Daren Gopaulen  
CS 130

**Homework 1: Design & Accessibility Analysis**

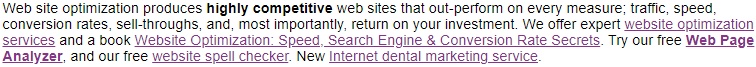
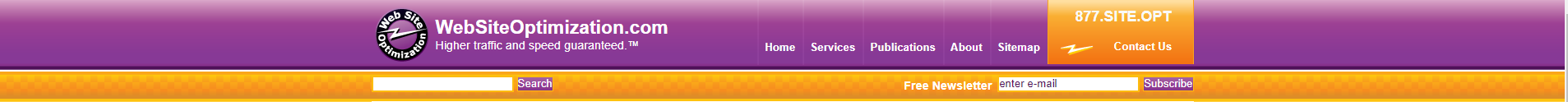
**Composition Analysis**

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. Text

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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:  
  
Text

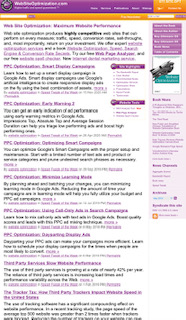
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The list of services seems to be the main priority of this website. However, it seems that the design does not really convey that until the user goes to their “services” tab.  
  
The design of the website is not really up-to-par with how modern websites 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.  
Graphical user interface, application

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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 scripts. When it comes to font use, the website doesn’t seem to be consistent across the entire block of text. As soon 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.

  
  
When it comes to colors, the website uses mainly purple and orange –two colors very close to each other on the color wheel. These colors 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, wile 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 similarly of the colors that were used.  
Text

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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.  
Graphical user interface, text, website

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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.

* What are the strengths of the design of this website?
* What are the limitations of the design of this website?
* Are there comparable websites that do a better job with composition? Please describe.