

# Summary

Delivered a QA/UX review of <https://egotechworld.com>, covering visual design, usability, functionality, performance, accessibility, security, SEO, and branding.

## Detailed Findings

### UI Design

Font scale and spacing shift between sections; hero drop shadows and card styles vary, creating inconsistent visual rhythm. Footer 'Contact' link routes to `about.php`, which can confuse users.

### User Experience

Primary CTA reads 'Earn Form,' likely a typo for 'Earn From/Earn With Us.' Auto-opening quiz modals (`#egotech-game-modal`, `#egotech-hard-game-modal`) appear after 20–30 s, stealing focus and lacking graceful dismissal. Home page is dominated by a full sitemap, forcing key value messaging below the fold.

### Functionality

Header links to `jobs.php`, `services.php`, `projects.php`, `courses.php`, `about.php`, and `earn.php` respond with HTTP 200, but `earn.php` exposes a form without visible validation or success/error messaging. Extensive sitemap entries should be verified with a link checker to ensure no hidden 404s.

### Performance

Blocking scripts (Google AdSense, gtag, Bootstrap bundle) and an immediate YouTube iframe slow initial render; assets load unminified from CDNs without deferral. No evidence of lazy loading or critical CSS inlining.

### Accessibility

Modal close buttons lack `aria-label` attributes and keyboard focus management. Headings reuse and skip levels, harming semantic structure. Body text uses `text-justify`, impacting readability. Embedded video lacks a descriptive title.

### Security & SEO

HTTPS via Let's Encrypt is valid (certificate expires Jan 2026). `robots.txt` returns 404, and there is no favicon or canonical URL reference. Heavy sitemap content on the home page risks duplicate-content issues without canonicalization.

### Brand Positioning

Messaging centers on a 'Free Django BMI Tracker,' which feels generic; testimonials or case studies are absent. The sitemap dump overwhelms newcomers instead of spotlighting flagship offerings.

## **Recommended Actions**

### **Navigation & Content Hierarchy**

Correct CTA copy, move the sitemap to sitemap.php or a collapsible section, and keep hero content focused on differentiators.

### **Modal Behavior**

Disable auto-launch, add focus trapping, provide keyboard-accessible close controls (aria-label='Close quiz'), and consider opt-in triggers.

### **Performance Optimizations**

Lazy-load the YouTube iframe, defer non-critical scripts, audit with Lighthouse/PageSpeed Insights, and bundle/minify custom assets.

### **Accessibility Fixes**

Normalize heading structure (once per page, sequential /), replace justified text with left alignment, add ARIA labels, and ensure modal actions are keyboard operable.

### **SEO & Security Hygiene**

Publish robots.txt and sitemap.xml, add canonical URLs, define a favicon, and review meta tags for each core page.

### **Quality Assurance**

Run an automated broken-link scan on the sitemap URLs and verify form validation/error states across earn.php, postjob.php, and other submission endpoints.

### **Brand Differentiation**

Lead with USP-driven copy, add success stories or student outcomes, and streamline cards to guide users toward primary conversions (services, courses, certifications).