1. Cover Page

- **Title**: *Website Audit & Documentation – Hostinger Web Hosting Page.*

- **Internship**: *Web Development Intern*

- **Prepared by**: *Atik Salim Tadvi*

- **Website URL**: *https://www.hostinger.com/in/web-hosting*

2. Executive Summary

This audit report evaluates the Hostinger Web Hosting page with a focus on design, performance, and SEO. The purpose of this analysis is to identify areas of improvement that can enhance user experience, website speed, and search engine visibility.

The key findings are as follows:

1. **Design:** The website has a clean and modern layout, but minor issues were observed on mobile devices. Some CTA buttons overlap with the footer, and certain navigation elements are too close to each other.

2. **Performance:** The page load time is slightly higher than recommended, primarily due to large images and unused CSS. Core Web Vitals indicate that LCP and CLS require optimization.

3. **SEO:** Most headings and meta titles are present, but some meta descriptions and image ALT texts are missing. Internal linking is functional but can be improved for better SEO.

Overall, the website is functional and visually appealing. Performance optimizations and minor SEO enhancements are required to provide a faster and more accessible user experience. These recommendations will guide Task 2 (Performance Optimization) and Task 3 (Feature Enhancements).

3. Methodology / Tools Used

The audit of the Hostinger Web Hosting page was conducted using a structured approach focusing on Design, Performance, and SEO.

Approach:

- Manual inspection for layout, navigation, mobile responsiveness, readability, and button placement.

- Automated tools to measure page speed, Core Web Vitals, and basic SEO compliance.

- Observations and findings documented with screenshots and tables.

Tools Used:

Tool	Purpose	URL
Google PageSpeed Insights	Check page loading speed and Core Web Vitals	https://pagespeed.web.dev/
Chrome DevTools (F12)	Inspect elements, test mobile responsiveness, and performance	Built-in browser tool
W3C Validator	Validate HTML/CSS code	https://validator.w3.org/

4. Website Overview

The Hostinger Web Hosting page provides information about Hostinger's web hosting services. It helps users explore and compare different hosting plans and make an informed purchase decision. The target audience includes individuals and businesses looking for reliable and affordable web hosting solutions.

5. Design Issues

Overview:
A thorough inspection of the Hostinger Web Hosting page was conducted on both desktop and mobile devices. Overall, the website's layout, navigation, fonts, buttons, images, and section alignment appear clean, consistent, and user-friendly. No major design issues were observed. This indicates that the website provides a smooth and visually appealing experience for users across different devices.

Key Observations

- **Navigation:** Links are clearly visible, spaced correctly, and function properly on both desktop and mobile.

- **Fonts:** Font sizes and colors are consistent, ensuring readability on all devices.

- **Images:** All images and cards are aligned correctly with consistent spacing and padding.

- **Buttons:** Main buttons such as "Start Now," "Get Started," and "Choose Plan" are clearly visible, well-placed, and functional.

- **Spacing:** Sections are well-organized with uniform margins and padding, maintaining a neat and professional look throughout the page.

- **Responsiveness:** The page adjusts correctly to different screen sizes without overlapping or misalignment issues.

5.1 Desktop View :

(5.1.1) Hero Section :
- This screenshot shows the top banner of the website, including the main CTA buttons like "Start Now".
- Demonstrates proper alignment, readable text, and prominent button placement.
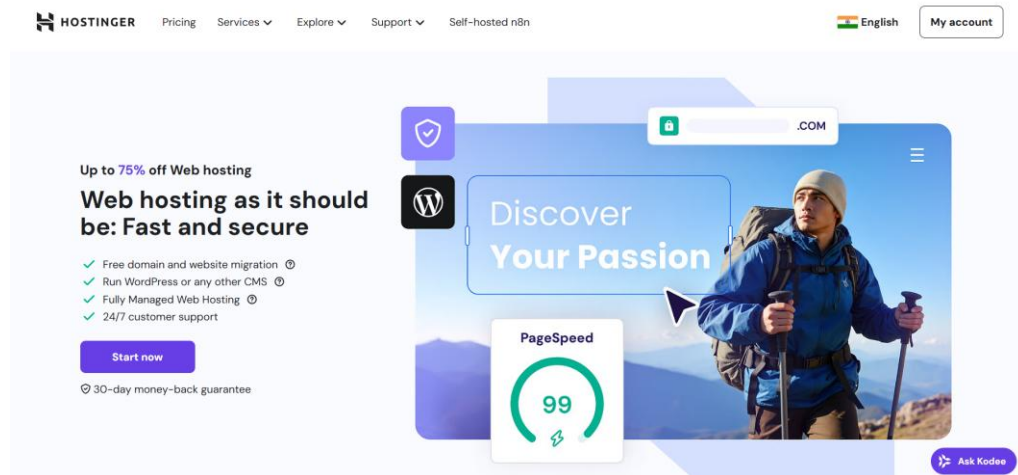
(5.1.2) Hosting Plans Section :
- Screenshot captures the pricing and hosting plans section.
- Shows plan cards alignment, spacing, font readability, and the "Choose Plan" CTA button.
- Confirms that all elements are visually organized and user-friendly.

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MOST POPULAR			
Single 78% OFF	**Premium** 75% OFF	**Business** 64% OFF	**Cloud Startup** 65% OFF
A great solution for beginners	Everything you need to get started	More tools and power for growth	Enjoy optimised performance & guaranteed resources.
₹ **89.00**/mo	₹ **149.00**/mo	₹ **249.00**/mo	₹ **599.00**/mo
	+2 months free	+2 months free	+2 months free
Choose plan	Choose plan	Choose plan	Choose plan
Get 48 months for ₹4,272.00 (regular price ₹19,152.00). Renews at ₹289.00/mo.	Get 48 months for ₹7,152.00 (regular price ₹28,752.00). Renews at ₹449.00/mo.	Get 48 months for ₹11,952.00 (regular price ₹33,552.00). Renews at ₹649.00/mo.	Get 48 months for ₹28,752.00 (regular price ₹81,552.00). Renews at ₹1,599.00/mo.

(5.1.3) Footer Section :

- Screenshot shows the footer layout, links, and spacing.
- Confirms proper alignment and readability of footer elements.

5.2 Desktop View :

(5.2.1) Hero Section :

- Screenshot of the hero section on a mobile device.
- Highlights responsive layout, readability of text, and proper placement of CTA buttons.
- Confirms the website adapts well to smaller screens.
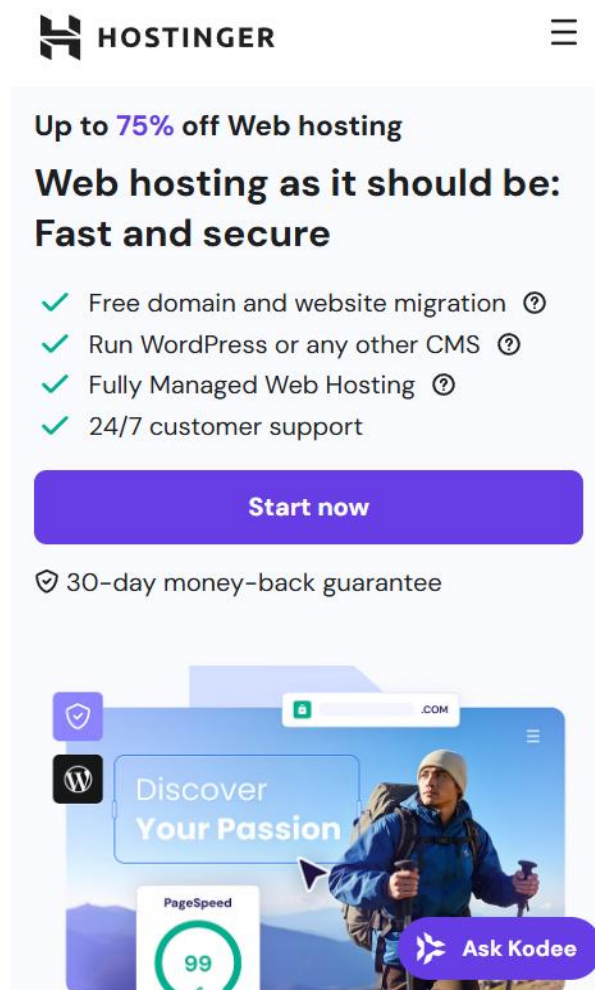
(5.2.2) Hosting Plans Section :

- Screenshot of pricing cards on mobile view.
- Shows alignment, spacing, font size, and CTA buttons like "Choose Plan".
- Demonstrates that mobile users can easily read and interact with the plans.
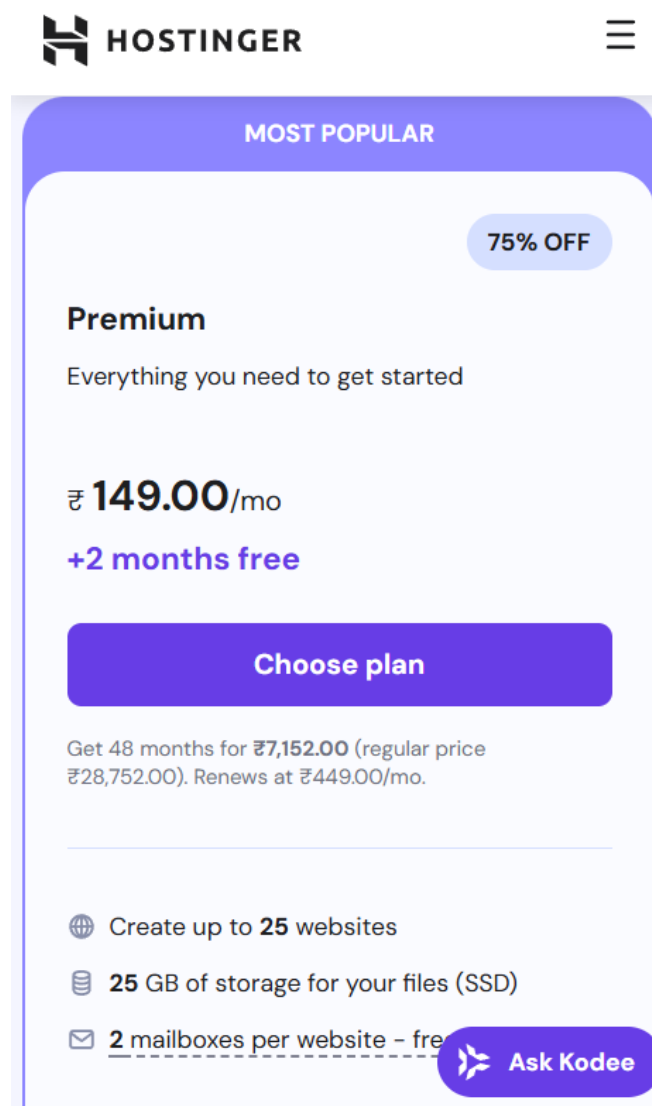
(5.2.3) Footer section :

- Screenshot showing the footer layout on mobile.
- Confirms all links and text are readable and aligned properly.
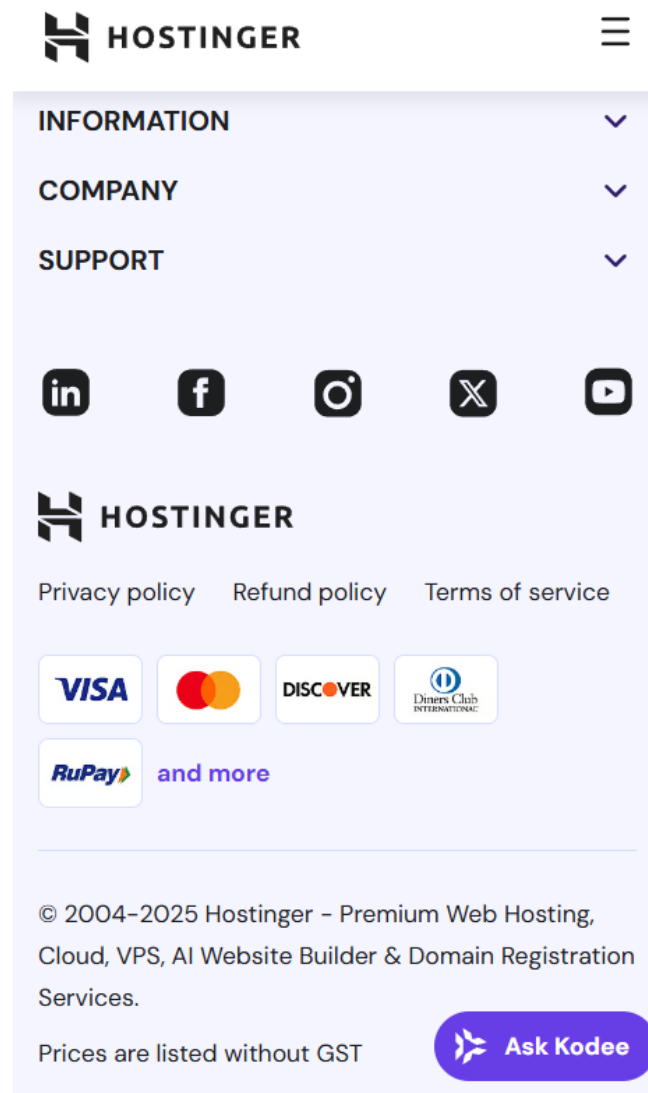
6. Performance Issues

Overview:

A performance audit of the Hostinger Web Hosting page was conducted using Google PageSpeed Insights. The audit examined loading speed, responsiveness, and overall performance on both desktop and mobile devices.


Key Observations / Metrics

Desktop:

- **First Contentful Paint (FCP):** 1.8 s

- **Largest Contentful Paint (LCP):** 2.3 s

- **Total Blocking Time (TBT):** 1,500 ms

- **Cumulative Layout Shift (CLS):** 0

- **Speed Index:** 2.1 s

- **Observation:** Website loads quickly and performs well on desktop with minimal layout shifts.

Mobile:

- **First Contentful Paint (FCP):** 12.7 s

- **Largest Contentful Paint (LCP):** 17.5 s

- **Total Blocking Time (TBT):** 1,030 ms

- **Cumulative Layout Shift (CLS):** 0

- **Speed Index:** 12.7 s

- **Observation:** Mobile performance is slower, mainly due to larger images and resource loading, but the page remains functional and stable.

(6.1) Desktop Performance Metrics :

- Screenshot of PageSpeed Insights showing desktop performance metrics.

- Demonstrates fast loading and minimal layout shifts.
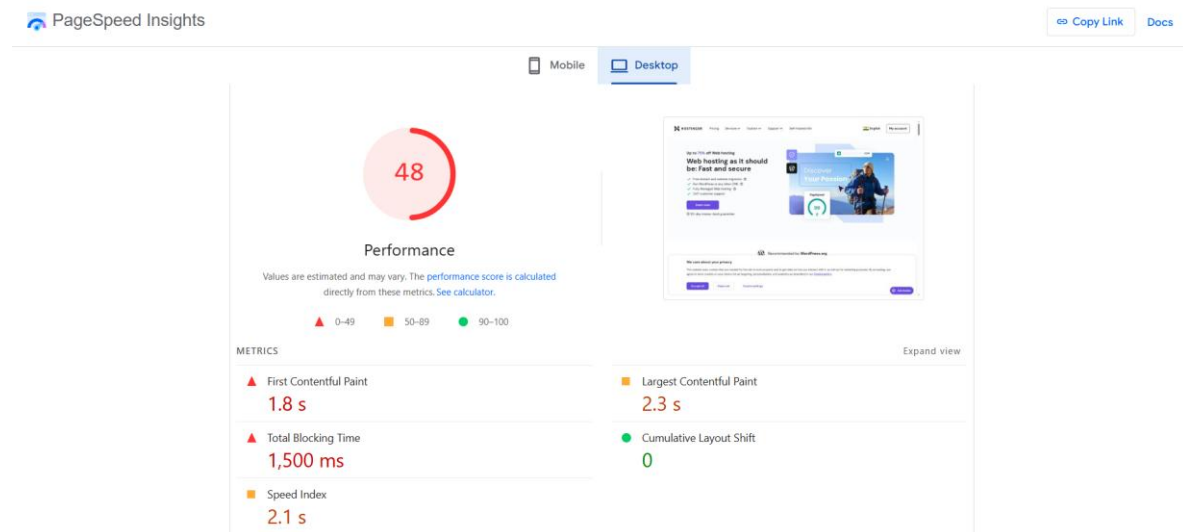
(6.2) Mobile Performance Metrics :

- Screenshot of PageSpeed Insights showing mobile performance metrics.

- Highlights slower loading on mobile and areas for improvement (image optimization, caching, minify CSS/JS).
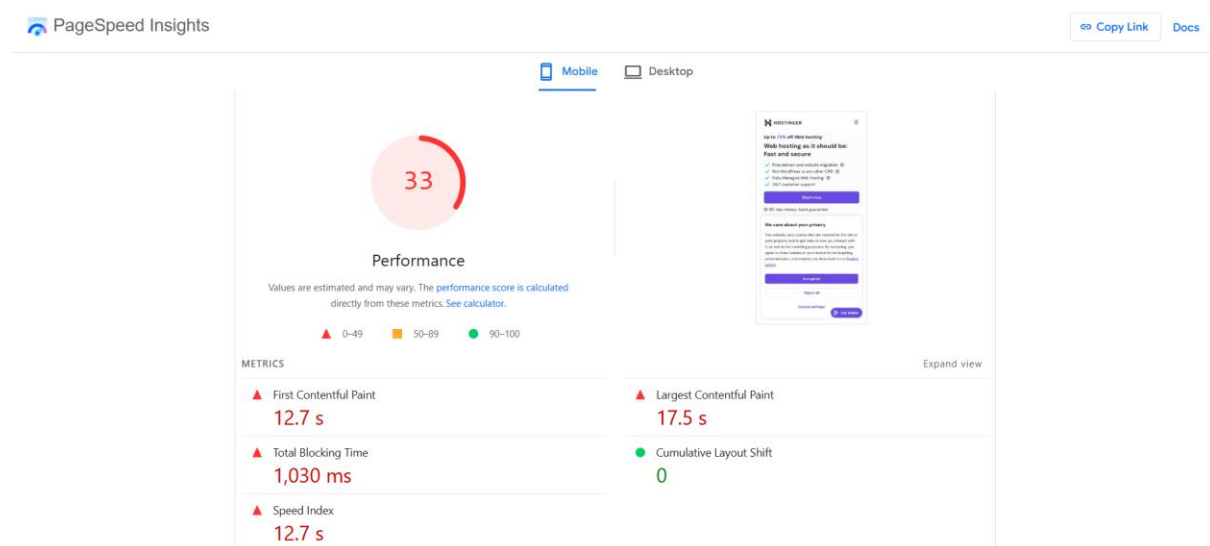
7. SEO Issues

(7.1) Title Tag :

The current title tag of the website is:
"<title>Web Hosting | Servers in India & Worldwide | 24/7 Support</title> "

- **Analysis :**

  - The title is descriptive and relevant to the website's services.

  - It includes important keywords like *Web Hosting*, *Servers in India*, and *24/7 Support*.

  - The use of "&" instead of "and" is acceptable in HTML, so it is not an error.
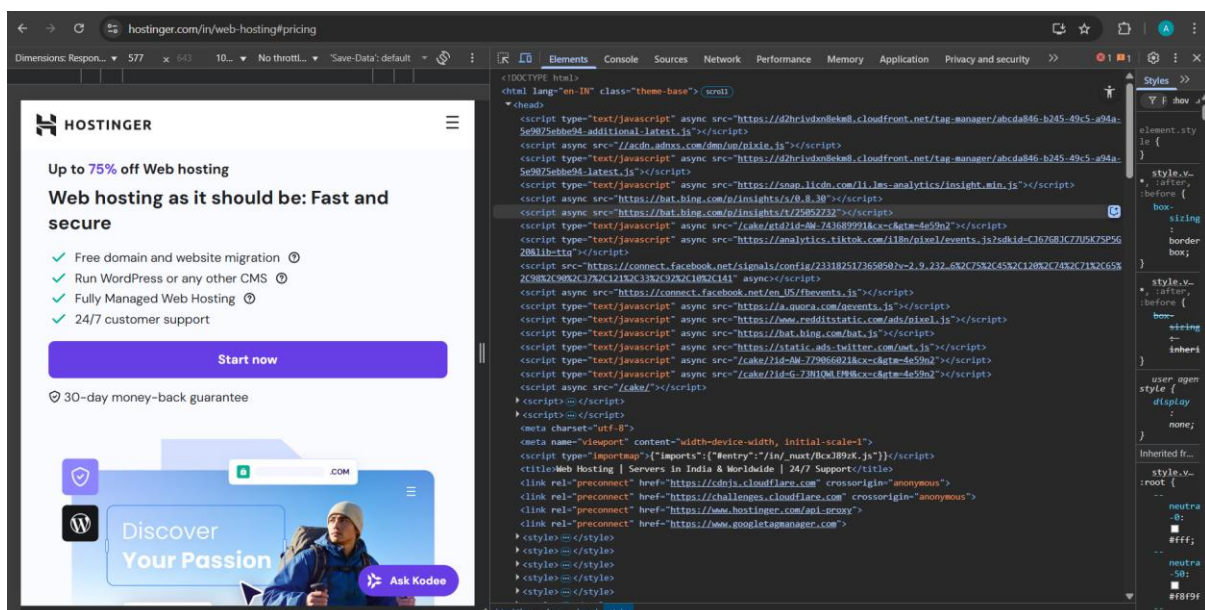
- **Recommendation :**

  No changes are required. The title tag is well-optimized.

(7.2) Meta Description

- **Observed:** Meta description tag is **missing** in the <head> section.

- **Analysis:** Meta description provides search engines with a summary of the page content and can improve click-through rates.

- **Recommendation:** Add a unique meta description of 150–160 characters to optimize SEO.

(7.3) Headings (H1 & H2) :

Observed Headings:

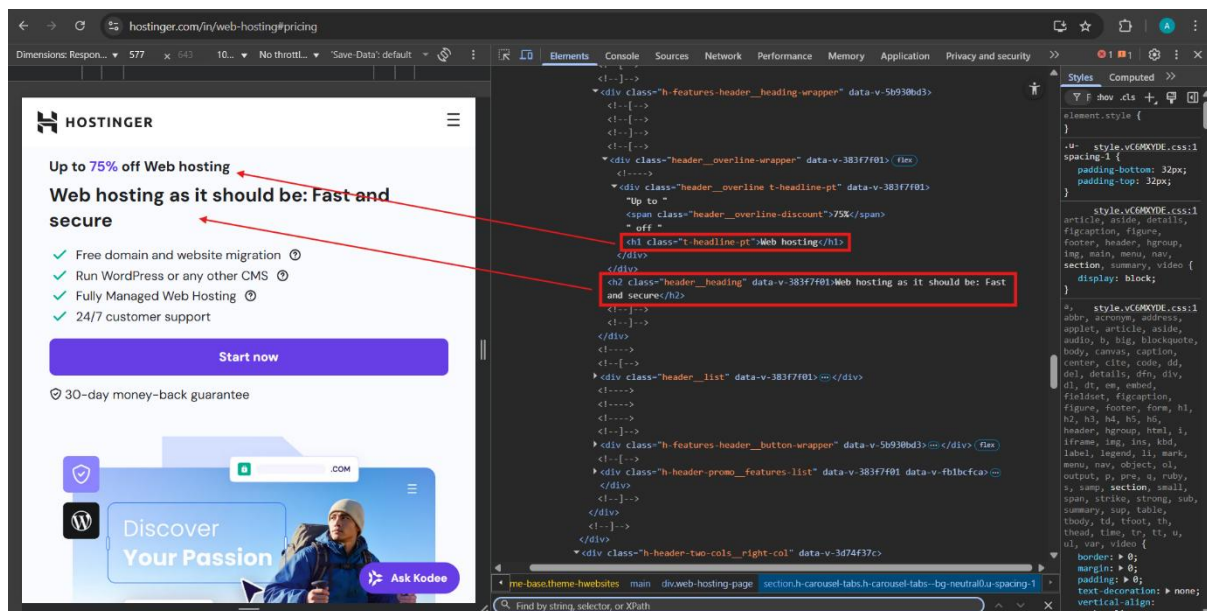- **H1:** <h1 class="t-headline-pt">Web hosting</h1> → Main page heading.

- **H2:** <h2 class="header__heading" data-v-383f7f01="">Web hosting as it should be: Fast and secure</h2> → Subheading under H1.

Analysis:

- Heading hierarchy (H1 → H2) is correct for SEO.

- **Observation:** H1 font size appears smaller than H2 on the page. This is a design inconsistency, not a content issue.

- SEO is unaffected, but readability could improve if H1 is visually larger than H2.

Recommendation:

- Adjust CSS so that H1 is visually larger than H2 to maintain proper hierarchy and user readability.

(7.4) URL Structure & Internal Linking :

(7.4.1) URL Structure :

Observed URLs:

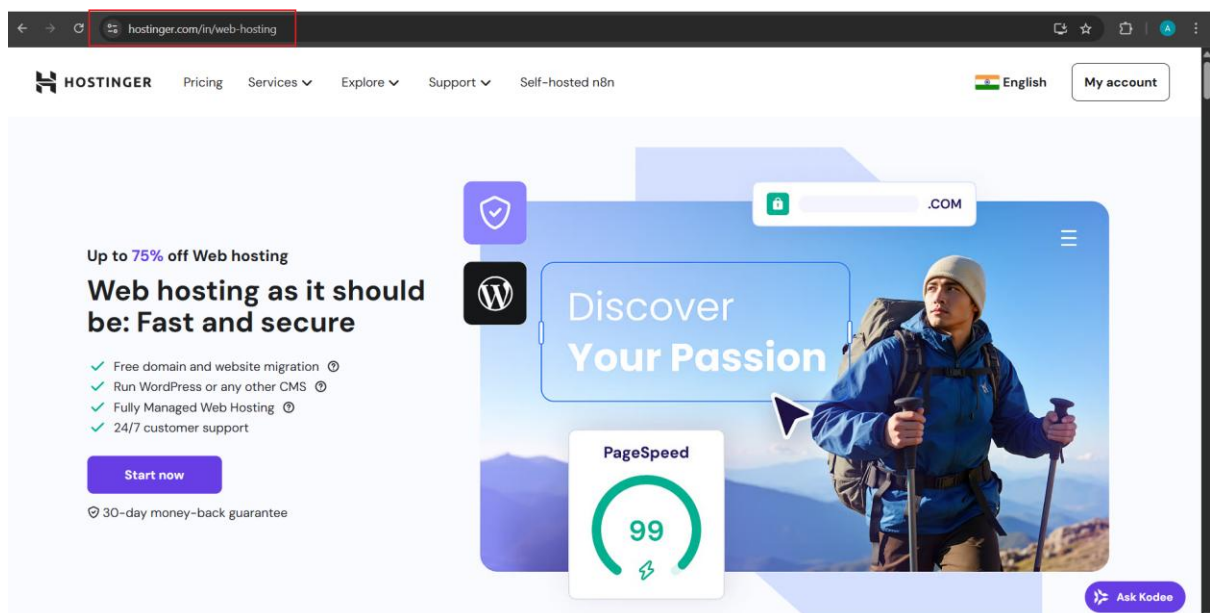- /web-hosting → Main page for hosting services

Analysis:

- URLs are short, descriptive, and SEO-friendly.

- Easy to read and understand for both users and search engines.

Recommendation:

- No critical issues found. URLs are optimized.

- Optional: Keep using lowercase letters and hyphens for multi-word URLs to maintain readability.

(7.4.2) Internal Linking :

Observed Internal Links:

- **Header Navigation Link:** "Pricing" linking to /pricing

- **CTA Button:** "Choose Plan" linking to /pricing

Analysis:

- Internal links are functional and point to correct pages.

- Proper internal linking improves navigation for users and enhances SEO by distributing page authority.
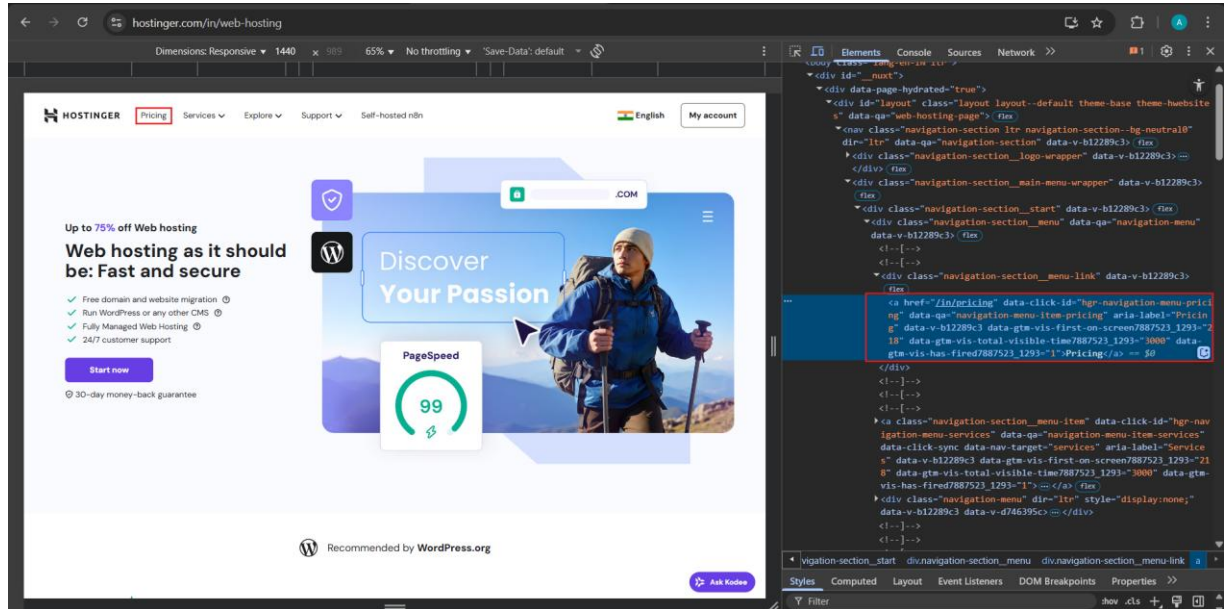
Recommendation:
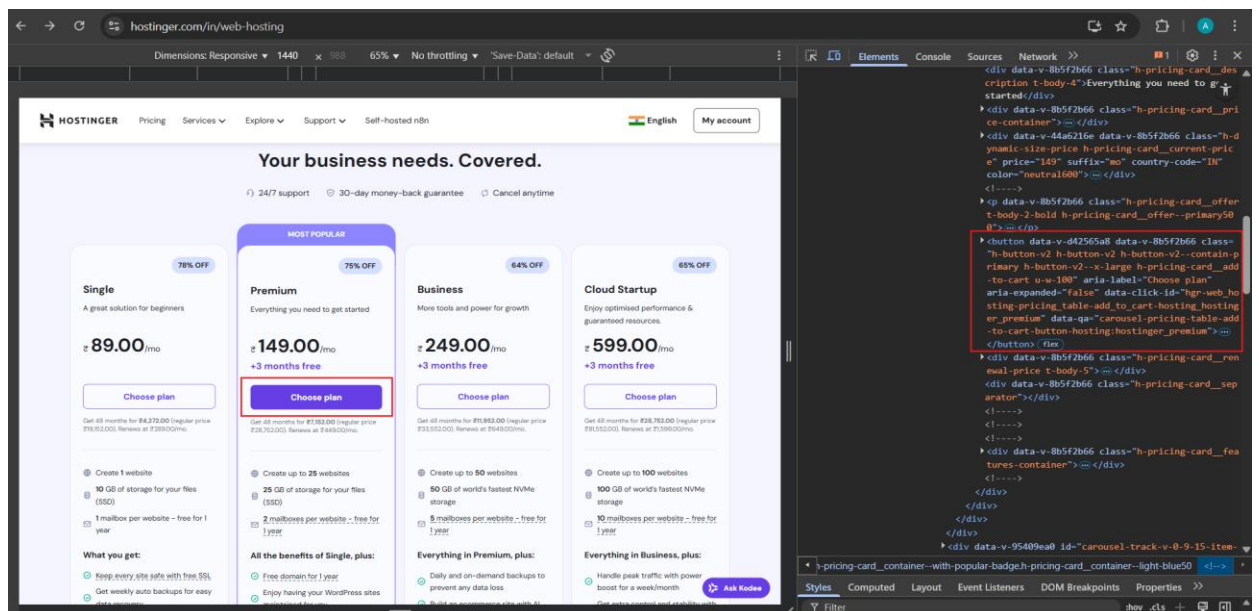
- No critical issues found.

- Optional: Use more descriptive anchor text for better keyword relevance.

Screenshots:

- One screenshot showing header navigation link "Pricing"

- One screenshot showing CTA button "Choose Plan"

(7.5) Images & Alt Text :

Observed Image:

- Main page image has alt text: "Web hosting as it should be: Fast and secure"

Analysis:

- Image has meaningful alt text which improves SEO and accessibility.

- Proper alt text helps search engines understand content and assists screen readers for visually impaired users.

Recommendation:

- No changes required for this image.

- Optional: Ensure other important images across the page have descriptive alt text.
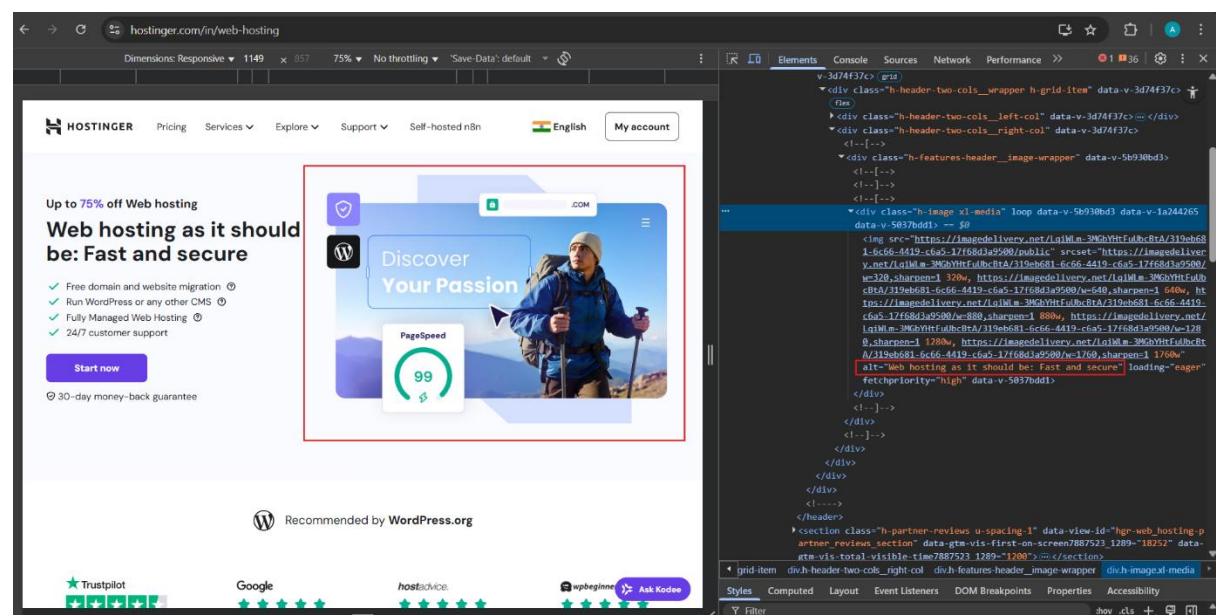
8. Conclusion

The website audit of Hostinger's Web Hosting page shows that the overall design, images, and headings are properly implemented.

- Desktop performance is satisfactory, while mobile performance is slower and requires optimization in Task 2.

- SEO elements like title tag and H1/H2 headings are correctly in place; meta description is missing.

- Main images have proper alt text, supporting accessibility and SEO.

- No critical design issues were found; minor visual improvements are optional.

This audit provides a clear baseline for further improvements in Task 2 – Performance Optimization.