# Team Member Project Overview

## Thoth – Art Gallery – Lighthouse Project/Front end enhancement

**Teams for Art Gallery Projects**

Testing - Delivery lead - James Burden
Lighthouse Project/Front end enhancement - Delivery lead - Rhonda Jorgensen, Adrienne Gelbhauer
Dockerisation/Deployment - Delivery lead - Chloe Hulme
Cyber Security review - Delivery lead - Dominic Ryzner
Documentation/Learning Materials - Kyle David Adams

### GitHub

Where you will find all company documentation, website, database, procedures: https://github.com/thoth-tech

The code for this project is now in the git repo:

backend: https://github.com/thoth-tech/art-gallery-backend

frontend: https://github.com/thoth-tech/art-gallery-frontend

### Trello

You can find our Trello board for the Art Gallery – Lighthouse Project / Front-end Enhancement at the link provided below. This board includes high-level project tasks as well as more detailed tasks for each project item. Team members can easily modify and collaborate on tasks in Trello to help ensure we meet our project objectives.

https://trello.com/b/6sj1F0qp/thoth-tech-gallery-google-lighthouse-project

### Teams

Meetings, Logbook (log all the work you do including meetings – see Teams under files tab), connect with team members for support, feedback, offer assistance, etc.

## Objectives for Semester 1 2023

**Goals/Objectives**

1. Analyse website with Google lighthouse to identify areas of improvement
   – 2 rounds of Mobile and Desktop reports complete to identify the areas that need improvement
   – Checklist for how we can improve the Art Gallery, checklist addresses website speed, accessibility, SEO and best practice
   – Commence creation of improvements that could be reflected throughout all Thoth websites

2. Identify front end testing tools that could be used in addition to Lighthouse
   – SEO Research document created, listing tools and best practice methods

3. Timeline for implementing actions
   – Timeline broken up into 12 Tasks in conjunction with the unit, checklist created on Lighthouse Trello board

4. Implement Improvements
   Create Sitemap, implement meta elements and optimise image, update file names/link names

5. What is Outstanding - Handover Tasks in GitHub/Trello

**This will achieve the following deliverables:**

Improved User Experience: By using Lighthouse to identify and fix technical and cosmetic errors, we can create a smoother and more user-friendly experience for visitors to the website. This will help to increase engagement, reduce bounce rates, and ultimately lead to more conversions.
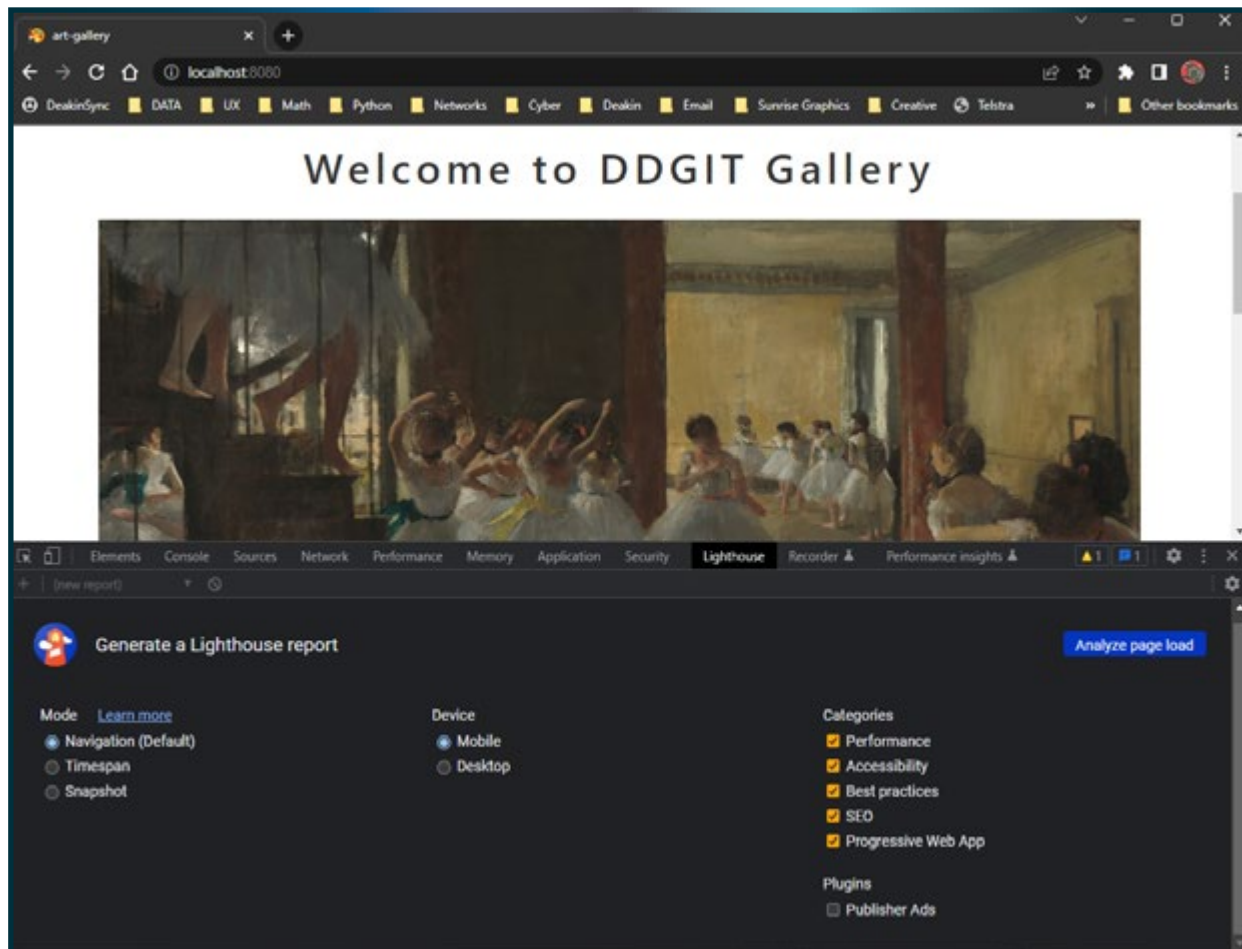
Better Search Engine Optimisation (SEO): Lighthouse evaluates a website's SEO performance and provides suggestions for improvement. By implementing these suggestions, we can increase the website's visibility and ranking in search engine results pages, which can drive more traffic to the site.

Increased Accessibility: Lighthouse also evaluates a website's accessibility and provides suggestions for improving the user experience for people with disabilities. By making the website more accessible, we can expand the audience and demonstrate a commitment to openness and diversity.

Consistent Branding: By improving the look and feel of the website, we can create a more consistent and cohesive brand image across all of Thoth Tech online platforms. This can help to increase brand recognition, build trust with our audience, and create a more memorable user experience.

Competitive Advantage: By using Lighthouse to improve Art Galleries website's performance, accessibility, and overall quality, we can gain a competitive advantage over other companies in the industry. This can help Art Gallery to stand out from the crowd, attract more customers, and ultimately grow the business.

# Art Gallery Website



# Lighthouse

Do mobile first as google ranks this higher, then do desktop

Report shows you detailed steps to rectify

Suggest for Project, we first rectify and rule out obvious things that we know can not be changed or can determine we can fix (but list anyway).

List items and share to relevant teams to identify if required or not

Best practice - security

SEO - basic, sem rush (Grow your business and captivate your audience online) is better for seo alalysis

Copy, print or export as json

## Helpful Links:

Lighthouse overview - Chrome Developers - https://developer.chrome.com/docs/lighthouse/overview/

Github respository GitHub - GoogleChrome/lighthouse: Automated auditing, performance metrics, and best practices for the web. https://github.com/GoogleChrome/lighthouse

Lighthouse CI Action https://github.com/marketplace/actions/lighthouse-ci-action

YouTube intro What Is Google Lighthouse and How to Use It? https://www.youtube.com/watch?v=VyaHwvPWuZU

Google Lighthouse - Crash Course (20min quick overview) - https://www.youtube.com/watch?v=_Y7g_1vuQkY&feature=youtu.be

Crash Course: How To Analyze A Google Lighthouse Report 2021 | Actionable Website Speed Insights

**More about the WHY we should use Lighthouse**

Use Lighthouse and Chrome UX Report to optimize web app performance (Google I/O '18) - https://www.youtube.com/watch?v=_Y7g_1vuQkY&feature=youtu.be