SANJAY S

Sanjaymsan2003@gmail.com

User-friendly landing page for an educational institution.

Landing page

Documentation

**1. Design Choices and Alignment with UX/UI Principles**

The landing page design is crafted to ensure a smooth and intuitive user experience. The header navigation provides easy access to different sections of the website, with a clean dropdown menu to organize the information efficiently. The design adheres to UX principles such as:

* Visual Hierarchy: Large headings, highlighted calls-to-action (CTAs), and contrasting colors help guide the user’s attention.
* Responsiveness: The layout is fully responsive across different screen sizes (desktop, tablet, mobile), ensuring optimal user experience on all devices.
* Consistency: The color scheme and font styles are consistently applied, maintaining a uniform look throughout the site.
* Accessibility: Semantic HTML tags and alt attributes for images help ensure the page is accessible to users with disabilities.

The carousel at the top of the page is designed to draw attention to key information, while the program cards use imagery and clear descriptions to provide a quick overview of the educational offerings. The contact form is placed near the bottom to encourage engagement from potential students.

**2. Front-End Development Process and Technologies Used**

The landing page was developed using HTML, CSS, JavaScript, and jQuery:

* HTML: Provides the semantic structure of the page, organizing content logically for both users and search engines.
* CSS: The styling of the page is done through external CSS files, making the website responsive. A mobile-first approach was used to ensure compatibility across devices.
* JavaScript and jQuery: These were used to implement interactive elements such as the image slider and dropdown menus.

jQuery was specifically used to handle events (e.g., the navigation dropdown and slider controls) and DOM manipulation efficiently. The mobile menu is designed using JavaScript to toggle between showing and hiding the menu.

**3. Cross-Browser Compatibility, Accessibility, and Security**

The page was tested on multiple browsers (Chrome, Firefox, Safari) to ensure compatibility. It uses standard HTML5 and CSS3 features that are widely supported by modern browsers.

For accessibility, appropriate ARIA roles were added to the navigation, along with proper usage of semantic HTML elements like <nav>, <header>, <footer>, and <section>. This ensures that assistive technologies can parse the content correctly.

Basic security practices were implemented, such as validating form inputs and sanitizing the contact form data before sending it to the server. This prevents common vulnerabilities like cross-site scripting (XSS) and SQL injection.

**4. CMS Integration**

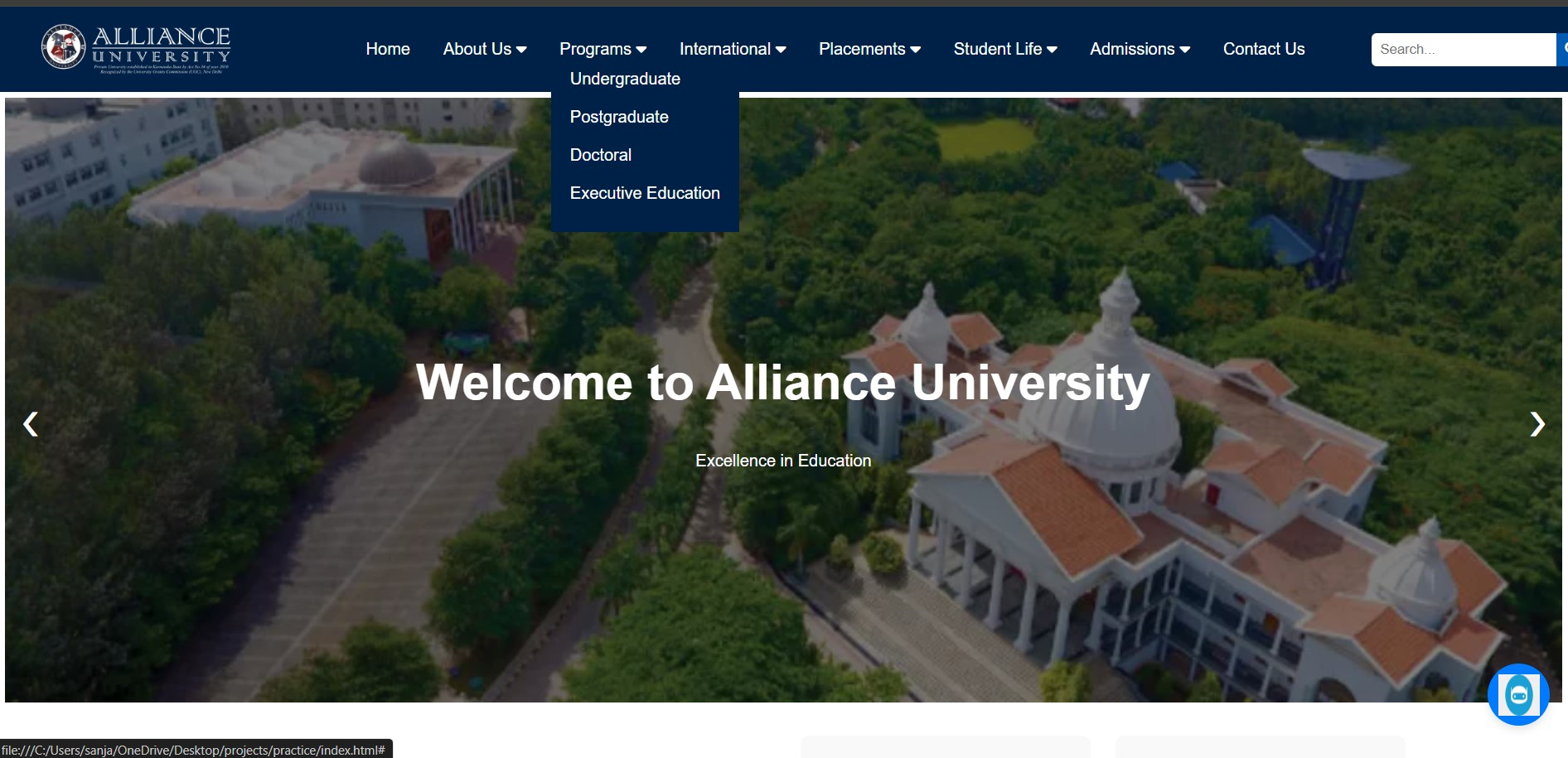
The design is structured to be integrated into a Content Management System (CMS) such as WordPress. The landing page can be adapted into a WordPress theme by converting the static HTML into PHP templates, enabling the institution to easily manage the content through the CMS interface. The dynamic content such as blog posts or course listings can be handled through custom post types and custom fields in WordPress.

**5. SEO Best Practices**

Several SEO (Search Engine Optimization) techniques were followed to ensure the page ranks well on search engines:

* Meta Tags: The page includes appropriate <meta> tags for the title, description, and keywords, making it more discoverable by search engines.
* Social Media Integration: The page includes Open Graph tags (<meta property="og:title", <meta property="og:description">, etc.) and Twitter card tags to ensure better sharing and representation on social media platforms.
* Alt Text: All images have descriptive alt attributes, making them accessible to screen readers and improving the page’s ranking on image search.
* Clean URL structure: The URL structure is designed to be clean and descriptive, which is beneficial for both SEO and user experience.

**Output**



A screen shot of a computer

Description automatically generated

A screenshot of a computer screen

Description automatically generated

A screenshot of a computer screen

Description automatically generated

A screenshot of a computer

Description automatically generated