**Tools used:**

<https://website.grader.com/results/www.watari.ca>

Google chrome lighthouse console (watari.ca > right click > inspect > audits)

**Major Issues**

* Not optimized for mobile (images and text are not responsive, viewport is not set to device width)
* There are inline JavaScript and CSS elements that slow down the page speed.
* There is no sitemap
* Meta tags descriptions are not filled out
* Image files can be converted to more efficient file types (alternative: JPEG 2000, JPEG XR, and WebP)

**Other areas of concern**

1. Issue: The navigation menu seems cluttered and the placement is not optimized.

Solution: Relocate the navigation menu to the top of the screen and reduce the number of headings and subheadings by eliminating non-essential items or relocating them inside a broader heading.

2. Issue: Readability challenges

Solution: Change the font type to one that is more modern and pleasing to the eye. I personally like Montserrat or Raleway for non-serif, and Garamond (Cormorant) or Ogg for serif. As well, the font size in certain areas of the website would be considered too small from an accessibility perspective, and should be increased to elevate legibility.

3. Issue: Minimized social media presence. Though there are social media links in the navigation, their impact is diminished in text form, and may get overlooked in the numerous navigation headings.

Solution: Remove social media headings from the navigation bar and create a designated area for social media icons (footer or navigation bar) which are more recognizable.

4. Issue: The Call’s to Action need to be more prominent.

Solution: Increase the number Call’s to Action, and their impact. Improve CTA’s by making them visible through sophisticated color schemes, ensuring they are placed in key locations, and possibly integrating special effects. Increase the number of CTA’s: Donate now, Sign up to volunteer, Learn how you can help, Newsletter, Subscribe for updates, etc. I though this was a really good example of a donation page:

<https://www.khanacademy.org/donate>

5. Issue: Too much content.

Solution: Edit the content so that it is concise and scannable. Users visiting the site are looking for relevant information presented in an engaging and easy to read format. If there is too much content or it’s poorly presented the result is high bounce rates and low conversions.