

I used lighthouse since it was already built into my Chrome and I thought that it was really useful since it evaluated my email campaign as well as w3schools.com which is a website I frequently use (especially for this class).

Pros:

It pretty much captures everything I did right and wrong and evaluates everything based on certain criteria

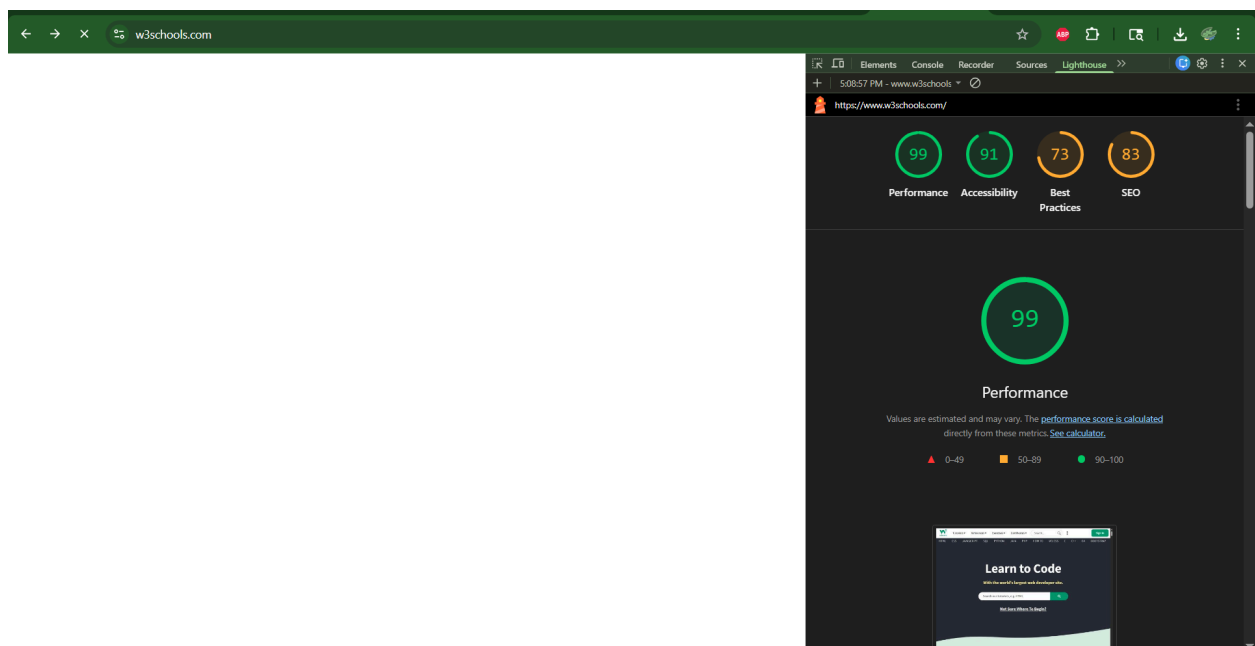
- Gives clear score on how well the website was designed per section
- In red, tells the user what is missing and how impactful that feature is for websites
- In green, tells the user which criteria was met along with why it's important to implement
- Built in meaning no download or pay to use
- Ran rather quickly, no waiting while loading.

Cons:



Some of these are my personal issue with using lighthouse but they go as follows

- A lot of technical language that I couldn't really understand

I didn't experience much of an issue other than that so using this tool definitely is helpful for understanding what I am missing



C:/Users/dherr/Downloads/HW%202%20HTML/emailcampaign.html



Hello World...

I'm a freelance photographer and here are my credentials

Experience

- Travelled to several countries
- Owner of local photography firm
- Several awards won including the International Photography Awards

6:20:04 PM

file:///C:/Users/dherr/Downloads/HW%202%20HTML/emailcampaign.html

0/110/133/44/6

PerformanceAccessibilityBest PracticesSEO

0-4950-8990-100

0/1

Performance

DIAGNOSTICS

Image elements do not have explicit `width` and `height`

More information about the performance of your application. These numbers don't [directly affect](#) the Performance score.

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Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Automatic detection can only detect a subset of issues and does not guarantee the accessibility of your web app, so [manual testing](#) is also encouraged.