

A huge, bold "EXTEND META MASK" headline on peach grabs you at once, and the Snaps panel mockup hints at a plug-in directory. It feels playful and confident. The headline is hard to read, and the page doesn't say what a Snap is or what to do next.

**Accessibility** 4 / 6 PASSED

-  **Image alt text coverage**  
13 of 20 images have no alt text.
-  **Form inputs have labels**  
1 of 1 form fields have no label.

**Technical** 6 / 7 PASSED

-  **HTML payload size**  
The page's HTML is 430 KB before images and scripts load.

**Domain & email** 3 / 4 PASSED

-  **CAA record (who can issue SSL certificates)**  
Any certificate authority can issue an SSL certificate for your domain.

**Interactivity** 0 / 1 PASSED

-  **Clickable controls respond**  
1 of 8 sampled controls showed no visible response when clicked. Could be a dead handler, or one that only fires under specific conditions this quick check can't reach.

34 of 39 checks passed on this page.

### Want Provel to make these fixes?

Ask for a free quote at [provel.co](https://provel.co).

### Using Claude or Cursor?

Connect the Provel MCP connector and ask it to apply your audit.