**Project:** Comprehensive Website Optimization and Analysis Platform

**Team Members:** Ankita, Vidya and Animesh

—**Survey—**

**From the survey, these five key domains emerged as top priorities among users:**

1. Better user experience.
2. Website should visibly look good. (Better UI basically)
3. It should be secure.
4. Visible to the users on search engines (SEO).
5. Proper advertisement

**Highlighted insights emerged from in-depth discussions within above five major domains:**

* Color choices should be related to content
* Payment security, SSL and HTTPS certified for security purposes.

Can check payment getaways used for transaction

* Format suggestion for images to compress and increase the reloading speed.   
  For Example webp and png instead of jpg
* User interface improvement react and templates.
* Bootstrap model user friendly.
* Ranking improvement through domain name, shorten url and title and headings.
* Content biased or not, content quality
* Advertisement suggestion based on the content of the website.
* Advertisement position where the high chance of getting cpc.
* Mobile friendly: important for ranking and UX.
* Website cards/slides adaptive layout and fairly visible or not.
* Arrangement of elements: all the required html elements are at their specific position or not
* Consistency across pages: space and content are well aligned or not.
* Typography, Font Styles: effective and catchy
* Icons, Menus: Balanced or not
* How to use high-quality images/videos instead of losing reloading speed
* User authentication and authorization systems to check the proper security for the website that particular trusted people are using the website.
* JS/CSS Size: For better reloading speed
* Robots.txt: To help the crawler and secure the confidential content from the crawlers
* XML Sitemaps: To help crawlers for better ranking.
* Type of website to check the competition
* Socially Active/Buttons: for better user experience
* Contact details: To build trust in users and better for security purposes
* Privacy policy/Transparency: For better user experience and security, mostly mentioned in forms when users put their data.

**Classified View:**

USER INTERFACE:

* Color Grading
  + Color schemes
  + Combination Mapping
* Content Style
  + Consistency across pages
  + Typography, Font Styles
* Elements Layout:
  + Arrangement of elements
  + Icons, Menus
  + High-quality images
  + User interface improvement react and templates.
  + Bootstrap model user friendly.
  + Website cards/slides.

USER EXPERIENCE:

* Web Page Performance
  + Format suggestion for images to compress and increase the reloading speed.
  + Mobile friendly/ Responsive Page
  + JS/CSS Size - Page Reloading
* Web Page Quality
  + Content biased or not, content quality - Web page Quality
* User Interaction
  + Socially Active/Buttons
  + Contact details
  + Privacy policy/Transparency (Data and Forms)

SECURITY:

* Security and policy
  + Payment security
  + HTTPS/SSL Certificate for secure browsing
  + User authentication and authorization systems
  + Contact details
  + Privacy policy/Transparency (Data and Forms)
* Threats Mitigation
  + Error Pages
  + Phishing/Scams
  + Malware/Virus/threats

SEO

* Website Ranking
  + Using Model (Will depend on model)
  + Google Search Engine API
* SEO Grading
  + Ranking improvement through domain name, shorten url and title and headings.
  + Robots.txt
  + Page Reloading
  + Mobile friendly/ Responsive Page
  + XML Sitemaps
* Competitor Analysis
  + Type of website to check the competition
  + Comparison with good websites
* Keyword Tracking
  + Location and device wise performance of particular keyword or related keyword in a specific time interval.
* Trend Analysis
  + Check which factor is contributing more for ranking

WEBSITE ADS/MARKETING

* Ad Recommendation
* Ad Position (On website to get more CPC)
* Website Marketing