# **A report about this project**

**Background**

This project is made as the final individual project of the HTML-CSS course with the aim of showing the skills and knowledge acquired during this course. In addition, doing this project is helpful to learn more and review the material learned so far. The most important parts expected in this project include:

1. Using basic version control with Git.
2. Develop and use HTML forms for user input.
3. Using Flexbox and CSS-grid to create multi column layouts.
4. Using CSS to create animations.
5. Using basic techniques to search engine optimize a website.

The project is about the design of the landing page of a site belonging to a cleaning company with the aim of facilitating and clarifying the reservation time for customers by giving them the possibility of booking an appointment.

**Method**

To build this project HTML has been used and CSS for pagedesign,

**Result**

The result of building this website is introducing the company and the services it provides to the customers and giving them the possibility to book the time they need to get the services themselves. As a result, the amount of errors of the company owners and the waste of time is redeuced.

**Discussion and analysis**

In the HTML page part head, the language of the project is Swedish, because the site is designed in Swedish language. This will improve SEO. SEO finds out what language the words used on the site are in and increases the chance of being seen by the user when searching in Swedish. At the same part <title> tag is one of the most important tags used for improvement of SEO.

The other important tag for SEO is <meta> description. On the search engine results page, the short text that is placed under the page title is usually extracted from the meta tags.

In the header part of this project, the website has a navigation bar and a company logo. Navigation makes it easier to access different parts of the site. The logo can be linked to another page (for example About us). All this increases the attractiveness and user-friendliness of the site and encourages the user to stay longer on the site or come back to visit it.

The two hero images placed on the site, and their fixed feature that makes the image remain stable when scrolling down and up, and using the animation feature inside the hero image, are to increase the visual appeal.

<h1>, <h2>, <h3> and <p> tags for texts increase SEO and the chance of the site to be seen by the user when searching for words because header tags help search engines to find important parts of a content. In addition, header tags refer to important topics on the site, and the user understands what each part of the site is about.

Since search engines are not able to recognize images, <alt> tags help these engines recognize the subject of the images on the site and this helps to increase the chance of the site being shown to the user.

<button> tags used in the project are for giving a more beautiful appearance to the links.

The use of flexbox and grid (in våra tjänster part and footer) is to manage the place of items on the page more easily.

<form> tags are used to collect information from users. This fact that the user can book the time he/she needs to get the services by his/herself increases the attractiveness of the site and encourages the user to come back to visit the site in the future to buy more services from this company.