1. Ease of use:

- Navigation: The site has a simple navigation system. It may not be obvious to users how to find the information they need. Menus or buttons may be more visible.

- Information Architecture: The information on the site appears well organized, but could be improved with more headings or sections.

- Accessibility: It is unclear whether the site has features for people with disabilities. Features like text-to-speech or keyboard navigation can help.

2. Design:

- Visual appeal: The website design looks good. The colors are nice and match the theme of agriculture and services.

- Corporate identity: The website design reflects the company's activities. More images or logos can be added to strengthen the brand.

- Typography: The text on the site is easy to read. The font size is easy to read.

3. Responsiveness:

- Compatibility with devices: the greatest compatibility with laptops/computers or for tablets with a large diagonal

- Optimization for mobile devices: This site is not entirely optimized for phones, because during use the navigation bar covers part of the site and cannot be removed, and the buttons are also not conveniently located

- Responsive images: the first photo is compressed and differs from how it looks on the computer

4. Performance:

- Loading speed: The site should load quickly. If it's slow, visitors may not wait for it to load.

- Image optimization: Images should not take too long to load. They should be the optimal size for fast loading.

5. Search Engine Optimization (SEO):

- Keyword targeting: The site does not have the ability to use relevant keywords that potential users may be searching for.

- Heading tags (H1, H2, etc.): The site should strategically use heading tags to structure content and improve readability for both users and search engines. Tags are used, which helps make use more comfortable, improve readability, but not only for people, but also for Internet search engines

- Internal linking: Some links have a fairly clear structure, as a result of which it also helps search engines

Recommendations for improvement:

- Make navigation more visible with larger buttons or menus.

- Add more features for people with disabilities.

- Test the site on phones and tablets to make sure it looks good.

- Make sure the site loads quickly and the images are the correct size.

- Use more keywords and title tags to help people find the site.