

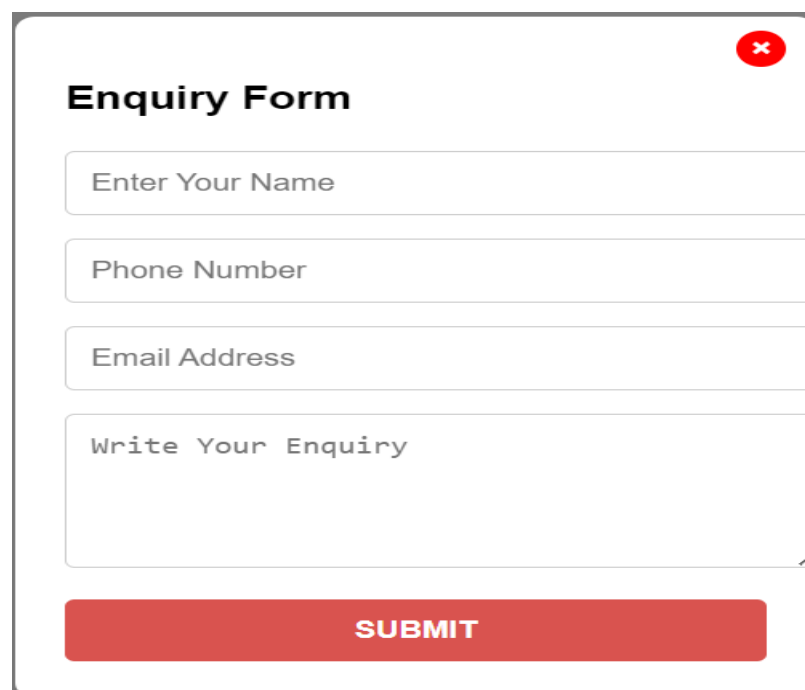
Assignment

1. Page Speed Optimization

- **Reduce HTTP Requests:** Minimize the number of CSS, JS, and image requests using **CSS sprites** and **combining files**.
- **Enable Gzip Compression:** Compress text-based resources like HTML, CSS, and JavaScript to reduce load times.
- **Optimize Images:** Convert images to **WebP** format and use lazy loading (`loading="lazy"`) to reduce initial load time.
- **Minify & Defer JavaScript/CSS:** Minify CSS and JavaScript, and defer non-essential scripts to improve First Contentful Paint (FCP).
- **Implement a CDN:** Use a **Content Delivery Network (CDN)** to serve assets faster based on user location.

2. UI/UX Enhancements

- **Improve Mobile Responsiveness:** Ensure the website is fully optimized for **mobile devices** (test with Google Mobile-Friendly Test).
- **Use Clear Navigation:** Improve the **menu structure**, ensuring important pages are easily accessible.
- **Improve Readability:** Increase contrast between text and background, optimize font size, and avoid clutter.
- **Better CTAs (Call to Action):** Make **enquiry forms, admissions, and contact information** more prominent.
 - **Add a "Write Your Enquiry" Field** – A **textarea** field where users can enter their queries.



Enquiry Form

Enter Your Name

Phone Number

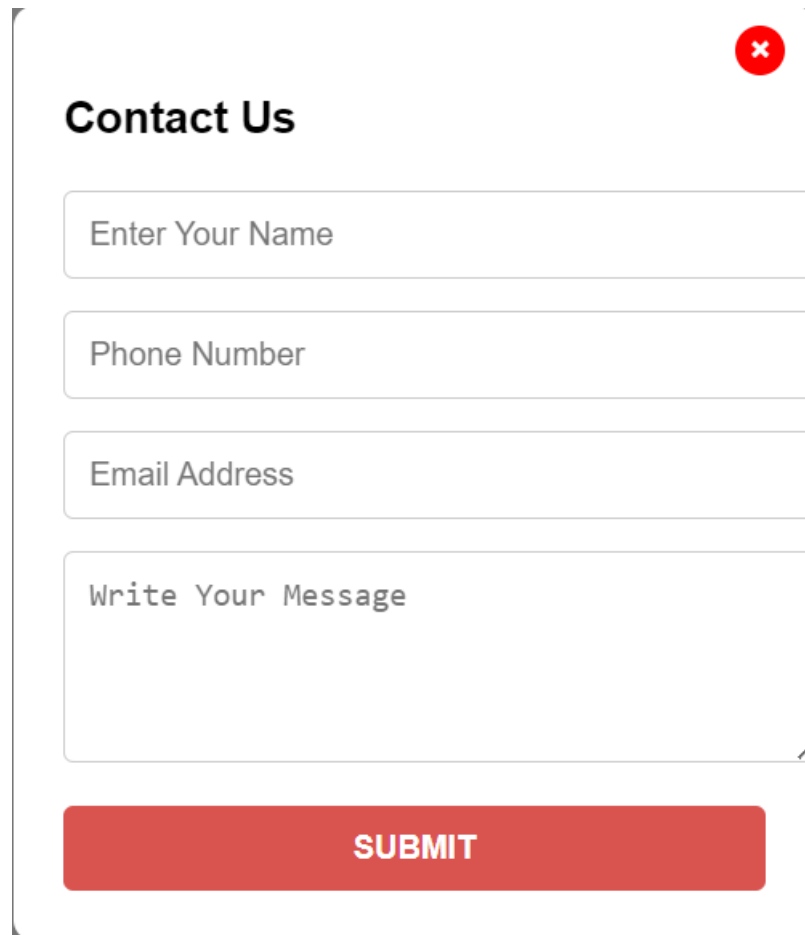
Email Address

Write Your Enquiry

SUBMIT

3. Functionality Improvements

- **Faster Search Experience:** Implement **AJAX-based search** to provide real-time search suggestions.
- **Optimize Forms:** Ensure that **contact and admission forms** have validation, autofill, and spam protection (reCAPTCHA).



The image shows a contact form titled "Contact Us" with a red close button in the top right corner. The form contains four input fields: "Enter Your Name", "Phone Number", "Email Address", and "Write Your Message". Below the fields is a large red "SUBMIT" button.

- **Fix Broken Links:** Run a **broken link checker** to ensure all links are functional.
- **Enable Dark Mode:** Provide a **dark mode toggle** for better accessibility.
- **Add Chatbot or FAQ Section:** Use an **AI chatbot or FAQ section** for instant user queries.

4. SEO and Accessibility Improvements

- **Optimize Metadata:** Improve **title tags, meta descriptions, and alt attributes** for better search ranking.
- **Implement Schema Markup:** Use **structured data (schema.org)** for better search engine visibility.

- **Improve Core Web Vitals:** Address **LCP, FID, and CLS** issues as per Google's PageSpeed Insights.
- **Ensure WCAG Compliance:** Make the site **accessible** for visually impaired users (ARIA labels, proper color contrast).