

Category	Issue analyzed	Explanation	Good practice to adopt	Action recommended	Reference
SEO	Keyword stuffing	Keyword stuffing is putting irrelevant or repeated keywords in to increase the ranking.	Use Relateable keywords only once.	remove any keywords not related to designed website, also remove all repeated keywords expect for one.	https://www.semrush.com/blog/keyword-stuffing/#:~:text=excessively%20or%20unnaturally,-How%20Keyword%20Stuffing%20Affects%20SEO,-Keyword%20stuffing%20is https://www.quora.com/How-harmful-are-irrelevant-backlinks-in-SEO#:~:text=irrelevant%20backlinks%20can%20be%20quite%20harmful%20to%20a%20website%27s%20SEO.%20Backlinks%20are%20an%20essential%20part
SEO	Irrelevant links	links do not describe what the website is about.	Try and make sure the links and any dscription for the website has words to describe the website.	Remove partners and the irrelevant links that are in it.	https://accessibility.huit.harvard.edu/use-sufficient-color-contrast#:~:text=/%20PRESENTATION%20/-,Use%20sufficient%20color%20contrast,-When%20text%20contrasts https://adsharkmarketing.com/image-size-compression-seo/#:~:text=In%20the%20world%20of%20search%20engine%20
Accessibility	Text Contrast	Makes it harder to read	Choosing better colors that contrast more	increase contrast between text and background so that it passes WCAG standards.	https://linkbuilder.io/unnatural-links/#:~:text=This%20is%20one%20of%20the%20first%20 https://www.idealerver.com/blog/Website-Images---Danger-of-using-text-within-
SEO	Improper Image size	makes images slower to download on the site.	Understand your deminsions for desktop,tablet and cell phone version,you can also compression.	resize image to proper deminsion for all devices compatable to this website and use compression.	https://www.simpltiger.com/resources/glossary/hidden-text#:~:text=Using%20hidden%20text%20can%20be%20harmful%20to%20your%20SEO https://www.boia.org/blog/missing-language-tags-are-bad-for-accessibility-and-easy-to-fix#:~:text=If%20you%20don%27t%20specify%20a%20language%20for%20your%20web%20pages%20or%20images%20the%20default%20language%20is%20English%20which%20may%20not%20be%20the%20best%20choice%20for%20all%20users
Accessibility	Nav link does not indicate what it is for.	page2 does not describe the purpose of the page.	Use meaningful words for nav links to make it easier for the user.	change "page2" to "Contact"	https://developer.chrome.com/docs/lighthouse/seo/meta-description/?utm_source=lighthouse&utm_medium=devtools
Accessibility	text being used as img	screen readers can not read text on a image	use images for pictures only and not for words.	convert images with text to just text.	
SEO	Hidden text	Search engines find it a violation of their quality guidelines.	DO NOT ADD HIDDEN TEXT!	Delete any hidden text.	
Accessibility	Non-valid HTML language	Using "default" as a language will make it hard for the screen reader.	Make sure you correct what language you want to use for the website.	change language from "deafault" to "en-us"	
SEO	missing label	the description text is empty.	make that all descriptions have text.	Add text to the empty descrption.	
Accessibility	missing or meaningless Atl A	photos are hard for screen reader to recognize.	using an "alt" description in you img tag.	add an alt tag to each photo thats missing one.	https://dequeuniversity.com/rules/axe/4.8/image-alt



