

## 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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