**Assignment 1: Website Review**

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**Website analyzed:** https://mytechguy.ca

**Introduction:**

mytechguy.ca advertises Calgary-based computer help. This is my own personal site, a first draft (HTML / CSS only) and a continuing work in progress. Services include PC & android consulting, home theatre builds, and web design services. Based on the home page layout and navigation links, the intent of the site is clear.

As an overall impression, the site suggests that this is a small business or even a sole proprietorship (which it is). Rather than a cohesive site, the pages each have their own design. This approach unfortunately eliminates the possibility of a site theme. As a whole, the site also suggests that the site creator is a beginning front end developer (which I am). As a first effort, the site is fairly well designed but there are many opportunities for improvement. More specifically:

**Usability:** This is a small site, thus there is little potential to rate usability. Some pros and cons are:

* PRO: Navigation links are present in both header and footer
* PRO: Links to inner pages are intuitively presented on the landing page
* CON: Use of drop-down menus may be outdated
* CON: Blog page is large and difficult to navigate, no easy way to retrieve information

**User Experience:** The site “feels” like an amateur effort, with some strengths and other weaknesses:

* PRO: Clean overall design, nothing distracts from the intended browsing experience
* PRO: Well designed header with unambiguously labeled links
* CON: Site can be slow to load and navigate, likely due to a budget shared hosting plan
* CON: No identifiable site theme, largely due to heavy use of different background images

**Accessibility:** The site was built with only minor nods to accessibility in mind. No special accommodations were made for any groups of disabled users.

* PRO: There are some basic accessibility features such as alt text and a large-text pdf of available services (accessible from a button on the home page)
* CON: No larger awareness or implementation of Web Content Accessibility Guidelines (WCAG). For example, text and images are not deliberately large or enlargeable.

**Information Architecture (IA)** is “… a design discipline that is focused on making information findable an understandable” (Louis Rosenfeld). I kept IA principles in mind whenever possible when designing the site. For example, I:

* Created XML sitemaps for google spiders, to help index and find the page on the web
* Used SSL and https:// to improve site security
* Chose a descriptive domain name and .ca extension
* Used various on-page and off-page SEO strategies to improve page ranking
* Created intuitive links with intuitive names in intuitive locations
* Used images as supporting materials to reinforce text

**Content:** Other than a blog page that is occasionally updated, site content is static. Here are a few observations, good and bad, on content:

* Home page <https://mytechguy.ca/blog> : Well laid out, minimal content before scroll and the right amount of “teaser” content in the icon boxes below
* PC Services <https://mytechguy.ca/pc> : Too many services listed, needs to be pared down and possibly sub-categorized
* Blog Page <https://mytechguy.ca/blog> [: Very text heavy , long articles with descriptive headers. I would like some professional advice on how to better present my blog content](https://mytechguy.ca/blog)

**Conclusion:**

mytechguy.ca is a mixed bag of good design with areas for improvement. Some of the major benefits include intuitive navigation and relevant content for the most part. The site could benefit from a speed review and content review for blog content. Most importantly, the extensive use of full page images gives the site a less professional feel than desired, and a re-design from scratch should be considered.