Category	Issue analyzed	Explanation	Good practice to adopt	Action recommended	Reference
Accesibility	Language attribute set to default	a screen reader would not know the language of the webpage	Always specify what language the website is written in, it is important for screen readers	replace lang="default" to lang="en" in the html tag	https://www.w3schools.com/tags/ref_language_codes.asp
SEO	Black Hat SEO	In various place on the website we can find "keywords" hidden in the content with a color set to the same as the background	Black Hat techniques can be harmfull in the long run, they could potentially ban the website from search results	delete this content and focused on creating content with White Hat techniques such as Keywords in Title and headers	https://blog.alexa.com/black-hat-seo/
SEO/Accesibility	Black Hat SEO	Most pictures have keywords in their alt attribute, this is not only classified as a black hat technique but it is also a accesibility problem		Replace the individual keywords with a strong description of the image, it will help users to know what the image should have been if it didn't load properly	https://www.w3schools.com/tags/att_img_alt.asp
SEO	the home page contains 4 <H1>	only one <h1> should be prensent per page	each of the <h1> should have our keyboard included in it, also it is good to use synonyms of our keyword in the <h2>	replace some of the <h1> with <h2>	https://openclassrooms.com/en/courses/3594061-drive-traffic-to-your-website-with-search-engine-optimization-seo/5838156-optimize-the-content-of-your-web-pages#/id/r-5838091
Accesibility	font size	some element are hard to read because of their font size	the content should be able to be read easily, it would help people with impered vision to use the website	increase the font-size of <p> to at least 16px	https://accessibleweb.com/question-answer/minimum-font-size/#:~:text=While%20there%20is%20no%20official,right%20now)%20is%20usually%2016px.
Accesibility	font color on some of the text	thee font color and the background color are almost identical	The stronger the contrast is between the font color and it's background the easier it is to see the text	increase the contrast of the font color so it is more visible for the user	https://developer.mozilla.org/en-US/docs/Web/Accessibility/Mobile_accessibility_checklist
SEO	imgages used to display text	some images are used to show text	it is best to stick to writting text is of displaying an image, it would be good for crawler to increse the content of the page	instead of using an image, change it to text	
SEO	change size of picture	most images take too long to load	to avoid longer loading time it is best to us imgages of smaller formats	change the file type from .jpeg to .webp	https://web.dev/uses-webp-images/
SEO	titles	the website at inacure tiltles	this is the first thing a user will see on the list of result from the search engine	the title should include our keywords and be specific to the topic of the webpage	https://www.w3.org/QA/Tips/good-titles#:~:text=The%20element%20in%20HTML,result%20lists%20from%20search%20services
SEO	description	the website had no descriptions	this will be shown just under the title in search results, it should give a brief description about what the page is about and also include our keywords	include the keywords in the description and give the users the accurate description about what the page is about	https://loganix.com/seo-meta-descriptions/?gclid=CjwKCAiAxp-ABhALEiwAXm6IyUKyPclMeOgc9eP7GM5-8xl4M-bJmNiJqYQ_eAPu2SA4U73wPCkXlxoC5CAQAvD_BwE