Portfolio Susanne Pettersson 2018-11-01

Background

The assignment was to create our own portfolio site, that was good enough to go Live. In order to for example apply for LIA-spots or even work you need to brand yourself and to be able to show your skills.

To be able to create a good enough page you need to have a certain understanding of HTML, CSS3 and JavaScript and how to make the site responsive and accessible.

First step is of course to understand and know what each program/language stands for and you will also need some history behind all these languages. If you don´t know about this, you will not be able to create a good structure and to follow the standards for each. I would say that this one of the most important aspect in building readable, clean and understandable code. When it is not maybe important for the portfolio site, you need to bear in mind that for other sites somebody else might need to take over after you.

Our assignment to create a portfolio site I needed to have a good understanding of HTML, CSS3, JS and how to create a responsive and accessible site. To be able to get this understanding and knowledge I needed to know the history and why and how each “program” worked and works today.

It is extremely important to make a good structure and to follow the standards. Otherwise your code might be impossible to read och you might end up in way to complex way how to create your page.

My first step in building my portfolio was to define and structure my thoughts and the architecture of my webpage. One way of doing this is to use for example Trello or GitHubs project element. This will give you a nice overview what needs to be done and also what you can considered as done. For me it was also good to make a quick skiss on paper to get an idea on how the website should look like when it is done.

Purpose:

To create a webpage that is responsive and accessible and a site that have relevant SEO:s. This in order to attract future employers and other clients that might recommend you for future assignments.

Another important purpose was also to learn and understand more what HTML, CSS, SEO and accessibility stands for which is of highest important for your future career.

Everything starts with HTML and here you create a good structure for your upcoming page. What is HTML; in the past HTML was the only way to create a good structure for your page and it was actually the language that allowed us to cre ate horizontal layouts. It was quite boring though, and you could only get a static page.

Even with HTML5, you really only can get static pages still, but it did step up its game. HTML5 was created due to the demand for more impressive web features. HTML5 is meant to solve some of the messy problems it had before, such as that all different browsers implemented HTML’s features in its own way and it did got messy. HTML5 came along to create a cleaner and a more efficient web. A lot more features was added such as, <nav>, <header>, <footer> and much more.

And lucky us, it has improved the users experience of the web and I have tried my best to follow and use the web standards, as it will result in a more efficient content and it will improve the performance. Keep in mind that that is the best practise.

I did build the structure with HTML but without CSS3 I would not have been able to add different fonts, flexbox, hover-effects and so much more. This is why I will talk a little bit aout CSS in the next sector.

HTML5 allows us to define the purpose of our content and due to this we can give the computers a hint. For example the <nav> element which specify a groups of links that are used to navigate a site. As I have used in my building of my webpage. This is an example on how you can structure you HTML code a lot better, both defining what our content are and what purpose it has, This will allow todays search engines as well as future search engines to make more sense of our content. The structure /standard is also important and other blab la bla

But why is ther so miuch excitement around HTML5, HTML on its own is quite boring as it can only deliver static pages and in order to meet the growing demand for more impressive web features, HTLM has been coupled with for example CSS, Java etc.

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As a developer it is best practise to work with for example web standards as it will result in a more efficient content and an improved performance. But why is ther so miuch excitement around HTML5, HTML on its own is quite boring as it can only deliver static pages and in order to meet the growing demand for more impressive web features, HTLM has been coupled with for example CSS, Java etc.

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Less dependence on plugins

Scripting should be replaced with markup whenever possible.

An important thing to have is a portfolio site were future clients can find information about yourself and your previous work. In order to create a good portfolio site we need to use HTML, CSS and JavaScirpt. With HTML I build the structure, I design with CSS and add blabla with Javascript. So all tree of these are important to have good skills in.

I could not get the design I wanted without CSS3 but before the year of 2000 you had to manage without CSS. CSS didn´t come along until then but when it finally came it made is much easier to style you webpage.

Without CSS we would not have been able to move away from only table-based layouts and to take a more sematic approach to development. The main idea behind cascading style sheets, that It should be kept separate from HTML. This did allow us to reuse more code, making the websites faster and we are also able to change the desigh quick and effiency.

And thanks to CSS I have been able to control my visual layout and formatting and I have also been able to do this in a more sematic way (förklara sematic). The purpose and meaning of this is that every HTML element should have a role and it should only be used for that role.

CSS3 is the latest evolution of the CSS language and it brings in many new features such as shadows, rounded corners, grid layouts and much more. One new future that I have used when I built my page is the flexbox. It has helped me a lot when placing items on my webpage as well made my page responsive without much effort.

It is very important to make your site responsive due to the matter that you should be able to in an easy way read the pages on which ever browser you use or device, laptop, mobile, iPad etc. It will become more and more important to build responsive sites due to the fact that the IT/computer science sector is changing faster and faster.

It took CSS level 2 around 9 years to reach the Recommendation status., Some secondary features held back the whole specification. This made the working group to divide CSS in smaller components called modules. Each of these is now an independent part of the language and can move towards standardization on it own pace.

Tloday CSS3 level is the highest level standarizeized but this will change in the future as there are already some modules that have an Ediotrs drafrt.

We can also thank CSS for for giving us more control over our visiul layout and formatting and we can do this in a more sematic way, which means every HTML element has a rold and it should only be used for that role.



Method

JS

JS I have used for my skillsbar and for blab la bla. I have done this as JS stands for blab la bla

SEO and accessiability:

Results

A responsive webpage that…blab la bla

Summary:

With HTML, CSS and JS I have created a responsive portfolio. Bla bla bla

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References

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HTML5 & CSS3

1. Vad är det som är kännetecknar HTML5 och vad skiljer den från tidigare versioner av HTML?
2. Varför är det bra att följa standarder när man utvecklar?
3. Vad används CSS3 till och vad är den övergripande trenden när det gäller utvecklingen av CSS som standard?

Responsiv design

1. Varför är responsiv design viktig och kan du komma på någon anledning till varför det blir allt viktigare över tid?

Sökmotoroptimering/SEO

1. Varför är det viktigt att sökmotoroptimera? Vad riskerar vi för problem om vi struntar i det? Välj 3-4 saker du tycker är viktigast.

Tillgänglighetsanpassning

1. Varför är tillgänglighetsanpassning viktigt?
2. Hur går det till rent praktiskt att tillgänglighetsanpassa?

SEO + bid

If you own a business or manage a website of any kind, you likely want traffic to it. SEO is important because it’s specifically aimed at helping do just this; improve the online presence, traffic & ultimately goals for a website.

## INCREASED TRAFFIC

The higher a website ranks for keywords, the more traffic you will receive. In fact, the #1 position in Google on average has a 27.5% Click Through Rate according to the Advanced Web Ranking [CTR study](https://www.advancedwebranking.com/cloud/ctrstudy/" \t "_blank). This means that if you rank #1 for a search term, every 100 times that term is searched you will statistically receive 27-28 visitors. With each position thereafter, the number drops pretty significantly.

## BRANDING

Unless you are the FedEx of your industry, it’s less likely that your customers are typing in your brand when searching for your products/services. However, if your customers start searching and find that your brand is consistently at or near the top for their searches, then it goes a long way in building that brand equity.

## IT’S AN INVESTMENT INTO YOUR FUTURE

When you research and [learn about SEO](https://www.highervisibility.com/resource/guide/what-is-seo/) you will undoubtedly hear that “SEO is a process” and “results don’t happen overnight” which is true. When you invest in SEO you are doing so knowing that the payoff of the efforts usually won’t happen for 6-9 months. However, once the efforts start being realized you benefit from free traffic for the foreseeable future.

## SUSTAINABILITY

If done right, SEO can bring a great deal of sustainability for a business. When ranking for terms that bring qualified traffic to a website, you are in turn generating leads/sales. Maintaining that position while building new opportunities for your website ensures you have a consistent flow of traffic and allows your business to grow.

SEO = search engine optimization is extremely important as it help to give you hits and visitors to your webbage. If you don´t use this at all you might end up with no visitors to you webpage.

SEO is still quite a young phenomyna but it is constand under new dewelopment. You need a keep a high quality and make sure you only use relevant search words for your page. Don´t use “dog lover” if your actually are selling products for only cats. I have tried to find the best search words for my page such as, frontend developer, student, etc etc. With not adding any search words I am pretty sure I wont get any hits on my page.

If possible make sure that you link to other pages, and hopefully you will get some links to your page as well.

The main problem I can see withour using SEO is that you don´t get any visits and your page is rated very low. Make sure that wont happen to you.

SEO is quite a young bransch but it is constant under new development. The Serach engine optimitazioaton keep asking for higher quality, this leads wo thigher quilt on the sökoptimeraren. As it is today you need to taäe hänsyn to almost all aspects a visitor kan experience on the site. There are a lot of factors you have to think about, and do not cheat. ON the single page you need for example khave the search word in the following elements. Examples: title, H!, all the pictures, etc etc

SEO is important because if you do a good SEO you will get more hits and visiters to your page.

Problems: no hits/visitors to your site. You miss to marketing your site. Du missar att andra kan länka till din sida.

You actually wish your site to be as visible as possible through some search words.

When you sökoptimerar   
När man sökoptimerar skräddarsyr man innehållet på sin egen webbsida så att sökmotorer ska anse att just ens egen webbsida är det bästa och mest relevanta resultatet för sökordet som eftersöks. Det är vanligt att man använder ett eller flera sökord.

OBS! Don’t use words that have no revelanxce at all for your page and what you offer. You really have to use words that actually say what you are “selling” on you webpage, for example in my case I wish to attract future employers and can´t use words like dog lover, travel maniac etc etc It has to have revelance to what your want to accomplise with your site.

A webpage En webbplats som är användbar är mer benägen att ha referenser (länkar) från andra webbplatser. Det är mer sannolikt att man nämns på sociala medier (blir gillad på Facebook, uppmärksammad på twitter med mera), och att man blir bokmärkt och delas mellan samhällen av likasinnade användare.

Off-page-sökoptimering är lika viktigt som den som är on-page. Om du vill att dina sökmotorkampanjer ska lyckas, måste du använda dem båda. När man tänker på länkbygge bör man inte ta den enkla vägen, utan försöka att få länkar från svårtillgängliga ställen. Ju svårare en länk är att få, desto större värde har den, är en vanlig tumregel. Förr i tiden kunde man lätt få tusentals länkar och rankas högre, men numera måste man göra mer än så.

1. En bra teknisk plattform för din webbplats som Google kan läsa av och gilla.
2. Ett bra och uppdaterat innehåll med relevanta sökord.
3. Länkar från andra webbplatser in till din sajt.

Tillgänglihetsanpassning:+ bild

Wikipedia says, “ **Accessibility** refers to the design of products, devices, services, or environments for people who experience disabilities.”

1. **Permanent Disability**: This is when you are completely disabled. Example: blind, deaf and so.
2. **Temporary Disability**: This is simply a physical or mental disability which hinders your discharging of responsibilities for a short period of time.
3. **Conditional or Situation Disability**: This is simply when you are not able to do things due to the situation you find yourself in. Example: slow internet connection.
4. The Web and Internet in whole is an increasingly important resource in many aspects of our life which includes: education, employment, government, commerce, health care, recreation, and more. It is important that the Web be accessible to everyone in order to provide **equal access** and **equal opportunity** to people with disabilities. An accessible Web can help people with disabilities participate more actively in society.
5. Also an accessible website is often the one of the easiest ways to do business with many people with disabilities, for instance, people who cannot read print material, people who have difficulty going to a physical store or mall, and others. Furthermore, what you do for accessibility overlaps with other best practices such as mobile Web design, usability, and search engine optimization (SEO)
6. An accessible website gives the **access to information and interaction** for many people with disabilities. That is, the accessibility barriers to print, audio, and visual media can be much more easily overcome through Web technologies.

#### The use of Alt-tags

The **alt-tag** or alternative (alt) html attribute is basically used to describe an image. In HTML, it looks the same thing like this:

<img src =”image-location” alt=”this is where your image description goes”>

#### Use Default HTML Tags

Please for web accessibility, don’t mess with the default html tags. Use buttons for buttons not anchors for buttons. To make anchors work the same way as buttons you need to add additional javascript event which is a very dumb approach when you could easily use the normal naked button. Use buttons for buttons, anchors for links, “table, tbody, td, th” for tables, “h1, h2, h3, …” for titles and so on.

Messing up with them will confuse screen readers entirely because all screen readers follows a particular way to read the elements on a web page.

#### Closed Captions for Media

The videos or audio elements on your website, should have captions. Closed captions are very useful not only for accessibility (permanently and temporarily disabled users) but also for users who may be using your website somewhere where they can’t play audio, such as in an office or in a noisy location.

Consider providing a text transcript for podcasts or other audio elements. The text transcript will not only make it easier for Google and other search engines to index the content and help your Google ranking, but also useful for people who can’t listen to the audio.

Det betyder att funktionshindrade kan få “full” tillgång till din sida.

Unfortunately I am pretty sure I have not made my site accessible enough or I have probably maybe not used the best search words. This is of high importance but there is a lot of hard work behind this, and things that might seem simple is not. But my aim is to provide a better and better page along side as my skills improves.

**Tillgänglighet betyder att människor med funktionshinder kan använda webben**. Utförligare kan man säga att tillgänglighet innebär att människor med funktionshinder kan uppfatta, förstå, navigera, interagera med, och bidra med information till webben. Tillgänglighet gynnar även andra, till exempel [äldre](http://www.w3.org/WAI/bcase/soc.html#of) med svårigheter på grund av åldrande.

Tillgänglighet inkluderar alla funktionshinder som påverkar tillgång till webben: visuella, hörsel-, fysiska, psykiska, tal-, kognitiva och neurologiska funktionshinder. Dokumentet "**Hur människor med funktionshinder använder webben**" beskriver hur [olika funktionshinder påverkar hur webben används](http://www.w3.org/WAI/EO/Drafts/PWD-Use-Web/#diff)och innehåller [situationer där människor med funktionshinder använder webben](http://www.w3.org/WAI/EO/Drafts/PWD-Use-Web/#usage).

Tillgänglighet **gynnar** även människor **utan** funktionshinder. För att nämna ett exempel, så är en av huvudprinciperna för tillgänglighet att konstruera webbplatser och program så att de är flexibla nog att passa flera typer av användarbehov, -preferenser och -situationer. Denna typ av **flexibilitet** kan även gynna människor **utan** funktionshinder, till exempel människor med långsam internetuppkoppling, människor med "temporära funktionshinder" som till exempel bruten arm, och människor med svårigheter på grund av åldrande. Dokumentet "[affärsmässiga fördelar med tillgänglighet](http://www.w3.org/WAI/bcase/Overview)" beskriver många av de fördelar som tillgänglighet ger, bl.a. **mervärden för företag**.

## Varför är tillgänglighet så viktigt?

Webben blir ett allt viktigare verktyg i alla delar av livet: i utbildning, på arbetet, för staten, för företag, i sjukvården, för underhållning, för att bara nämna några. Därför måste ett av huvudmålen för webben vara att se till att människor med funktionshinder får **samma tillgång** till webben och **samma möjligheter** att utnyttja den som alla andra. En tillgänglig webb kan dessutom göra att människor med funktionshinder kan få en mer aktiv roll i samhället.

Hur svårt eller lätt det är att göra en webbplats tillgänglig beror på flera faktorer, t.ex. typ av [innehåll](http://www.w3c.se/resources/office/translations/wai/intro/accessibility.html#content), storlek och komplexitet hos webbplatsen, vilka utvecklingsverktyg som används och val av plattform.

Mycket av arbetet med tillgänglighet är betydligt lättare att genomföra om det redan från början är en del i planen för utvecklingen av en ny webbplats. Att i efterhand försöka förbättra tillgängligheten blir betydligt svårare, speciellt för webbplatser som inte "kodats" på ett korrekt sätt med standardiserade språk som XHTML. Ett annat problem kan vara webbplatser som producerats med vissa typer av innehåll som till exempel multimedia.

Dokumentet "[Planera för tillgänglighet på webben](http://www.w3.org/WAI/impl/Overview)" listar några av de punkter som är viktiga i utvecklingsprojekt för webben. För utvecklare finns även "[Web Content Accessibility Guidelines](http://www.w3.org/WAI/intro/wcag.php)" som beskriver både riktlinjer och användbara tekniker.

o, man följer den internationella standarden [Web Content Accessibility Guidelines](http://www.w3.org/TR/WCAG20/) (WCAG) 2.0. Eller [Riktlinjer för tillgängligt webbinnehåll](http://www.w3.org/Translations/WCAG20-sv/WCAG20-sv-20121023/). I denna standard definieras hur innehåll på hemsidor bör struktureras för att fungera så bra som möjligt för besökare med funktionsnedsättningar.

Följande områden täcks inom WCAG 2.0:

* **Tydlighet** (hur information presenteras, textalternativ till bilder, anpassningsbart innehåll osv.)
* **Användbarhet** (tydlig navigering, enkelt att hitta, navigera via tangentbord, tillräcklig tid osv.)
* **Begriplighet** (läsbart innehåll, förutsägbar presentation, undvik inmatningsfel osv.)
* **Kompatibilitet** (innehåll ska fungera med befintliga och framtida tekniska verktyg/klienter.)

En annan fördel med att följa WCAG 2.0 är att man får en hemsida som är välstrukturerad och enkel att navigera och använda även för människor utan funktionsnedsättningar. Sökmotorer älskar likaså strukturerad data. Google kan ju t ex inte se bilder ”på riktigt”, utan tolkar dem främst utifrån hur de är beskrivna i text.

* Möjlig att uppfatta – Information och komponenter i ett användargränssnitt måste presenteras för användare på sätt som de kan uppfatta.
* Hanterbar – Komponenter i ett användargränssnitt och navigering måste vara hanterbara.
* Begriplig – Information och hantering av användargränssnitt måste vara begripligt.
* Robust – Innehåll måste vara robust nog för att kunna tolkas på ett pålitligt sätt av ett brett spektrum av olika användarprogram, inklusive hjälpmedel.

