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CS 130**

**Homework 1: Design & Accessibility Analysis**

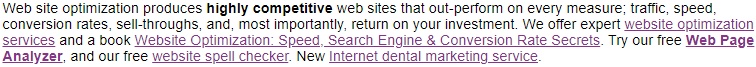
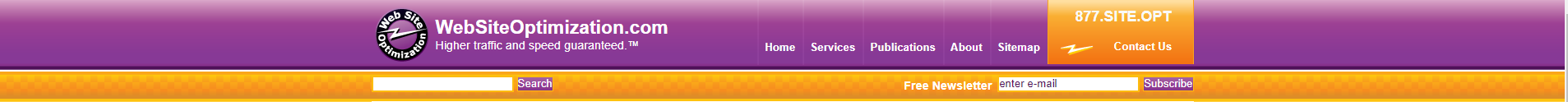
**Composition Analysis**

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

Description automatically generated  
  
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

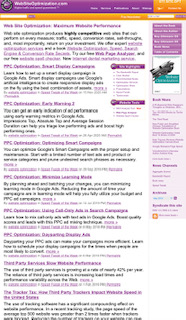
Description automatically generated  
The list of services seems to be the main priority of this website. However, it seems that the design does not really convey that until the user goes to their “services” tab.  
  
The design of the website is not really up-to-par with how modern websites are designed.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

Description automatically generated  
  
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.

  
  
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, 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

Description automatically generated  
  
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

Description automatically generated  
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:

A screenshot of a computer

Description automatically generated  
Graphical user interface, website

Description automatically generated with medium confidence  
Graphical user interface, text, application, email

Description automatically generated

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.

Graphical user interface, text

Description automatically generated

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  
Graphical user interface

Description automatically generated with low confidence

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.  
Graphical user interface, website

Description automatically generated  
  
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  
Graphical user interface, text, chat or text message, website

Description automatically generated  
- vwo.com, 81 issues  
Graphical user interface, application

Description automatically generated  
  
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 seems very unprofessional when it is trying to sell website optimization services.