

**GitHub:** <https://github.com/FabioCentrella94/FabioCentrella94.github.io>

## WEBSITE ANALYSIS

Though the website is mobile friendly, is not fully SEO optimized. The code is not properly structured, with important tags missing and absent or wrong text. The performance is low with images not optimized and resources blocking the display of the page. Furthermore images, link and input form don't follow the accessibility rules. All of this cause low ranking in search result and thus less visibility of our website and loss of potential customers, bad user experience with problem of navigation for people with disabilities that lead them to leave our website without taking action.

## RECOMMENDATIONS

1. Robot meta tag added;
2. Defer script;
3. Added title text;
4. Added description;
5. Added Analytics track code;
6. Fixed anchor text of the links both pages, fixed H1 text first page;
7. Converted multiple H1 to H2/H3 in the first page, converted p to H1 in the second page;
8. Added alt text to the images;
9. Aria label added to the images-link;
10. Form associated to the labels page 2;
11. Images resized and compressed;
12. HTML minified;

## REFERENCES

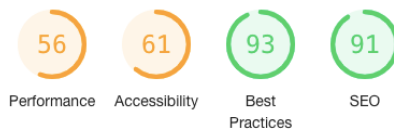
1. <https://openclassrooms.com/en/courses/1306056-ensure-your-website-meets-technical-seo-requirements/6200643-remove-technical-errors-to-improve-crawlability>
2. <https://openclassrooms.com/en/courses/1306056-ensure-your-website-meets-technical-seo-requirements/6200762-keep-your-webpages-light>
3. <https://openclassrooms.com/en/courses/1306056-ensure-your-website-meets-technical-seo-requirements/6200762-keep-your-webpages-light>
4. <https://openclassrooms.com/en/courses/1306056-ensure-your-website-meets-technical-seo-requirements/6200762-keep-your-webpages-light>
5. <https://openclassrooms.com/en/courses/3594061-drive-traffic-to-your-website-with-search-engine-optimization-seo/5837925-install-the-right-tools>
6. <https://openclassrooms.com/en/courses/3594061-drive-traffic-to-your-website-with-search-engine-optimization-seo/5838332-increase-your-websites-authority>

7. <https://openclassrooms.com/en/courses/3594061-drive-traffic-to-your-website-with-search-engine-optimization-seo/5838156-optimize-the-content-of-your-web-pages>
8. <https://www.w3.org/WAI/WCAG21/Techniques/general/G94.html>
9. <https://www.w3.org/WAI/WCAG21/Techniques/aria/ARIA8.html>
10. <https://www.w3.org/WAI/WCAG21/Techniques/html/H44.html>
11. <https://openclassrooms.com/en/courses/1306056-ensure-your-website-meets-technical-seo-requirements/6200762-keep-your-webpages-light>
12. <https://www.lcn.com/blog/speed-up-your-site-by-minifying-css-and-html-coding/>

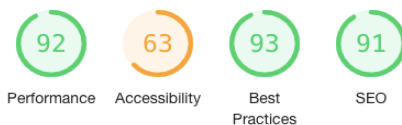
## COMPARISON

### Before

#### Page 1

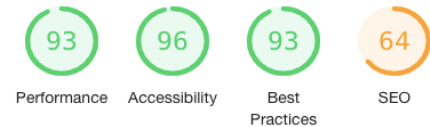


#### Page 2

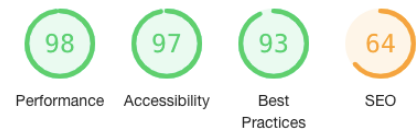


### After

#### Page 1



#### Page 2



- SEO is impacted because Google lighthouse is not seeing meta viewport tag and description.