Documentation for FroHerexamen

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Voor: Frontedn Herexamen

Versie: 3.1

The project plan

This is my second attempt at making the Wijning website. In my first attempt I tried to keep the design but replace the theme of wine with the medicine one. This time I'm keeping the wine theme, choosing a proper colour palette and sticking to functional style.

I did want to use node.js to power the website and I also did but there were problems with setting it live and a lass I did have to make a switch to standard static HTML website and transfer all the code as to be able to finish on time.

I did add a JS script to show my capabilities with this language. This script changes the background on the main page depending on the time of day. All images used are in public domain.

Design

Color

At the start of this project I chose to use a colour palette for my my website design, to help me stick to the same colours but also to take me away from the typical greyish style website I usually go wth.   The colour palette I used will be linked below in the sources. I chose this particular palette because it clearly fits the wine theme of the website.

Element styling.

Here I'm talking about styling of every element between the footer and the navbar. Since using a CSS framework was one of the criteria I was limited to the framework of my choice. In may previous project that was UIkit but this time I went with far more robust Bootstrap. The styling and the placing is limited, but the responsiveness that it provides is worth it in my opinion. I chose a very "round" style for my website. I think it does fit the colour palette and overall feel of the wine website. And what I am most proud of the whole style is uniform across the whole website. Which is of course important.

I also tried to give each of the pages a distinct and unique style approach. Not something revolutionary but enough to make every page seem different.

Icons

I used fonts-awesome for my icons. It's the handiest tool for icons that I know of and if you look at the social media icon in the footer - they look good.

The fav-icon of the website is one exception from the use of fonts-awesome. I its a image scaled down using a third party tool that will be listed below.

Lost .ejs designs

Because I had to switch back to static website format, since I couldn't upload it in it's node.js form I wasn't able to use .ejs as a tempting engine for my website. Something that I really wanted to do because of how much writing it saves on because of how much more front-end functionality it gives to the website.

SEO

I was planing to add SEO at the end but fallowing the advise of Simon, my teacher, I started adding it a bit while making the project, which makes the whole ordeal a lot more manageable. But still you can't prepare for everything because every SEO check has a bit different criteria, so multiple check are necessary and all the websites used for them will be listed below.

Robots.txt and sitemap

One of more challenging aspects of the SEO test in my opinion are the robots.txt file and the sitemap.

Robots.txt

I tried to be as broad and generic as possible with my robots.txt, as with a site such as Wijning, a wine subscription service, a broad approach is fitting.

Sitemap

Luckily for me the sitemap making process is as automated as it can be. The tool I used for generation of my sitemap will be listed in sources.

Meta tags

This project is all about the front-end not about believable writing on the website but I still needed bit of writing to make my meta tags work. This was successful and I was able to do it. A lass the amount of text content is important for SEO but I don't really feel like focusing on making coherent content just because I can't use placeholder

text. It misses the point. As such I'm willingly sacrificing a bit of my SEO score to not pointlessly type fluff text. But here in this documentation I declare that I'm aware of the importance of content for SEO.

Small SEO points checklist.

-All the CSS and JS files are minified.
-Fav Icon has been made and implemented
-Meta-description is present
-All images have `alt` and `title`.

Social media for SEO

I have animated social media button at the bottom of the page in the footer. Since my page is static and does not connect to any social media API, as advised by the SEO-check websites. I am aware of the importance of adding social media APIs. I did link to my own social media where applicable.

Tests

There where multiple things that my own Judgement wasn't enough and I had to have input from a third party. It was both about the styling and the usability but also if the website worked on different devices and by different people. I often asked my mother, a woman in her 40s, if some UX choices that I made are right.
The best example of that is the product page. I had een issue with presentation of my products. Some text was the small, the order of cards was not the best, and I didn't see that until my mother pointed it out.

Other thing that I tested was JS on different devices of my friends. If the background images displays correctly dependent on time. As a main feature of my home website it was very important to get right.

End Evaluation

Assets/resource sources:

-Colour palette: https://www.color-hex.com/color-palette/43165
-Stock image source: https://pxhere.com

Websites used for SEO tests:

-https://seositecheckup.com/

Score: 70+/100

Notable:
-A lot of SEO test websites include your social media presence and connectivity into their score. Since I made a static website I cannot connect to any API.
 -Caching is included in the SEO score and as far as I know I need to setup a certain relation with a CDN to allow caching my website, which is not the point. If I were to do it I would use service like Cloudflare
-There is also a "no 404 page warning". This i not applicable to my static page.

-https://app.neilpatel.com

Score: 80+/100

Notable:
-This website uses SSL among other things to calculate my score. Setting up and buying a certificate for my static website goes out of bounds of this exam.
-A lot of website use the amount of content in the SEO score. Like I said above, practicing my writing skills is not the focus of this exam and I decided to ignore it.

-https://freetools.seobility.net
Score: 70+/100

Notable:
-The amount of JS and CSS files is important for this website. I find that my use and amount of those files is appropriate.
-This SEO score website takes issue with my website being on a subdomain. That's something that can be easily changed but I'd like to keep that for my own ease.
-This website also takes issue with the amount of words used, SSL and my social media connectivity.

-https://www.seoptimer.com
Score:B-/A
Notable
-This website takes the biggest issue with my social media connectivity and then my security. I already explained those above.

-https://www.test-seo.com/
Score: 5.64/10

Notable:
-This website gives you score in zero up to three stars and then sums it up to give you score. I have at least one star in every (except content volume) and the website doesn't tell me what I can improve in low star categories.