**Evaluation**

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| Website URL to be tested: |  | | | |
| **1. Strategy** | **Metric** | **Result** | **How to improve** | **Priority** |
| <http://tagcrowd.com/> | Largest words | **Index.html**  Games, Currently, languages, Year  **Internal1.html**  Game, Simple, Project, Shooter, Shape, Added  **Internal2.html**  Contact, Facebook, Instagram, Gmail, LinkedIn | Not much in the way of improvements, as these are all important words for my index page. I talk about the languages I’ve been learning and what I’m doing at the moment, so this is accurate. My name is obviously important but I can’t just keep bringing it up as it looks tacky; there is actually another occurrence of it though, it’s just in an image so it wouldn’t come up in the test.  Again, not much to improve, I talk about the projects I’ve been working on which all consist of making simple games. I would like to have used simple less as it could be taken as underselling myself.  The contact information page shows big the important words perfectly. Can’t really improve upon it. | **6**  Following on from the small words, this would probably be fixed at the same time, I’d just take care to keep the important words at the top of the frequency count. |
|  | Smallest words | **Index.html**  Degree, Course, Essex, Working, Interests  **Internal1.html**  Difficult, Challenging, Particle, Graphics, Movement  **Internal2.html**  Information, email, questions, detailed, cv. | There are lots of words that have a small count but I chose 5 that I feel should be mentioned more, so to improve I would use them more frequently.  Again, there were many words with a low frequency, so I chose 5 that I would increase the frequency of when improving my site.  Again, many words with a low frequency, so I chose 5 that could probably do with a few more occurrences on the page. | **5**  I thought it more important to fix the less frequently used words rather than the more frequently used words, as they are words I believe will have a greater impact on my page, it won’t require a redesign but will require me to write out a lot more content. Hence it being my 5th priority. |
| **2. Usability** |  |  |  |  |
| [developers.google.com/speed/pagespeed/insights](https://developers.google.com/speed/pagespeed/insights) | User experience | **Index.html**  Mobile: **89/100**  Desktop: **92/100**  **Internal1.html**  Mobile: **89/100**  Desktop: **90/100**  **Internal2.html**  Mobile: **89/100**  Desktop: **91/100**  **Average**  Mobile: **89/100**  Desktop: **91/100** | Configure viewport for mobile devices so they don’t render the whole page.  For Internal2.html, prioritize visible content. Only 62% of the final above-the-fold content could be rendered with the full HTML response. To fix this just prioritize rendering by including it directly in the HTML response. | **3**  Configuring the viewport shouldn’t be much effort and would come under a tweak not a redesign, but prioritizing content probably does fall under a redesign, hence it being my 3rd priority. |
|  | Speed | **Index.html**  Mobile: **80/100**  **Internal1.html**  Mobile: **83/100**  **Internal2.html**  Mobile: **86/100**  **Average:** 83/100 | Optimize all images used for both; Screen shots and icons are compressed by the webpage currently.  Leverage browser caching for both so images are loaded from local disk, rather that over the network after using a previously loaded page.  Eliminate render-blocking CSS in above-the-fold content; none of the above-the-fold content can be rendered without waiting for the CSS to load, so it suggests to use inline for the critical portions, to defer, or to asynchronously load blocking resources. | **4**  Reformating images will take a while but isn’t complex and won’t require a redesign.  I would have to learn about leverage browser caching and render-blocking which could take a while. So following Krug’s advice, I placed it 4th on my list. |
| **3. Style** |  |  |  |  |
| <https://validator.w3.org/> | HTML | All 3 files were valid! | Can’t do better. | **N/A** |
| <https://jigsaw.w3.org/css-validator> | CSS | Valid! | Can’t do better. | **N/A** |
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| **4. Content** |  |  |  |  |
| <http://juicystudio.com/services/readability.php> | Readability Score | **Index.html**  Gunning Fog Index: **9.35**  Flesch Reading Ease: **65**  Flesh-Kincaig Grade: **5.59**  **Internal1.html**  Gunning Fog Index: **5.96**  Flesch Reading Ease: **79.9**  Flesh-Kincaig Grade: **3.92**  **Internal2.html**  Gunning Fog Index: **8.16**  Flesch Reading Ease: **78.56**  Flesh-Kincaig Grade: **4.12**  **Average**  Gunning Fog Index: **7.82**  Flesch Reading Ease: **74.48**  Flesh-Kincaig Grade: **4.54** | **GFI:**  To improve the GFI, I should use words with fewer syllables and fewer words per sentence. Although I would actually prefer to have my website require a higher skill level to read.  **FRE:**  I fell between the recommend score for an author which is good seeing as I’m trying to sell myself. To make the site more readable I could once again, lower the words per sentence and use words with fewer syllables. Even though I want more educated viewers, making it readable for them will deter fewer people.  **FKG:**  Another metric to see the rough measure of how many years of schooling is required to understand my content. All the metrics would have me lower the word count per sentence and use words with fewer syllables to improve the grade, but as I said previously, would like to have more educated viewers come to me with job prospects. | **2**  This metric is important to me and will have a big impact, it would require a bit of rewording but wouldn’t take much effort and won’t require a redesign, which is why it’s my second priority. |
| <http://www.checkmycolours.com/> | Text contrast | All passes apart from images and icons; could be seen as irrelevant failures though.  Otherwise, everything has a 21:1 AAA ratio, a brightness difference of 255 and a colour difference of 765. | I forgot to set the font colour to black for the image and icon place holder text, so can easily fix that. | **1**  This is a quick tweak and won’t take much effort, which follows Krug’s advice, so it comes first. |
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| **5. SEO** |  |  |  |  |
| <http://seositecheckup.com/> | SEO score | **70** | To improve I’d need to add more content about my achievements, qualifications and get a broad range of projects completed and polished so I can display my skills. Keeping content as up to date as possible.  Manipulate title, description and keyword metadata to make search engines find my website more easily. | 7  This will take a while to achieve and will require a lot of additions, possibly even a redesign, which is why it’s last; as I’m following Krug’s advice. |
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Reasons for priority orders are explained in the right hand column.