Opportunities Proposal for SEO & Web Performance Optimization

May 16, 2022

List of opportunities

1. Proper images display and tagging for SEO

   Documentation on page 3

   Budget of 250 Euros

2. Optimize local image delivery for performance

   Documentation on page 7

   Budget of 400 Euros

3. Managing swiper overflowing UI bug fix

   Documentation on page 9

   Budget of 50 Euros

Proper images display and tagging for SEO

Some images are being incorrectly displayed and tagged thought the unauthenticated site which reduce the ability of scrapers to properly index them. Last audit was conducted on the 4 of May with chrome lighthouse and found:

- **6 warnings** - https://daomaker.com
- **39 warnings** - https://daomaker.com/token
- **5 warnings** - https://daomaker.com/hub
- **8 warnings** - https://daomaker.com/venture-yield/simulator
- **19 warnings** - https://daomaker.com/venture-yield/stake-dao
- **6 warnings** - https://daomaker.com/venture-yield/dao-instant-swap
- **4 to 17 warnings** - https://daomaker.com/company/company-name

(There may be limitations fixing some of the warnings on the research papers as there was a rendering bug identified in a section of that page).

Improvements will be based on **googles advanced SEO guidelines for images** (https://developers.google.com/search/docs/advanced/guidelines/google-images#help-us-discover-all-your-images) and the **W3 guidelines**.

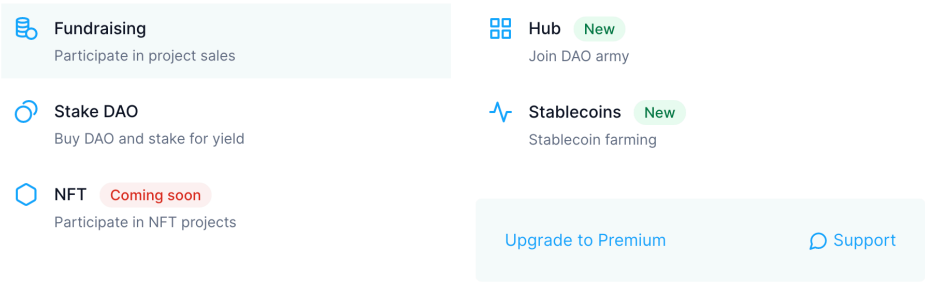
Opportunities found include *correcting bad semantic markup* for images (https://developers.google.com/search/docs/advanced/guidelines/google-images#use-semantic-markup-for-images), *adding and correcting functional images'* alt descriptions (https://www.w3.org/WAI/tutorials/images/functional/#example-1-image-used-alone-as-a-linked-logo), and adding and *correcting complex images'* alt descriptions (https://www.w3.org/WAI/tutorials/images/complex/) among others, while avoiding while avoiding *'Keyword stuffing'* (https://developers.google.com/search/docs/advanced/guidelines/irrelevant-keywords).

Moreover, not all errors are or can be caught by tools such as lighthouse SEO audit. Here is a list of some of the potential corrections from the first manual audit of the the home page and the conversion page:

General Site Components

Menu images:

- Dao Maker SVG is a navigational image and should have a navigational alt massage. Example: DaoMaker's home page logo link
- Search icon should says "Search icon"
- Venture yield logo should only be rendered when visible and include a more descriptive alt tag
- Stake and Unstake should only be rendered when visible and include a more descriptive alt tag (Located in app-account-dropdown)
- Dropdown menu items can include a better alt description or an empty alt tag



Light and Dark mode images:

- The light and dark SVG's are navigational images and should have a navigational alt massage

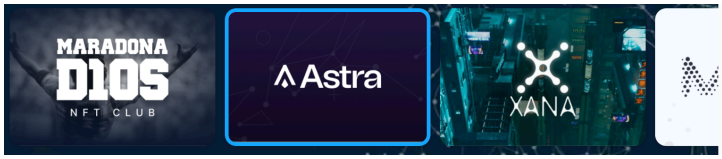
Footer images:

- Social media SVG's icons are navigational images and should have a navigational alt description. Example: DaoMaker's Twitter link icon

Home Page

Featured Token Card

- Improve alt tag text of project logo
- Convert preview video images from div background image to img elements with proper alt tags

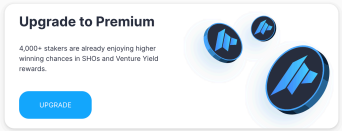


- Convert navigational SVG to projects social links from background image to img elements with proper alt tags

Offering Card

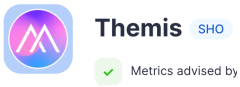
- Convert company logo from div background image to img elements with proper alt tags
- Convert navigational SVG to projects social links from background image to img elements with proper alt tags

Upgrade to premium



- Add a null alt text to decoration image

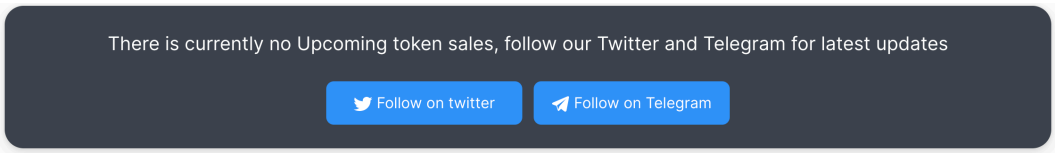
Completed Sales Token



- Convert company logo from div background image to img elements with proper alt tags

Upcoming token sales & Live Token Sales

- Social media SVG's icons are navigational images and should have a navigational alt description. Example: DaoMaker's Twitter link icon.



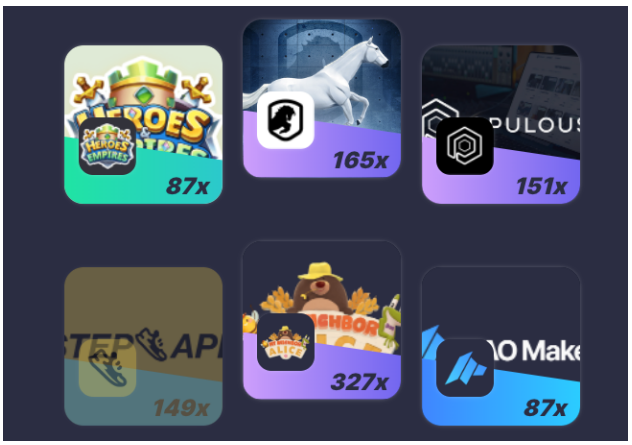
Conversion Page

Highest ROI

- Dao SVG should have alt tag of DAO
- Metrics SVG icons should have an null alt tag

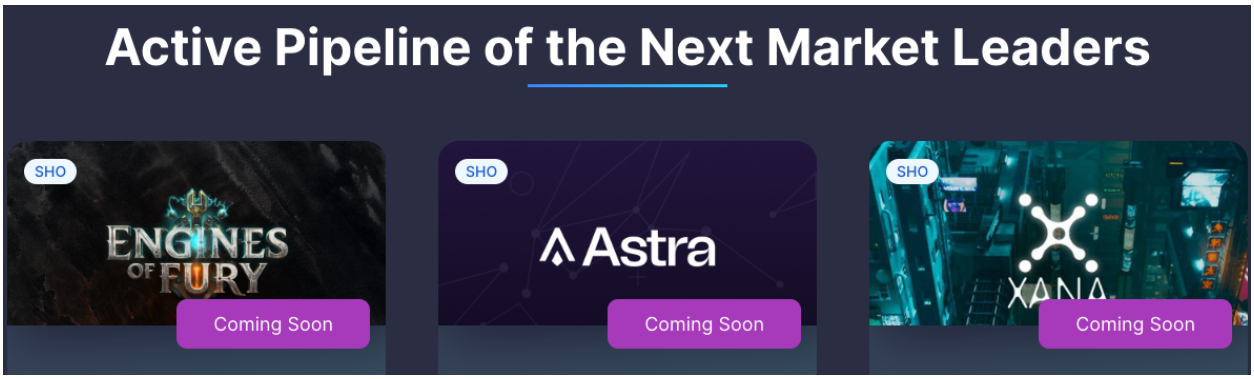
Our History

- Project images should have proper alt tags



Active Pipeline

- Convert company logo from div background image to img elements with proper alt tags



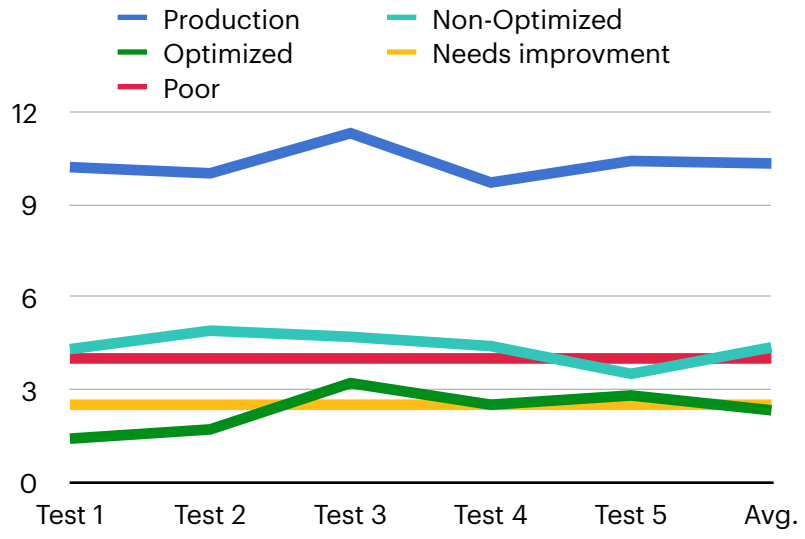
Optimize local image delivery for performance

Performance gains can be obtained by optimizing the delivery of images in the application (https://web.dev/fast/#optimize-your-images). There are 3 main components to an image delivery optimization strategy:

1. **Delivering images at the right time**
2. **Delivering images in the best format**
3. **Delivering images in the best size**

And opportunities for all 3 where found with in the site was well as a large image being delivered in sections where it was not used. To illustrate performance impact of these optimizations I ran 5 lighthouse performance audits on the website in production, in development pre initial optimization and post initial optimization, responsibly sized and formatted, and compared the largest contentful paint (https://web.dev/lcp/) results. Optimization included all 3 opportunities however, the definition of the hero image was lowered and still can be increase while maintaining significant performance benefits.

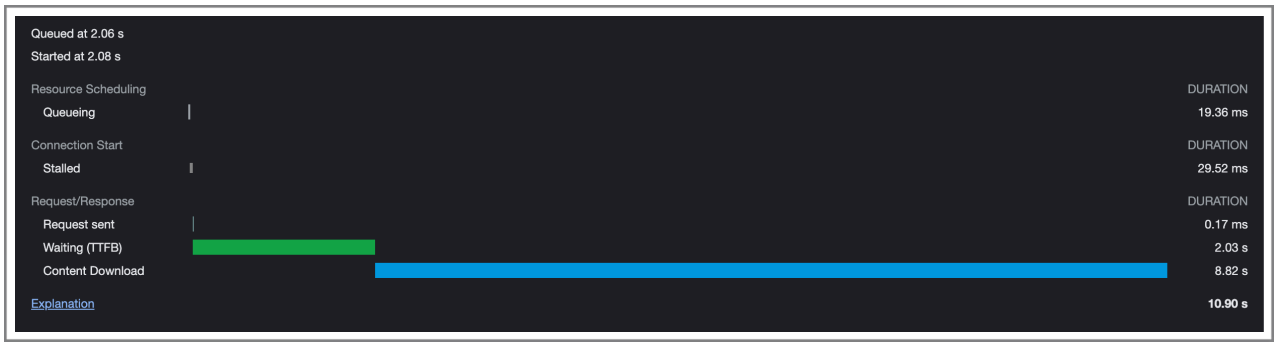
Results seem to push the large contentful paint into the googles standers for good performance (75th percentile) in the development environment.



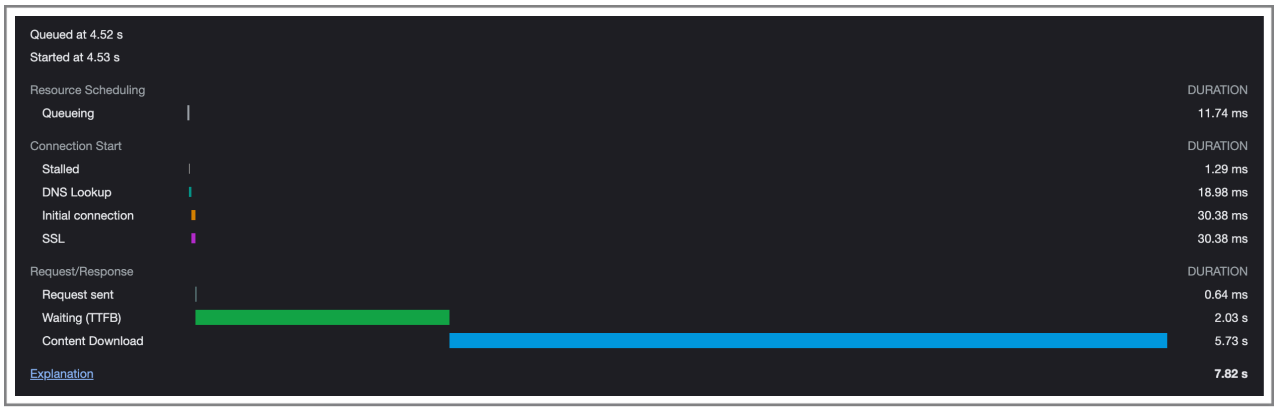
Largest Contentful Paint

Similar results can be seen when inspecting the network waterfall timer on chrome simulating a mid-tier mobile with slow 3g connection and can be observed in the before and after video send to the Telegram chat. (https://youtu.be/T1iFAsyP1d8)

Production:



Pre-Optimization:

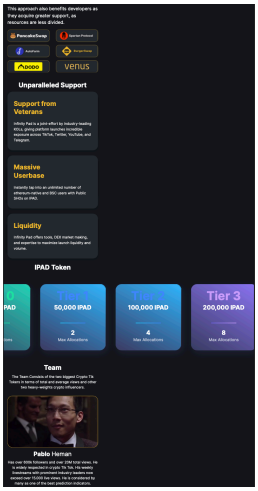


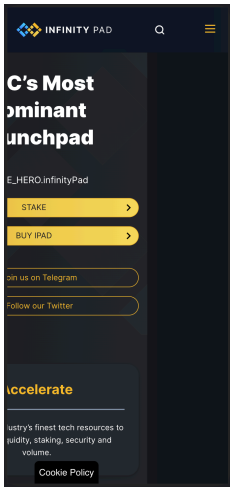
Post-Optimization:

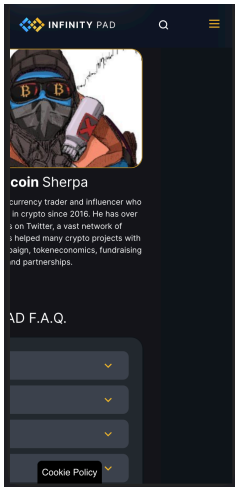
Managing swiper overflowing UI bug fix

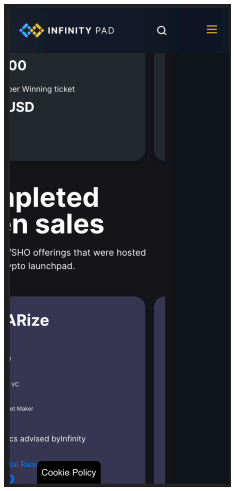
The tier component is experiencing overflow issues such as can be seen on the landing page of Infinity Pad or the conversion page of DaoMaker.

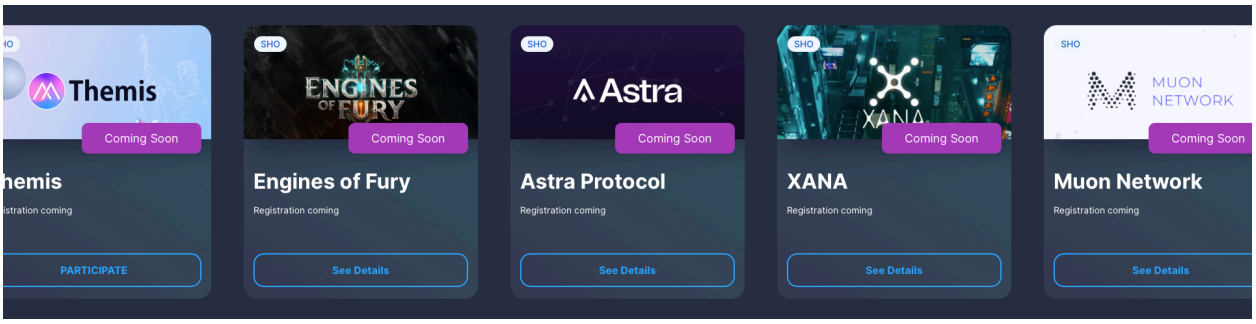
On the mobile view of the landing page of Infinity Pad it overflows causing with rapping container to be much larger then the parent element and distorting the rest of the display:









While the opposite happens on the desktop version of the conversion page:

Compared to other swipers: