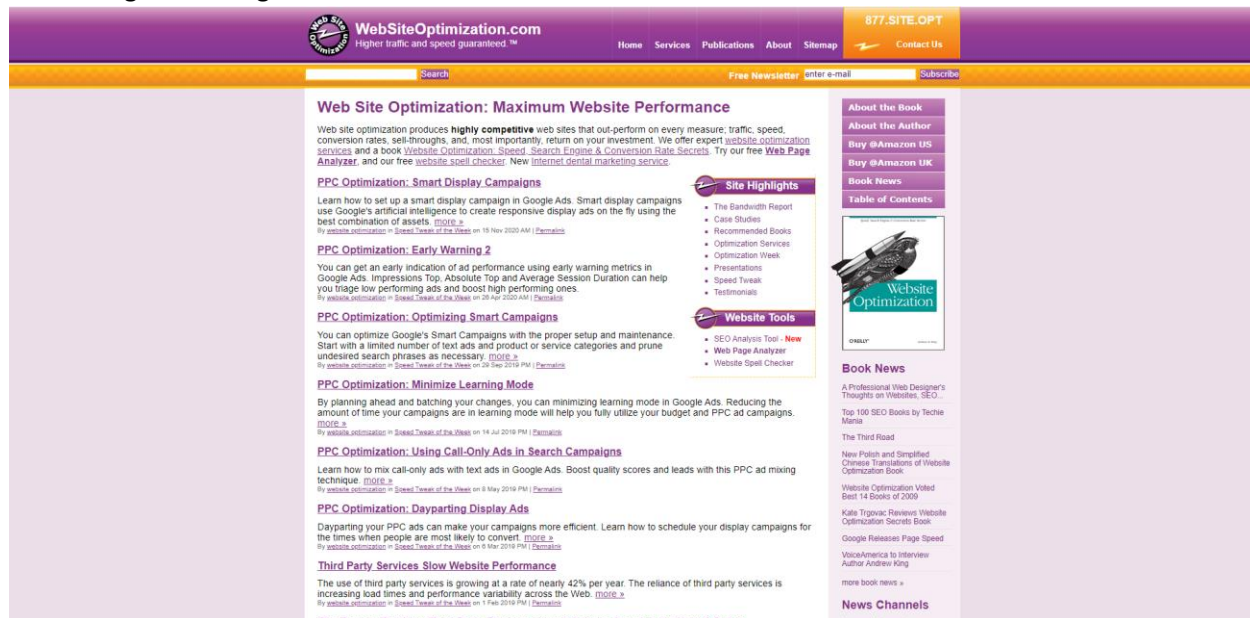


Homework 1: Design & Accessibility Analysis

Composition Analysis

WebSite Optimization, <http://www.websiteoptimization.com/>, is an internet marketing firm that aims at helping other websites increase their traffic and website speed through optimization. They offer services such as increasing webpage loading speed when on their website, raising conversion rates, and boosting search engine rankings.

The screenshot shows the homepage of Website Optimization. The header is purple with the company logo and name, 'WebsiteOptimization.com', and the tagline 'Higher traffic and speed guaranteed™'. Navigation links for Home, Services, Publications, About, and Sitemap are present. A search bar and a 'Free Newsletter' sign-up field are also visible. The main content area features several blog-style posts under the heading 'Web Site Optimization: Maximum Website Performance'. These posts include titles like 'PPC Optimization: Smart Display Campaigns', 'PPC Optimization: Early Warning 2', 'PPC Optimization: Optimizing Smart Campaigns', 'PPC Optimization: Minimize Learning Mode', 'PPC Optimization: Using Call-Only Ads in Search Campaigns', and 'PPC Optimization: Dayparting Display Ads'. Each post has a brief introduction and a 'Read More' link. On the right side, there is a sidebar with 'About the Book' information, 'Book News', and 'News Channels'. The overall design is clean and professional, with a focus on providing valuable content to users.

Their home page is rather interesting; they have blog-style posts where they talk about how to setup various tools such as Google Ads, how various “tweaks” on website optimization work, and even research papers on how users interact with a website. One of their blog posts, “Banner Ad Study: The Female Gaze”, talks about an eye tracking study that suggested that females tend to pay more attention to ads with discounts and models that are placed next to relevant articles at the-center slot.

It seems that their home page tend to teach the user about various concepts of website optimization and tutorials on tweaking one’s own website. Their home page is built more as a blog where the author writes articles and posts them onto the front-page. This can be seen by tag underneath each article showing their timestamp and directory (for instance, “By *website optimization* in *Speed Tweak of the Week* on 15 Nov 2020 AM”). It seems that the last blog post was on November 15th, 2020.

However, after clicking on the “services” tab can we actually see the true purpose of the website: selling website optimization services. This list of services can be seen below:

Maximize Your Profits By Optimizing Your Web Site

Website Optimization, LLC is a full-service Web Site Optimization and [Internet Marketing](#) firm devoted to increasing your bottom line.

Our Website Optimization services are designed to...

Increase Speed

Boost the download speed of your web pages and accelerate backend systems to retain your visitors and increase usability.

Raise Conversion Rates - Adaptive Multivariate Testing

Maximize your web site's conversion rate and its ability to generate more leads and sales.

Boost Search Engine Rankings - New Internet Dental Marketing

Improve your web site's search engine rankings and visibility to attract more visitors through "Natural" Search Engine Optimization (SEO).

Drive Qualified Traffic (PPCSE Optimization & Campaign Setup)

Deliver more qualified visitors to your web site with optimized pay-per-click advertising campaigns.

Raise Credibility through Professional Design - New Dental Redesigns

Our web site design service improves your look, usability, and credibility. Let our expert design team plan, mockup, and develop your next online business venture.

Founded by [Andy King](#), Website Optimization, LLC is a full-service Web Site Optimization and Internet Marketing firm with experts that have been doing business since the early "pioneer days" of the Internet.

Andy King is the author of the popular book titled [Speed Up Your Site A Web Site Optimization](#). Andy King is also the founder of [WebReference.com](#) and [JavaScript.com](#), both award-winning developer sites from [Internet.com](#). Andy became the "Usability Czar" at [Internet.com](#), where he optimized their sites.

Whether you want to boost your bottom line, generate more leads, increase your sales, or improve your customer service, our Web Site Optimization services are just what you're looking for.

Website Optimization Services Now Available

- [Web Site Speed Optimization and Analysis](#)
 - [Professional Website Graphics Optimization](#)
 - [Website Speed Analysis](#)
 - [Website Speed Optimization](#)
- [Search Engine Marketing Services](#)
 - [Adaptive Multivariate Testing](#)
 - [Conversion Rate Optimization](#)
 - [Internet Dental Marketing](#)
 - [Pay-Per-Click Optimization, Management, and Analysis \(PPCSE\)](#)
 - [Search Engine Optimization & Analysis](#)
- [Web Site Development, Site Redesigns, and Web Site Planning](#)
 - [Multichannel Blogsite Creation](#)
 - [Strategic Website Plan](#)
 - [Web Site Accessibility Analysis](#)
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The list of services seems to be the main priority of this website. However, it seems that the design does not really convey that until the user goes to their "services" tab.

The design of the website is not really up-to-par with how modern websites are designed. From the website registration information, we can see that this website was registered on 1998 by Andrew King from Website Optimization LLC. It seems that the website was last updated in July 2021 and is set to expire in Aug 2022.

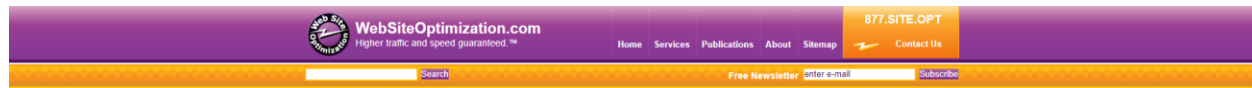
Registrar Info	
Name	Register.com, Inc.
Whois Server	whois.register.com
Referral URL	http://www.register.com
Status	clientTransferProhibited https://icann.org/epp#clientTransferProhibited
Important Dates	
Expires On	2022-08-07
Registered On	1998-08-08
Updated On	2021-07-08
Name Servers	
NS1.EASYDNS.COM	64.68.192.10
NS2.EASYDNS.COM	198.41.222.254
Similar Domains	
websi-bg.com websi-de.com websi-togo.com websi.at websi.biz websi.ch websi.cn websi.co websi.co.il websi.co.kr websi.co.uk websi.com websi.com.au websi.com.br websi.com.mx websi.cz websi.de websi.dk websi.domains websi.es	
Registrar Data	
We will display stored WHOIS data for up to 30 days.	
Make Private Now	
Registrant Contact Information:	
Name	King, Andrew
Organization	Web Site Optimizaiton, LLC
Address	3134 SUNNYWOOD DR
City	ANN ARBOR
State / Province	MI
Postal Code	48103-2063
Country	US
Phone	+1.7346635924
Fax	+1.7346611331
Email	aking@websiteoptimization.com

The design of the website's various webpages is very similar to the style of webpages in 2000-2005. It seems that the design of the website has not been change a lot since then. The website makes the use of center alignment, left and right alignments for the webpage itself, and contains a lot of hyperlinks that redirect to various places across the website. It seems a fairly basic design without having to use a lot of CSS. When it comes to font use, the website doesn't seem to be consistent across the entire block of text. As shown below, the website overuses bolded texts and hyperlinks. It requires a lot of attention from the user to be able to understand what the webpage is trying to convey. There does not seem to be a structure to how the website is presented. The owner talks about their expert services on website optimization and then also mentions their internet dental marketing service.

Web site optimization produces **highly competitive** web sites that out-perform on every measure; traffic, speed, conversion rates, sell-throughs, and, most importantly, return on your investment. We offer expert [website optimization services](#) and a book [Website Optimization: Speed, Search Engine & Conversion Rate Secrets](#). Try our free [Web Page Analyzer](#), and our free [website spell checker](#). New [Internet dental marketing service](#).

When it comes to colors, the website uses mainly purple and orange –two colors very close to each

other on the color wheel. This attempt at near-analogous colors is, however, not that great. The colors chosen are very bright and “pops up” to the user when looking at the webpage.



I personally dislike this color combination as it requires a lot of focus instead of being very minimalistic and pleasing to the eye.

When it comes to alignment of the webpage, there are two main ribbons displaying information. The right side contains the blog-style posts, while the left side includes hyperlinks to the author's book and its book news. The use of contrast between with two ribbons is also not as clear due to the similarity of the colors that were used.

Web Site Optimization: Maximum Website Performance

Web site optimization produces **highly competitive** web sites that out-perform on every measure; traffic, speed, conversion rates, sell-throughs, and, most importantly, return on your investment. We offer expert [website optimization services](#) and a book [Website Optimization: Speed, Search Engine & Conversion Rate Secrets](#). Try our free [Web Page Analyzer](#), and our free [website spell checker](#). New [Internet dental marketing service](#).

PPC Optimization: Smart Display Campaigns

Learn how to set up a smart display campaign in Google Ads. Smart display campaigns use Google's artificial intelligence to create responsive display ads on the fly using the best combination of assets. [more »](#)
By [website optimization](#) in [Speed Tweak of the Week](#) on 15 Nov 2020 AM | [Permalink](#)

PPC Optimization: Early Warning 2

You can get an early indication of ad performance using early warning metrics in Google Ads. Impressions Top, Absolute Top and Average Session Duration can help you triage low performing ads and boost high performing ones.
By [website optimization](#) in [Speed Tweak of the Week](#) on 26 Apr 2020 AM | [Permalink](#)

PPC Optimization: Optimizing Smart Campaigns

You can optimize Google's Smart Campaigns with the proper setup and maintenance. Start with a limited number of text ads and product or service categories and prune undesired search phrases as necessary. [more »](#)
By [website optimization](#) in [Speed Tweak of the Week](#) on 29 Sep 2019 PM | [Permalink](#)

PPC Optimization: Minimize Learning Mode

By planning ahead and batching your changes, you can minimizing learning mode in Google Ads. Reducing the amount of time your campaigns are in learning mode will help you fully utilize your budget and PPC ad campaigns. [more »](#)
By [website optimization](#) in [Speed Tweak of the Week](#) on 14 Jul 2019 PM | [Permalink](#)

PPC Optimization: Using Call-Only Ads in Search Campaigns

Learn how to mix call-only ads with text ads in Google Ads. Boost quality scores and leads with this PPC ad mixing technique. [more »](#)
By [website optimization](#) in [Speed Tweak of the Week](#) on 8 May 2019 PM | [Permalink](#)

PPC Optimization: Dayparting Display Ads

Dayparting your PPC ads can make your campaigns more efficient. Learn how to schedule your display campaigns for the times when people are most likely to convert. [more »](#)
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Third Party Services Slow Website Performance

The use of third party services is growing at a rate of nearly 42% per year. The reliance of third party services is increasing load times and performance variability across the Web. [more »](#)
By [website optimization](#) in [Speed Tweak of the Week](#) on 1 Feb 2019 PM | [Permalink](#)

Site Highlights

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- Recommended Books
- Optimization Services
- Optimization Week
- Presentations
- Speed Tweak
- Testimonials

Website Tools

- SEO Analysis Tool - **New**
- Web Page Analyzer
- Website Spell Checker

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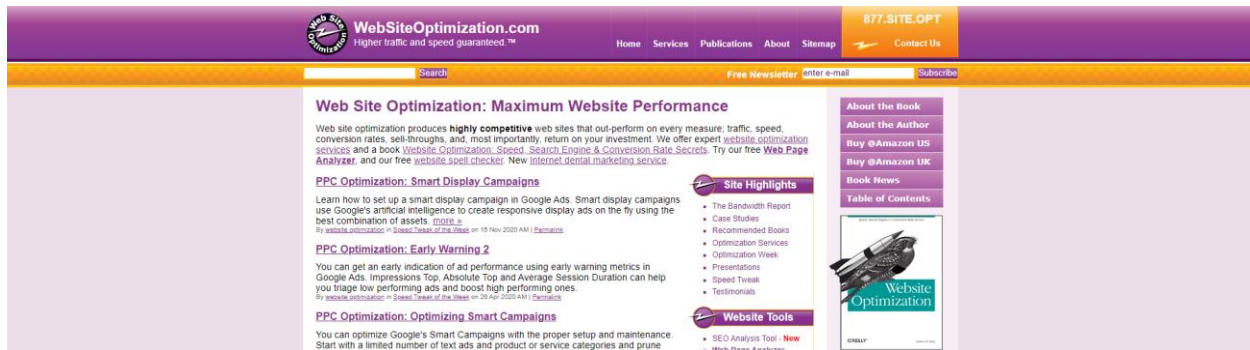
Google Releases Page Speed

VoiceAmerica to Interview Author Andrew King

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News Channels

However, it seems that the website is not optimize for my screen size, with everything packed in the middle of the webpage. Moreover, there's no proper use of whitespace. The viewer cannot immediately know where they should be looking it.



I tried loading the website on my phone as well, and everything is simply shrunk, making it very hard to read the information on the webpage.



Moreover, some of the articles on the website where words such as “Banner Ad Study: The Female Gaze” might appear sexist and inappropriate in a professional setting. These kinds of title for posts could lead to fewer engagement from the audience.

When it comes to the layout of the webpage, the excessive use of hyperlinks and small text boxes everywhere makes the webpage visually unappealing. It is very hard to understand what the website is about until the user clicks on the services tab.

Thus, when it comes to strengths, this website uses repetition with the same colors and approximately same format being used throughout the webpages. The page also only uses a small set of fonts –this makes it not as hard to read the texts displayed on the website. However, this website has a lot of limitations. The webpage as a whole is very hard to read, and one can only understand the purpose of this website only by clicking on the services tab or scrolling to the bottom of the webpage where smaller fonts are used as hyperlinks to the services page. The colors used throughout the website are consistent, but not visually appealing. The excessive brightness of these colors makes it hard to read the texts that

the webpage contains as the colors distract the user from the texts. The blog-style home page and sexist language also make this business look very unprofessional.

Other websites offering website optimization services have a much better website than the current one. Some examples are below:

The image displays two website examples. The top example is the 'uptrends' website, which features a dark theme with a prominent white headline 'Web Performance Monitoring that delivers results.' and a blue 'Start My Free 30-Day Trial' button. Below the headline is a screenshot of the monitoring dashboard showing various charts and graphs. The bottom example is the 'Search Berg' website, which has a white background and a large image of a woman. It features a headline 'Get More Traffic, More Calls & More Sales!!' and a '30 Days!' badge. The website includes a navigation bar with various services, a 'Request a Quote and FREE SEO Audit Report' form, and a 'Connect with Expert' chat window. The footer of the Search Berg website displays several award logos from Clutch, Goodfirms, and Trustpilot.

[Products](#)
[Pricing](#)
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[Resources](#)

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[FREE TRIAL](#)
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Website Optimization

What is website optimization?

Why is website optimization important?

How does website optimization work?

6 essential website optimization strategies

How to Optimize Website for Search Engines

How to optimize your website?

8 crucial website optimization tips

Ultimate list of website optimization tools

Website optimization checklist

Conclusion

[GET THIS GUIDE ON E-MAIL](#)

What is website optimization?

Website optimization is the process of using tools, advanced strategies, and experiments to improve the performance of your website, further drive more traffic, increase conversions, and grow revenue.

One of the most critical aspects of website optimization is search engine optimization (SEO). The technique not only focuses on getting various pages of your website to rank high in the SERPs for specific keywords but enables prospects to find your brand in the easiest possible manner. The other critical aspect here is on-page optimization. This technique ensures that prospects that land on your website has the best user experience compelling them to take the desired action and convert into a lead.

So, by optimizing your website, you can not only tap into an untapped market in the most effective and efficient manner (without paying for advertising) but open doors to more conversions and revenue gains.

But, while SEO is an essential part of website optimization, it's not the end-all-be-all of optimization.

All these competing websites have a much better website layout that is not cluttered with texts and have visually appealing colors and fonts. It is relatively easy to understand what those websites sell just by looking at their home page. There's proper use of buttons, guiding the user where they should click next. Thus, when it comes to website composition, websiteoptimization.com is not doing great.

Accessibility Analysis

Test 1: Navigation through the use of the Tab Key

The website can be navigated through the tab key, and there are discerning boxes/focus rings that show what the user is accessing.

WebSiteOptimization.com
Higher traffic and speed guaranteed™

[Home](#)
[Services](#)
[Publications](#)
[About](#)
[Sitemap](#)

877.SITE.OPT
[Contact Us](#)

[Search](#)
 [Free Newsletter](#) [Subscribe](#)

[home](#) > [about](#) > [testimonials](#) > [columbia.html](#)

Columbia University Testimonial

Recommendation of Andy King and www.WebSiteOptimization.com.

Columbia University School of Continuing Education makes Columbia courses accessible to an array of users who have widely differing browsers, platforms, and Internet connections. We needed to improve our site's accessibility for those with dial-up connections, as well as for people with disabilities, especially those who use text readers.

I found Andy King through a colleague who recommended his page analyzer (<http://www.websiteanalyzer.com>). I was so impressed by the efficiency of this tool that I bought Andy's book, *Speed Up Your Site*, and later hired Andy.

We were faced with the challenge of improving our site's loading time while maintaining our current design (an integral part of our graphic identity). Andy embraced this project and figured out innovative solutions to the limitations we presented. For example, a small, but critical, percentage of our audience still uses Netscape 4.x, which in the past has prevented us from implementing an all-CSS layout. Andy created a workaround by integrating a conditional server-side include to check for the browser version and load different style sheets accordingly.

In all, Andy's work helped us significantly reduce the loading time of our web pages (upwards of 70%). I had originally hired Andy for the sole purpose of speeding up our site; however, in the course of our working together I discovered that Andy was also expert in site accessibility. This was a boon, saving me from hiring an additional consultant.

I have thoroughly enjoyed working with Andy. He is extremely knowledgeable, professional, and prompt in his turnaround, answering each of my queries in fewer than 24 hours.

Please do not hesitate to contact me if I can provide any additional help or information.

Julia Hess
Assistant Director for Web Communications
School of Continuing Education
Columbia University
<http://www.ce.columbia.edu>

However, this website has a lot of navigation, and the tab key does not bring up skip links where the user could skip to the main section of the website --the company's services.

Test 2: High Contrast



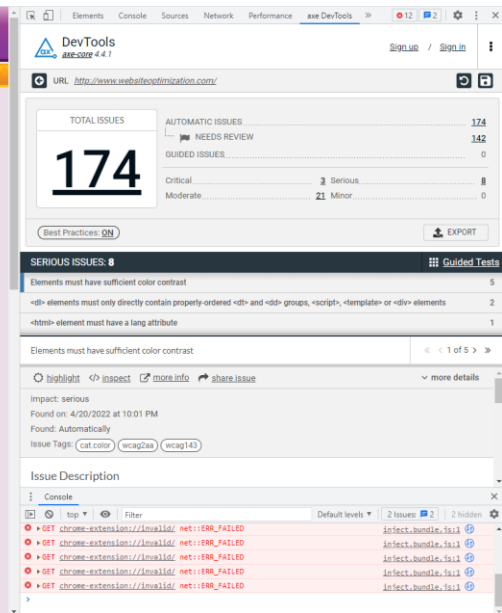
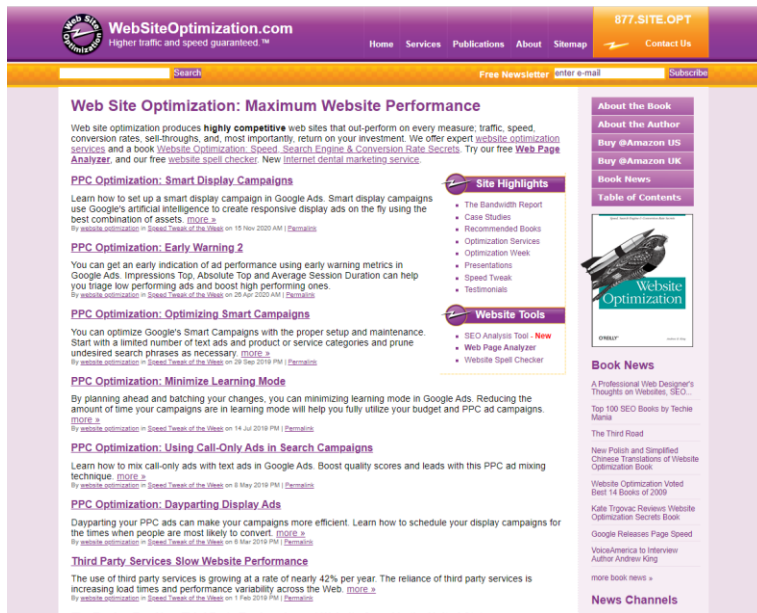
This website offers great accessibility when it comes to high contrast as the texts from the website are very easy to read, with texts contrasting really well with the background of the different sections of the webpage.

Test 3: Using a screen reader

I used the windows narrator to read the website. Unsurprisingly, the website was very difficult to understand by just reading the narrator. It seems that WebsiteOptimization.com was built without thinking about this accessibility issue.

Test 4: Axe Extension

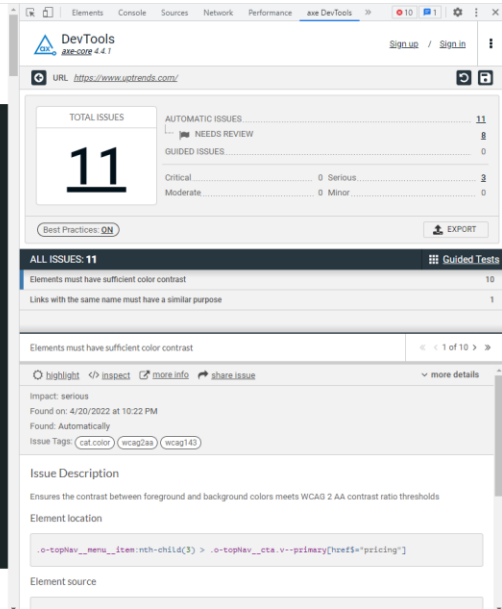
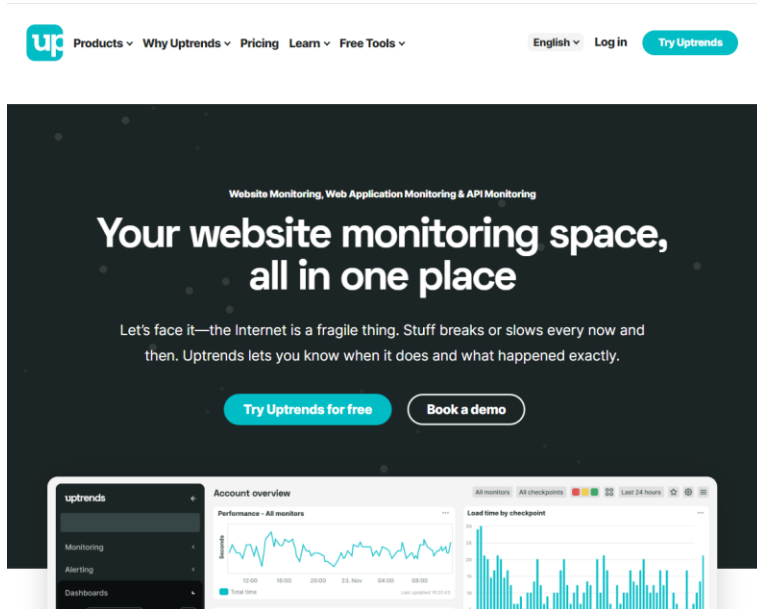
In fact, after using the Dev Axe tool in chrome. The extension found 174 issues when it came to accessibility, these ranged from elements not having labels or accessible names to pages having no landmarks. 8 issues are classified as serious, with elements having insufficient color contrasts being the highest recurring serious issue. 3 issues are classified as critical, with elements having no labels being the highest recurring critical issue.



Thus, this website is not very accessible. The only accessibility features that work are the tab function and a visually unappealing high contrast version. It seems that this website was built without considering a lot of accessibility issues. The sheer amount of accessibility issues picked up by the Axe extension tells us a lot about the lack of accessibility on this website.

Looking at their competitors we see the following:

- Uptrends.com, 11 issues



- vwo.com, 81 issues

The screenshot shows the WebsiteOptimization.com website. The header includes a phone number (+1 844-822-8378), links for CONTACT US, LOGIN, and a language selector (EN). The navigation menu lists Products, Pricing, Solutions, Why VWO?, and Resources. A large blue banner at the top reads "Website Optimization". Below this, a section titled "What is website optimization?" explains the process of using tools, advanced strategies, and experiments to improve website performance. It also mentions that one of the most critical aspects of website optimization is search engine optimization (SEO). A sidebar on the right displays the DevTools Accessibility panel, showing a total of 81 issues. The issues are categorized by severity: Critical (18), Moderate (2), and Minor (1). The panel also lists specific issues such as "Elements must have sufficient color contrast" (56 issues), "IDs used in ARIA and labels must be unique" (18 issues), and "id attribute value must be unique" (1 issue).

As we can see, the competitors' websites have less issues than WebsiteOptimization.com when it comes to accessibility.

As for improvements, WebsiteOptimization.com should first of all change their layout and make their webpages easier to read. It should also add skip links whenever a user is using the tab key to navigate the website. Better contrast should be used when it comes to texts on the website. The high-contrast mode that the website has right now is not too bad, but further improvements could be made to make it more visually appealing and easier to read on other sections of the webpage, such as the right ribbon. Moreover, the website's pages have no landmarks and lack labels. This makes it harder to use a reading software on the webpage. This addition would make it easier for users needing that assistance to use the website better.

Thus, when it comes to both accessibility and composition analysis, WebsiteOptimization.com does a poor job at optimizing its own website. There are countless of issues, and it seems that the website has not been active since November of 2021. The entire layout and structure of the website make it seem very unprofessional when it is trying to sell website optimization services.