

Optimise an Existing Website

OpenClassrooms Web Development Path
Project 4

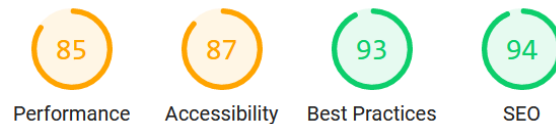
Home page – Lighthouse reports

Initial version

- Desktop

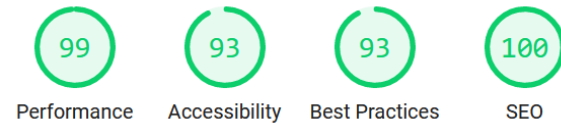


- Mobile

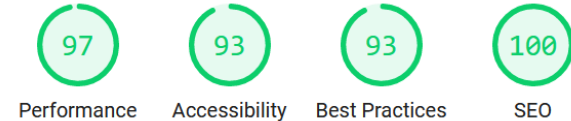


Final version

- Desktop



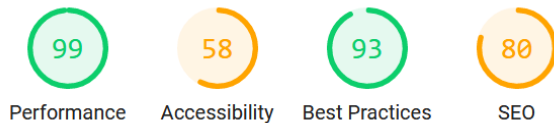
- Mobile



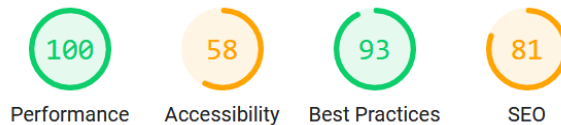
Contact page – Lighthouse reports

Initial version

- Desktop

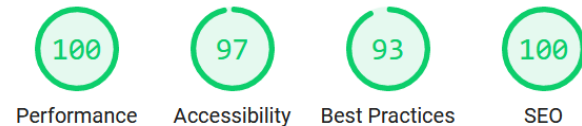


- Mobile

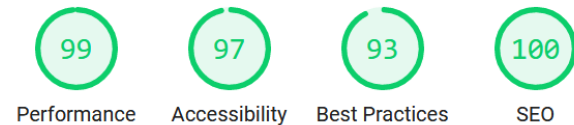


Final version

- Desktop



- Mobile



Accessibility: HTML lang attribute

HTML lang attribute was set to default

```
<> index.html ×  
<> index.html  
1  <!doctype html>  
2  <html lang="Default">
```

- To ensure correct pronunciation of the page as a whole, you must specify a valid BCP 47 language for the `<html>` element.

Accessibility/SEO: Page title

Title was missing

```
<head>
<meta charset="utf-8">
<meta name="keywords" content="seo, google, website, internet, web design, design agency, design agency, design agency, design agency, des
<meta name="description" content="I'm Mike and your should hire me to build your website">
<meta name="viewport" content="width=device-width, initial-scale=1.0, viewport-fit=cover">
<link rel="shortcut icon" type="image/png" href="favicon.jpg">

<link rel="stylesheet" type="text/css" href="./css/bootstrap.css">
<link rel="stylesheet" type="text/css" href="style.css">
<link rel="stylesheet" type="text/css" href="./css/font-awesome.css">
<link rel="stylesheet" type="text/css" href="./css/et-line.css">

<script src="./js/jquery-2.1.0.js"></script>
<script src="./js/bootstrap.js"></script>
<script src="./js/blocs.js"></script>
<script src="./js/jquery.touchSwipe.js"></script>
<script src="./js/gmaps.js"></script>















<title>.</title>
```

- The page title describing the purpose of the page is important for search engine optimization (SEO).
- A common navigation technique for users of assistive technology is to read the page title and infer the content the page contains.

<https://developer.mozilla.org/en-US/docs/Web/HTML/Element/title>

Performance: image size

Large images used for all screen sizes; images used instead of text

Name	Date	Type	Size
 2.jpg	8/18/2019 8:32 PM	JPG File	1,068 KB
 3.bmp	8/18/2019 8:34 PM	BMP File	1,876 KB
 4.bmp	8/18/2019 8:34 PM	BMP File	1,876 KB
 11.jpg	8/18/2019 8:28 PM	JPG File	349 KB
 atlanta made sign orange.jpg	8/6/2019 1:04 PM	JPG File	25,727 KB
 atlanta made sign.jpg	8/6/2019 1:04 PM	JPG File	946 KB
 atlanta web design logo.png	8/6/2019 1:04 PM	PNG File	11 KB
 atlanta web designer mike.png	3/29/2021 1:43 PM	PNG File	24 KB
 dots-bg.png	8/6/2019 1:04 PM	PNG File	2 KB
 lines-h2-bg.png	8/6/2019 1:04 PM	PNG File	1 KB
 quote.png	8/18/2019 9:40 PM	PNG File	9 KB
 texture-paper.png	8/6/2019 1:04 PM	PNG File	94 KB
 title.png	8/18/2019 9:37 PM	PNG File	16 KB
 title2.png	8/18/2019 9:37 PM	PNG File	16 KB

- Smaller and optimised images save data and improve page load time
- Media queries can be used to load different images for different screen sizes

<https://web.dev/optimize-css-background-images-with-media-queries/>

Accessibility: Names and labels

Links do not have a discernible name

```
<div class="col-sm-3">
  <div class="text-center">
    <a class="social" href="index.html"><span class="fa fa-twitter icon-md"></span></a>
  </div>
</div>
<div class="col-sm-3">
  <div class="text-center">
    <a class="social" href="index.html"><span class="fa fa-facebook icon-md"></span></a>
  </div>
</div>
<div class="col-sm-3">
  <div class="text-center">
    <a class="social" href="index.html"><span class="fa fa-dribbble icon-md"></span></a>
  </div>
</div>
<div class="col-sm-3">
  <div class="text-center">
    <a class="social" href="index.html"><span class="fa fa-instagram icon-md"></span></a>
  </div>
</div>
```

```
<div class="col-sm-3">
  <div class="text-center">
    <a class="social" title="Twitter" href="index.html"><span
      class="fa fa-twitter icon-md" aria-hidden="true"></span></a>
  </div>
</div>
<div class="col-sm-3">
  <div class="text-center">
    <a class="social" title="Facebook" href="index.html"><span
      class="fa fa-facebook icon-md" aria-hidden="true"></span></a>
  </div>
</div>
<div class="col-sm-3">
  <div class="text-center">
    <a class="social" title="Dribbble" href="index.html"><span
      class="fa fa-dribbble icon-md" aria-hidden="true"></span></a>
  </div>
</div>
<div class="col-sm-3">
  <div class="text-center">
    <a class="social" title="Instagram" href="index.html"><span
      class="fa fa-instagram icon-md" aria-hidden="true"></span></a>
  </div>
</div>
```

- Names/labels allow users of assistive technologies to understand what is the purpose of a link.

https://developer.mozilla.org/en-US/docs/Web/Accessibility/Understanding_WCAG/Text_labels_and_names

Accessibility: Forms

Incorrect use of the label element

```
<div class="form-group">
  <label>
    Name
  </label>
  <input id="name" class="form-control" required />
</div>
<div class="form-group">
  <label>
    Email
  </label>
  <input id="email" class="form-control" type="email" required />
</div>
<div class="form-group">
  <label>
    How did you find me?
  </label>
  <input class="form-control" type="email" required id="input_504" />
</div>
<div class="form-group">
  <label>
    Project brief (Please be as detailed as possible including your company
    goals and any improvements you'd like to have over your current
    website)<br>
  </label><textarea id="message" class="form-control" rows="4" cols="50"
  required></textarea>
</div>
```

```
<div class="form-group">
  <label for="name">Name:</label><br>
  <input type="text" name="name" id="name"
  placeholder="Name" class="form-control" required />
</div>
<div class="form-group">
  <label for="email">Email:</label><br>
  <input type="text" email="email" id="email" placeholder="Enter email"
  class="form-control" required />
</div>
<div class="form-group">
  <label for="how">How did you find me:</label><br>
  <input type="text" name="how" id="how" class="form-control" required />
</div>
<div class="form-group">
  <label for="message">Project brief:</label><br>
  <textarea id="message" name="message" id="message" placeholder="Please be
  as detailed as possible including your company goals and any improvements
  you'd like to have over your current website" rows="4" cols="50"
  class="form-control" required></textarea>
</div>
```

- Use the label element to associate text with form elements explicitly. The for attribute of the label must exactly match the id of the form control.

<https://www.w3.org/WAI/tutorials/forms/labels/>

SEO: Black hat SEO

Use of disapproved practice to increase a page's ranking in a search engine result page

```
<div class="navbar-header">
  <div class="keywords" style="color: #cccccc;font-size:1px;">web agency atlanta,
    web strategy, web design, logo, website, web, internet, logo design</div>
  <a class="navbar-brand" href="index.html"></a>
  <div class="keywords" style="color: #cccccc;font-size:1px;">web agency atlanta,
    web strategy, web design, logo, website, web, internet, logo design</div>

  <button id="nav-toggle" type="button" class="ui-navbar-toggle navbar-toggle"
data-toggle="collapse" data-target=".navbar-1">
    <span class="sr-only">Toggle navigation</span><span class="icon-bar"></
    span><span class="icon-bar"></span><span class="icon-bar"></span>
  </button>
</div>
```

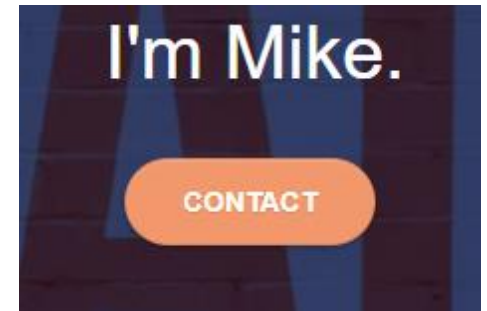
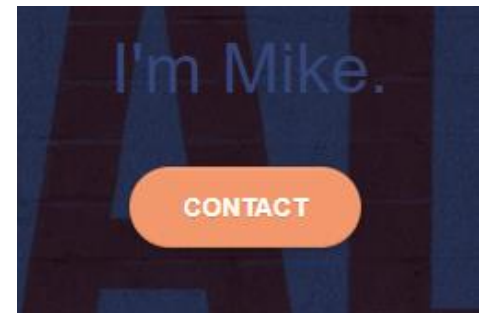
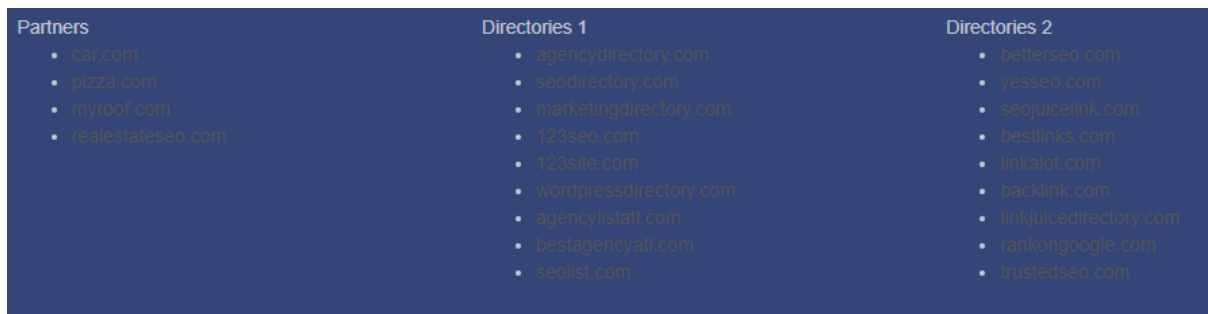
keywords in small font size (1px)
hidden in the header

```
<div class="keywords" style="color: #364577;">web agency atlanta, web strategy,
web design, logo, website, web, internet, logo design</div>
```

keywords in the same colour as
the background hidden in the footer

Accessibility: Contrast

Low-contrast text is difficult or impossible for many users to read.



Accessibility: Tap target on mobile versions

The distance between elements needs to be adequate, to make them targetable when tapping (touch targets should be at least 9 mm high by 9 mm wide).

Directories 2

- betterseo.com
- yesseo.com
- seojuicelink.com
- bestlinks.com
- linkalot.com
- backlink.com
- linkjuicedirectory.com
- rankongoogle.com
- trustedseo.com

Directories 2

- betterseo.com
- yesseo.com
- seojuicelink.com
- bestlinks.com
- linkalot.com
- backlink.com

<https://www.w3.org/TR/mobile-accessibility-mapping/#touch-target-size-and-spacing>

Performance: Long processing time

Scripts are often “heavier” than HTML: their download size is larger, and processing time is also longer.

```
<head>
  <meta charset="utf-8">
  <meta name="keywords" content="seo, google, website, internet, web design, design agency, design">
  <meta name="description" content="I'm Mike and your should hire me to build your website">
  <meta name="viewport" content="width=device-width, initial-scale=1.0, viewport-fit=cover">
  <link rel="shortcut icon" type="image/png" href="favicon.jpg">

  <link rel="stylesheet" type="text/css" href="/css/bootstrap.css">
  <link rel="stylesheet" type="text/css" href="style.css">
  <link rel="stylesheet" type="text/css" href="/css/font-awesome.css">
  <link rel="stylesheet" type="text/css" href="/css/et-line.css">

  <script src="/js/jquery-2.1.0.js"></script>
  <script src="/js/bootstrap.js"></script>
  <script src="/js/blocs.js"></script>
  <script src="/js/jquery.touchSwipe.js"></script>
  <script src="/js/gmaps.js"></script>

  <title>.</title>
<!-- Analytics -->
<!-- Analytics END -->
</head>
```

```
<head>
  <title>GoMike Designs - websites and design graphics in Atlanta</title>
  <meta charset="utf-8">
  <meta name="keywords"
    content="web design, design agency, logo design atlanta">
  <meta name="description" content="I'm Mike and your should hire me to build your website">
  <meta name="viewport" content="width=device-width, initial-scale=1.0, viewport-fit=cover">
  <link rel="shortcut icon" type="image/jpg" href="/img/favicon.jpg"/>

  <link rel="stylesheet" type="text/css" href="/css/bootstrap.min.css">
  <link rel="stylesheet" type="text/css" href="style.css">
  <link rel="stylesheet" type="text/css" href="/css/font-awesome.css">
  <link rel="stylesheet" type="text/css" href="/css/et-line.css">

  <script defer src="/js/jquery-2.1.0.js"></script>
  <script defer src="/js/bootstrap.min.js"></script>
  <script defer src="/js/blocs.js"></script>
  <script defer src="/js/jquery.touchSwipe.js"></script>
  <script defer src="/js/jqBootstrapValidation.js"></script>
  <script defer src="/js/gmaps.js"></script>
  <script defer src="/js/formHandler.js"></script>
</head>
```

- Deferred the execution of the js files

<https://javascript.info/script-async-defer>

Performance: Long processing time

Minification dramatically improves site speed and accessibility, directly translating into a better user experience.

```
<head>
  <meta charset="utf-8">
  <meta name="keywords" content="seo, google, website, internet, web design, design agency, design">
  <meta name="description" content="I'm Mike and your should hire me to build your website">
  <meta name="viewport" content="width=device-width, initial-scale=1.0, viewport-fit=cover">
  <link rel="shortcut icon" type="image/png" href="favicon.jpg">

  <link rel="stylesheet" type="text/css" href="/css/bootstrap.css">
  <link rel="stylesheet" type="text/css" href="style.css">
  <link rel="stylesheet" type="text/css" href="/css/font-awesome.css">
  <link rel="stylesheet" type="text/css" href="/css/et-line.css">

  <script src="/js/jquery-2.1.0.js"></script>
  <script src="/js/bootstrap.js"></script>
  <script src="/js/blocs.js"></script>
  <script src="/js/jquery.touchSwipe.js"></script>
  <script src="/js/gmaps.js"></script>

  <title>.</title>
<!-- Analytics -->
<!-- Analytics END -->
</head>
```

```
<head>
  <title>GoMike Designs - websites and design graphics in Atlanta</title>
  <meta charset="utf-8">
  <meta name="keywords"
    content="web design, design agency, logo design atlanta">
  <meta name="description" content="I'm Mike and your should hire me to build your website">
  <meta name="viewport" content="width=device-width, initial-scale=1.0, viewport-fit=cover">
  <link rel="shortcut icon" type="image/jpg" href="/img/favicon.jpg"/>

  <link rel="stylesheet" type="text/css" href="/css/bootstrap.min.css">
  <link rel="stylesheet" type="text/css" href="style.css">
  <link rel="stylesheet" type="text/css" href="/css/font-awesome.css">
  <link rel="stylesheet" type="text/css" href="/css/et-line.css">

  <script defer src="/js/jquery-2.1.0.js"></script>
  <script defer src="/js/bootstrap.min.js"></script>
  <script defer src="/js/blocs.js"></script>
  <script defer src="/js/jquery.touchSwipe.js"></script>
  <script defer src="/js/jqBootstrapValidation.js"></script>
  <script defer src="/js/gmaps.js"></script>
  <script defer src="/js/formHandler.js"></script>
</head>
```

- Used the minified version of the bootstrap files

<https://www.imperva.com/learn/performance/minification/>

<https://developer.mozilla.org/en-US/docs/Glossary/minification>