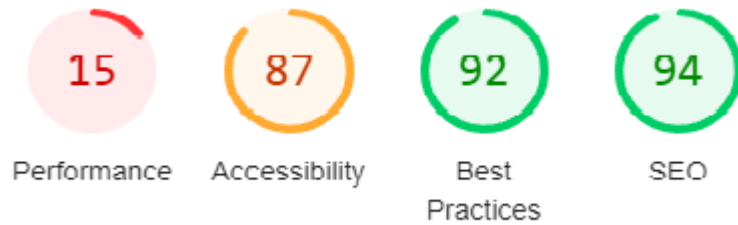# GoMikeDesigns

Mohammed Ouchene

The project

- Mike, a freelance Web Designer based out of Atlanta, hired me to optimise his website

- My goal was to boost Mike's **local clients**, improve his overall **SEO** and **accessibility**, and enhance the site's **mobile UI**

- To help me make the necessary changes, I used Lighthouse (an open-source Google auditing tool), the WCAG guidelines, the W3C Markup Validation Service
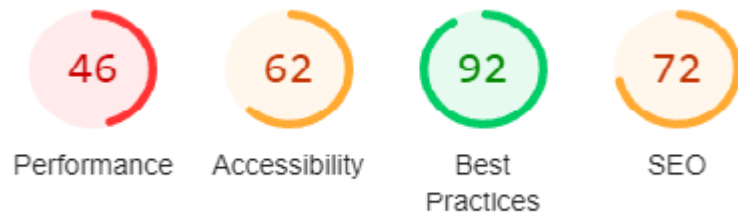
Lighthouse overview (Mobile)
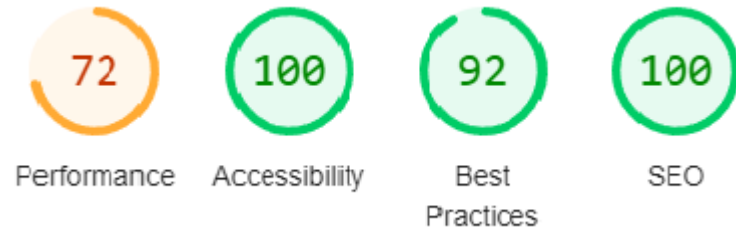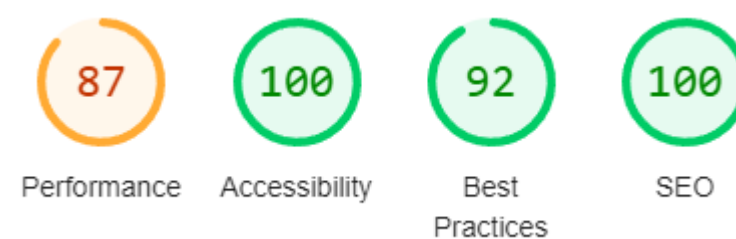
Before Audit

Homepage lighthouse score

15	87	92	94
Performance	Accessibility	Best Practices	SEO

Contact page lighthouse score

46	62	92	72
Performance	Accessibility	Best Practices	SEO

After audit

Homepage lighthouse score

72	100	92	100
Performance	Accessibility	Best Practices	SEO

Contact page lighthouse score

87	100	92	100
Performance	Accessibility	Best Practices	SEO

Lighthouse overview (Desktop)

Before Audit
Homepage lighthouse score
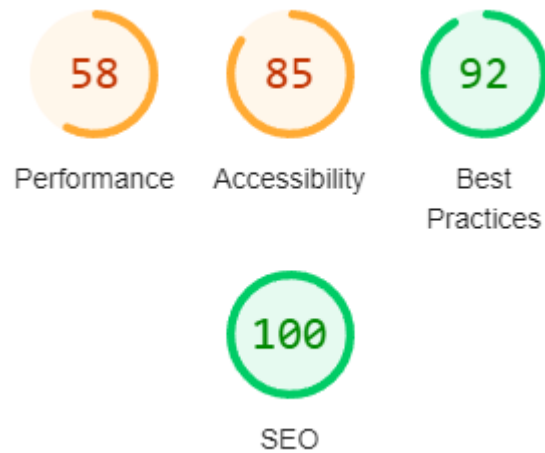
58	85	92
Performance	Accessibility	Best Practices

100
SEO

After audit
Homepage lighthouse score

91	100	92	100
Performance	Accessibility	Best Practices	SEO

Contact page lighthouse score

100	62	92	70
Performance	Accessibility	Best Practices	SEO

Contact page lighthouse score

100	100	92	100
Performance	Accessibility	Best Practices	SEO
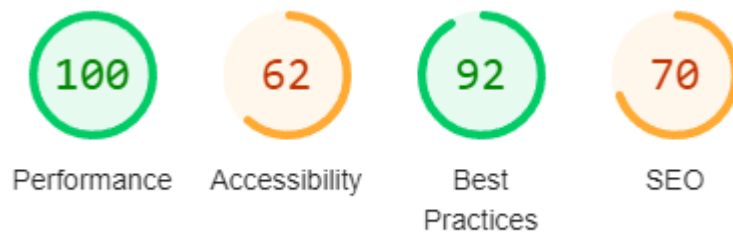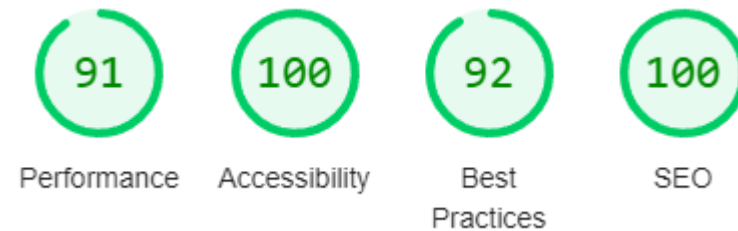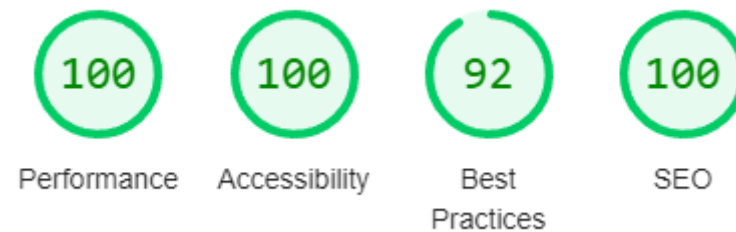
Actions Taken To Optimise The Website:

SEO and Performance:

- Prioritised long-tail transactional keywords in meta and title tags.

- Updated titles of the pages.

- Updated and improved site description.

- Removed all methods used for black hat SEO(Keywords repeated often in alt attributes for images, keywords written in the same colour as   background colour in order to hide them...etc)

- Improved the website performance and its loading speed by compressing and minifying large files resources(JS, CSS).

- Better exploitation for the images by compressing them, resizing them and giving them explicit width and height properties.

- Restructuring the architectural structure of the website by leaving only one main heading(h1) and multiple subheadings (h2, h3,..) in the page.

ACCESSIBILITY:

- Added lang attribute to Html file.

- Implemented semantic HTML.

- Added detailed [alt] attributes to all images.

- Made UI responsive for mobile.

- Replaced images with text where appropriate.
- Made the site more readable by changing text colour and size.

- Increased colour ratio to meet WCAG guidelines.

- Fully validated HTML & CSS with W3C Markup Validation Service.

- Used Aria labels where appropriate.