

PART 2 IMPROVEMENTS

Below are the improvements/changes I made to the part 2 assessment

1) **SEARCH ENGINE OPTIMISATION**

On page SEO refers to all the optimization you do directly on your website to help search engines understand your content and improve your rankings

These are the search engine optimization I added to my part 3:

KEYWORD OPTIMIZATION

Included relevant keywords in:

- Page titles
- Headings
- Image alt text
- Body content

Title tags

- Include main keywords
- The clickable headline shown in search results

Meta description

- I ensured all the meta description engage, describe and include keywords

Header Tags

- Structure the page logically

FORM Validation

I added javascript form validation to ensure that the user inputs meet certain requirements and is correct before a form is submitted

LIGHTBOX

Added a pop overlay that opens when you click the images to ensure that the user can be able to view content clearly and make images appear more professional

Creating forms within html

Used the <form> element to create a section of webpages that collect user input and used JavaScript to make it interactive and smart

MAP INTERACTIVITY

Embedded a map within html to ensure that clients always have access to our location

REFERENCES

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