

1. Meta tags

```
<meta name="description" content="A personal portfolio website">
<meta name="keywords" content="Portfolio, Lachlan Earle, Assignment 1, Earle, HTML, CSS">
<meta name="author" content="Lachlan Earle">
```

Meta tags are used by the search engine to determine whether or not this page is appropriate for what the user has searched for. For example, searching for “Lachlan Earle” would mean that my page would appear higher in the rankings while a search for “cafes near me” would be very unlikely to bring up my page. These tags have been optimized to direct searches about me or my submission for Assignment 1 to my page.

2. Code Structure

```
<h1>End of Assignment</h1>
<p>Thank you for taking the time to check my assignment. I hope it was decent and all according to the rubric.</p>
<p>You can leave any feedback you may have in the form below, bearing in mind I may not be able to check it on
  account of it being directed to the surveytest file.</p>

<form id="survey" method="post" action="https://mercury.swin.edu.au/it000000/cos10005/surveytest.php">
  <fieldset>
    <legend>Feedback Section</legend>
    <label for="feedback">Any Comments/Feedback?<br></label>
    <textarea id="feedback" name="feedback" rows="6" cols="50" placeholder="Feedback"></textarea><br>
    <input id="submitBtn" type="submit" value="Submit">
  </fieldset>
</form>
```

The use of heading tags (H1-H6) and other structure elements such as divs are important for both the reader and the search engine. It helps the reader as the use of structural elements makes it easy to navigate through and the structure also aids in accessibility as screen readers require some form of structure to work.

3. Alt tags

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```

Similar to *Code Structure*, alt tags help with accessibility and search engine ranking. The alt text appears when the image can't be loaded but it also read by screen readers for those who are blind that describes the image. This is why it is crucial for the alt text to be descriptive enough to describe the image.

4. Responsive Styling

```
<meta name="viewport" content="width=device-width, initial-scale=1">
```

According to [statista](#), approximately 59% of all web traffic comes from mobile traffic. So I added this viewport meta tag to alert the search engine that the website is mobile friendly, which could aid in raising the page in the search engine rankings.

5. Effective Nav

[Home](#)[About Me](#)[My Greatest Achievement](#)[My Hometown](#)[My Timetable](#)[Animation Page](#)[End Page](#)

An effective nav is very important for accessibility and ease of use. My use of the bold, black buttons with white text makes the nav easy to glance over and use. For ease of use, I also ordered the pages in the nav by the order they should be visited and made the

names very explanative. The nav has been structured using an unordered list with many *a* tags inside them to make it more accessible.