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Analysis of the Nebula Coffee Company Website

While the website for Nebula Coffee Company had a good foundation there were multiple issues revolving around the site's accessibility. The first to stand out upon entering the page is the missing image for the Nebula Latte, which I also noticed was not placed in the correct folder. After moving the image from the root folder to the images folder as well as ensuring the link was correct the issue was resolved. Next of note was the low contrast between the “See More” buttons on the menu cards and low contrast of the navigation bar links on the web page background. To have the menu cards work with stylized text the background color was changed to Pluto's Purple, the button color was changed to Atomic Aqua alongside the menu item’s name, and the card text became white to further emphasize the contrast. Headers were then added to the menu card item names and the welcome text, changing the font to Rubik Mono One as well as the text color to have contrast.

Next was looking at image alternative text in which the logo had none, as well as changing the web page’s title to reflect the current site and page on said site. All other images on the site also had missing alternative text which was added based on the image given. Last of note was the website’s description, keywords, and file structure. The website was missing both keywords and a description to aid in finding the site on a search engine. A brief description was taken from the about page content given in the associated files, while keywords were generated based on the theme of the establishment and its purpose. As for the file structure the majority of the image file names did not adhere to standards and as such all file names were updated.

Accessibility and Search Engine Optimization are important as it allows for a website to be easily consumed by the viewer in multiple scenarios and easily found when searching for the site through a search engine. Accessibility allows for the website to be viewed if images do not load as alternative text can be viewed as a placeholder until the image does load or is fixed, contrast helps with readability in color and in black and white, and headers can help with flow and sectioning off information via proximity. Search Engine Optimization or SEO is just as the name implies optimizes a website on a search engine. This was done by adding a title to the web page, a description, and keywords. The page title will be what is seen on the search engine results, the description most likely underneath the title, and keywords used to find the website when used in the search bar query. Overall this increases the visibility of the website on an engine and thus the traffic for the site. In terms of Google this will help the website place higher in the organic search results. With higher traffic a website needs to have greater accessibility features for a better user experience, so in my opinion both accessibility and SEO play hand and hand with one another.

Works Cited

Chris, Alex. “What Is SEO.” *Reliablesoft.net*, 10 Apr. 2019, www.reliablesoft.net/what-is-search-engine-optimization-and-why-is-it-important/.

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