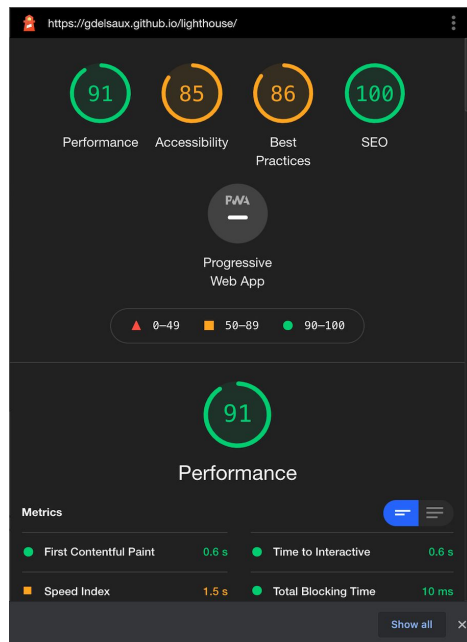
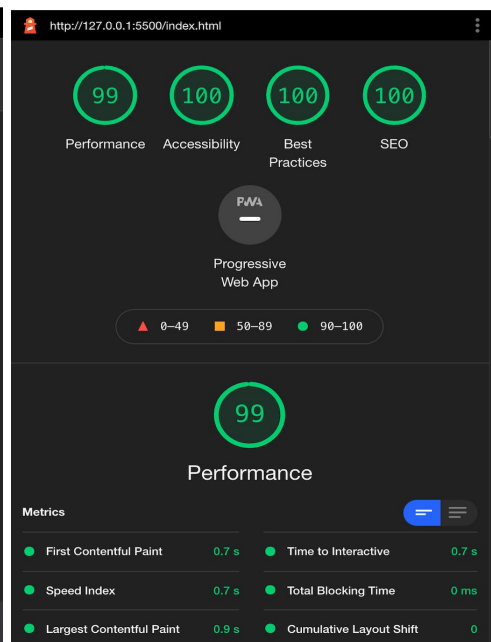


GoMike Design Optimization Report

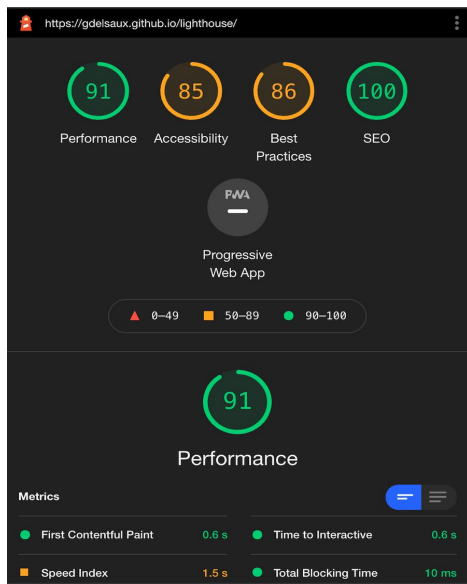
Google Lighthouse reports:



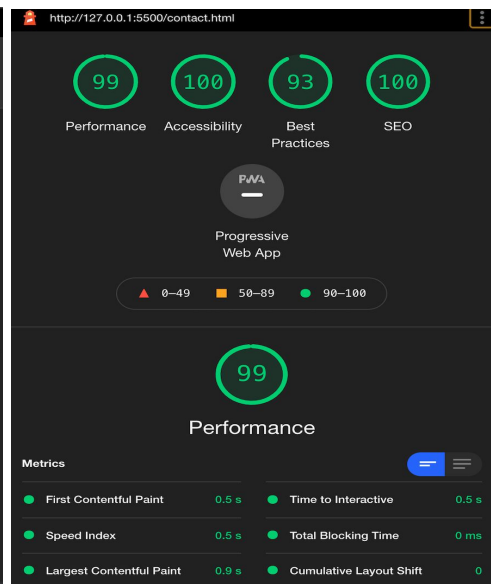
Home page before



Home page after



Contact page before



Contact page after

Website optimization:

Performance:

- Removed the script tags from the head and placed them at the bottom of the body.
- Removed unnecessary files from javascript and bootstrap.
- Change the format of all images present on both pages to a smaller webp file.

Accessibility:

- Set the HTML tag to english to help crawler and screen readers.
- All pictures had keywords in the “alt” attribute they have been replaced by an actual description of the picture.
- Some text had a really small font size which has been set to 16px.
- The contrast ratio (background/font color) on the buttons and some <h> tags were below par and had to be changed to increase visibility.
- Links in the footer weren't discernible as they only contained an icon the name of the place they redirect to has been added.

SEO :

Black Hat techniques have been used in various parts on the website and have been deleted or replaced with strong White Hat techniques.

- A list of links were incorporated at the bottom of the page which aren't relevant to the website (Link Farming) have been deleted.
- Some keyword were hiding in the content with either a very small font or with the font color set to be the same as its background
- The home page had multiple h1 tags, only one is necessary the other have been replaced with h2 tags.
- A h1 tag has been added to the contact page.
- Neither of the two pages had a valid title, both have been updated with relevant keywords to increase the SEO
- The description of both pages were filled with keywords instead of giving a good description of the page including keywords.
- The meta tag keyword has been deleted, this meta tag is no longer used and only makes it easier for the competition to know what our keywords are.

Extra :

- The website did not have a strong semantic structure, I have changed some of the div to : Header, main, section, footer.
- There was an empty li element which has been deleted on both pages.
- The links to the stylesheet on the contact page were not set accordingly to their relevant files.
- On line 11 on the contact page the type was set to “email” which rendered an error message for the user, it has been changed to text.