GitHub repo: <https://github.com/2Coo85/Project4.git>

**SEO Recommendations**

**Contrast**

1. Text should have high contrast and not have a brightness too close to the background brightness. Too low contrast can make it difficult to read and for users to distinguish the shapes of the letters.

Ref.-web.dev- “color contrast”

**Names and Labels**

1. Links should have descriptive text
2. Images should have a short, descriptive [alt] if they are informative; decorative elements can be empty
3. Form labels should point to associated input

Ref.: web.dv- “label”, “image alt”, “link text”

**Internationalization and localization**

1. The <html> tag should specify a language to make it easier for screen readers to find the right sound library for the right language.

Ref.: web.dv-“html has lang”

**Content Best Practices**

1. Meta description should give a brief summary of a webpage that will be displayed in search results. They should also be directly relevant to the page it describes and unique from other pages; this can directly influence the click-through rate.

Ref.: moz.com- Meta Description

**Focus Visible**

1. Elements on page should be visibly highlighted for keyboard navigation

Ref.: w3.org- Guideline 2.4.7

**Mobile Friendly**

1. Links should be spaced evenly away from each other so each link can be tapped or clicked with overlapping with another link

Ref.: moz.com-Mobile Optimization

**Navigation**

1. Pages should have headings for keyboard users to navigate the pages
2. Navigation should be consistent between pages

Ref.: w3.org Guideline 3.2.3, Guideline 2.4.6

**Black Hat Practice**

1. There should not be a flood of links; this lowers the rank of the website
2. Keywords should not be in small font, matching the background

Ref.: pcmag.com-**The promises and pitfalls of Black Hat SEO**; forbes.com-**25 Black Hat Techniques that are killing your SEO**