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**Website evaluation sheet**

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| Website URL to be tested: http://privatewww.essex.ac.uk/~ca16873/index.html |  | | | |
| **1. Strategy** | **Metric** | **Result** | **How to improve** | **Priority** |
| <http://tagcrowd.com/> | Largest words | Div, circle, class, container, text | N/a | N/a |
|  | Smallest words | www, uk, uni, uft, width, doctype, img | N/a | N/a |
| **2. Usability** |  |  |  |  |
| [developers.google.com/speed/pagespeed/insights](https://developers.google.com/speed/pagespeed/insights) | User experience mobile | 88/100 – Good | Optimise images, leverage browser caching, and minify CSS. | Optimise image |
|  | User experience desktop | 92/100 - Good | Optimise images, leverage browser caching, and minify CSS. | Optimise image |
|  | Speed | <30s | Reduce sever response time even further. | Reduce sever response time even further. |
| **3. Style** |  |  |  |  |
| <https://validator.w3.org/> | HTML | 14 errors | Remove “bogus” comments, remove “li” from div as child element, element “title” shouldn’t be empty. | Correct child of “li” should be applied, any unclosed elements should be closed. |
| <https://jigsaw.w3.org/css-validator> | CSS | 0 errors | N/a | N/a |
|  |  |  |  |  |
| **4. Content** |  |  |  |  |
| <http://juicystudio.com/services/readability.php> | Readability Score | Total Sentences: 11  Total Words: 25  Average words per sentence: 2.27 Words with 1 Syllable: 12  Words with 2 Syllable: 8  Words with 3 Syllable: 4  Words with 4 or more Syllables:1  Percentage of word with more than 3 Syllable: 20%  Average Syllables per word: 1.76  Gunning Fog Index:8.91 Flesch Reading Ease: 55.63 Flesch-Kincaid Grade: 6.06  My Gunning-Fog Index is 1.708 which is less than TV guides for example. This means my content is very understandable and simple.  My Flesch Reading Ease is calculated to be  54.79995 meaning my document is fairly easy to understand, the aim for authors is 60-70.  My Flesch-Kincaid Grade is 5.7533 meaning it takes this many years for user to understand the content. | I think this test would have been better represented in my other pages; my index page was designed in a way to be minimalistic and not include much text, besides the bare essentials.  Though from my results, if I were to change anything, I would be trying to increase my Flesch Reading Ease through making my use of words less complex and following a more “Popular novel” style of writing. | Increasing Flesch Reading Ease score. |
| <http://www.checkmycolours.com/> | Text contrast | 1 error (luminosity contrast, brightness difference, colour diffence) with the image. | Overall Ratio, difference and contrast of the site is good, though the contrast with the image isn’t sufficient. Experiment with how to have the contrast of the image work with the background of my website (using darker colours), or chose a new image. | Fix image contrast. |
|  |  |  |  |  |
| **5. SEO** |  |  |  |  |
| <http://seositecheckup.com/> | SEO score | 60/100 | Keyword Usage, Meta Description, Robots.txt Test, Sitemap Test, Social Media Check, CSS Minification Test, Microdata Schema Test, SPF records checker, Media Query Responsive Test, Plaintext Emails Test, Server Signature Test, HTTPS Test. | Optimize/fix Meta Description, Social Media Check, CSS Minification Test and URL Canonicalization Test. |
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1. Strategy (How I’d fix these issues):

There is no way of fixing how often the smallest and largest words occur; other than making a new word occur more times than the recorded word used in the results of this test.

1. Usability(How I’d fix these issues):

I’d minify my CSS by removing unnecessary or redundant data without affecting how the page is produced by the browser; code comments, formatting and removing unnecessary code (mainly my headers, most of which can be moved to have them all in the same class). I’ve prioritised it like this because it’s a simple and quick fix that won’t make any major changes.

1. Style (How I’d fix these issues):

Format my html properly, removing elements that shouldn’t belong inside other elements, add text to the “title” element and remove unnecessary comments. I’ve ordered it like this because removing unnecessary/incorrect content should be fixed before adding anything to the code.

1. Content (How I’d fix these issues):

I’d change the types of words I use to refer to things to cater to an audience that’s more used to reading magazines and short novels, essentially simplifying words.

1. SEO (How I’d fix these issues):

(Going against Krug’s advice) id need to add functionality to my website that wasn’t specified in the assignment brief, but is present in real world website applications. This would include links to social media, Canonical URL verification (so that the search engine treats the website as authorised) and optimising Meta description so that a page can be summarized in a search engine. There is no order to this as it’s simply a case of adding features rather than changing pre-existing code.