**ACCESSIBILITY**

**Code**

1. **JAVASCRIPT**

Currently loading synchronously and is forcing HTML content to wait until it has downloaded. This is causing the webpage to run much slower than it needs to. The browser will start loading the JS files before the markup, images and text. Nothing else will load while the JavaScript is loading. There will be a timeframe of a few seconds where the user will see a blank page.

By placing the JS code at the bottom of your page before the closing </body> tag, you are allowing the HTML to be parsed prior to loading the JavaScript. The result is a difference in perceived page load time.

REFERENCE: Stack Overflow - stackoverflow.com

1. **CSS AND JS - Files can be minified.**

Minification id the process of removing unnecessary or redundant data without affecting how a resource is processed by the browser. This process is used to improve performance by reducing file size.

This process dramatically improves site speed and accessibility, directly resulting into a better user experience.

REFERENCE: MDN Web Docs – developer.mozilla.org

1. **Image Optimization**

Images are too large. Image size matters. On the web, the larger the image size the longer it will take the web page to load. In addition to bandwidth, clients often have limited memory. Smaller images ae smaller in size which will result in a faster load time. Page speed is one of the things considered by Google when they determine page ranking. Compressing and Resizing images will result in quicker page load times.

Reference: https://web.dev/compress-images/

1. **Responsiveness**

Website is not responsive. This makes it so that there is limited accessibility for mobile users. A responsive design has a fluid and flexible layout which adjusts according to screen size. The importance of responsive web design is that it offers an optimized browsing experience. This guarantees that any user on any device will have a consistent experience on your website. A responsive design increases visibility on search engines and will be better ranked over a website that is not responsive.

Reference: https://web.dev/responsive-web-design-basics/

1. **Color**

Background color and foreground colors do not have sufficient contrast ratio. This can make text hard to read and not user friendly.

Source: Google Chrome Lighthouse / web.dev

1. **Outdated Libraries**

Outdated JS / Bootstrap. The library version is outdated and contains vulnerabilities.

Source: Google Chrome Lighthouse / web.dev

**SEO**

1. **Semantic Tags**

Semantic HTML refers to syntax that makes HTML more comprehensible by better defining the different sections and layouts of web pages. Specially named tags can help search engines and browsers more easily identify how our pages are arranged. This allows browsers and search engines to better interpret content of the website.

1. **Meta Data**

Metadata describes unseen HTML elements that directly communicate and clarify website information for search engines, playing a critical role in effective search engine optimization for websites. Tittle tags are an important search engine ranking facto and should include most relevant keywords.

Image tag’s purpose is to describe the image textually so that the search engine and screen readers can understand what they’re viewing.

Source: google

1. **Black Hat SEO**

There are bad links on the website. Links are one of the most important ranking factors. You can think of links from other websites like votes. The more high-quality links that point to your website (and form part of your backlink profile) the higher you should rank on Google.

These are tactics that are used to rank websites. Whilst this practice is not illegal, it does violate webmaster guidelines set out by search engines, this might result in a penalty as punishment. Getting a penalty from search engines will cause your website to drop down in the search results or worse it could be removed completely. This means that your website will gain less traffic and ultimately, fewer customers.

Source: hubspot.com

1. **Keyword stuffing**

This refers to the practice of loading a webpage with keywords or numbers in an attempt to manipulate a site’s ranking in Google search results. Filling pages with keywords results in a negative user experience and can harm your site’s ranking.

Focus on creating useful, information rich content that uses keywords appropietly and in context.

Source: developers.google.com