

Landing Page Validation Summary

Functional Validation

The landing page was validated to ensure it functions without critical errors.

During testing, the page loaded successfully without crashes or broken layouts.

Most core elements such as navigation links, call-to-action buttons, images, and forms were displayed correctly and functioned as expected.

However, two sections of the page resulted in HTTP 500 server errors when clicked (**Bug-07 & BUG-08**), preventing navigation to the expected destination pages.

These issues were identified as critical functional defects, as they block the user flow and were documented as bugs.

SEO optimisation

SEO validation was performed using the SEMrush SEO Checker tool.

The analysis identified both positive aspects and areas for improvement.

Positive findings:

- The length of the URL is good (47 characters)
- Images all have alt text
- Page meets Google's performance benchmarks across speed and Core Web Vitals, so users see and interact with content quickly
- Page elements are visually stable while loading, so elements don't jump around upon page load
- The main image or block of text on the page appears quickly, giving users confidence that the page is loading
- The server responds quickly, so users start receiving data almost instantly
- Scripts rarely block the main thread, so interactions feel smooth and responsive

Identified issues:

- Page h1 is missing! Add a main H1 heading to the page to improve search visibility and guide your visitors
- page structure is an issue. Key heading levels are missing, skipped, or over-used. Consider rebuilding your page structure with H2s, H3s, and H4s used to introduce sections and subsections. Avoid hierarchy gaps (e.g., H4s directly following H2s) and excess headings
- Robots.txt file is missing or inaccessible. Search engines won't know which pages they can crawl. Add an accessible robots.txt file to guide search engines
- No XML sitemap found. Add a sitemap.xml or declare it in your robots.txt file

These SEO issues do not break functionality but may negatively impact search engine visibility and ranking.

The following screenshots were taken from SEMrush reprot and show the keyword rankings and competitor web pages.

Keyword Rankings

This section provides a list of the website's top SEO keywords according to the organic traffic they drive to the site.

Keyword	Rank	Traffic %	Volume	KD %	CPC (USD)
fishing booker	1	1.16	6.6K	58	0.53
fishing near me	2	0.86	60.5K	56	1.03
types of fish	2	0.79	27.1K	66	6.27
fishingbooker	1	0.51	2.9K	50	0.7
fishing charter	1	0.43	14.8K	53	1.01
fishing charters near me	1	0.43	14.8K	54	1
scary fish	1	0.36	6.6K	30	0
fish types	1	0.36	6.6K	63	0
sal fishing	1	0.35	12.1K	27	12.51
biggest fish ever caught	1	0.35	12.1K	23	0

Competitors

This section provides a list of the website's top competitors according to the percentage of keywords both sites are competing for in Google search.

Competitor	Common Keywords	Competition Level
captainexperiences.com	16.9K	0.32
takemefishing.org	16.9K	0.29
eregulations.com	12.6K	0.18
guidesly.com	5.6K	0.13
saltstrong.com	4.8K	0.12

Content & Consistency Validation

The displayed content is consistent with the purpose of a fishing landing page. Text, images, and calls to action are relevant to fishing products/services and are aligned with user expectations.

The messaging is clear and focused, and there are no misleading or unrelated elements present except for the ones mention in : **BUG-03, BUG-04, BUG-05 & BUG-06** which misslead the user due to wrong preselected filtering and wrong locations being showed for certain filters mentioned in the bug reports.

Overall, the content appears meaningful, coherent, and appropriate for the target audience interested in fishing.

Test Plan

TC-01 – Upper header of the page

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Observe the logo in the top-left corner
2. Attempt to click the logo
3. Observe the “List Your Boat”, “Log in” and “Sing up” buttons
4. Attempt to click the “List Your Boat”, “Log in” and “Sing up” buttons

Expected Result:

- Logo is visible and clickable
 - “List Your Boat”, “Log in” and “Sing up” buttons are visible and clickable
 - Clicking the logo sends the user to the home page
 - Clicking the “Log in” and “Sing up” opens up the appropriate modular
 - Clicking the “List Your Boat” sends the user to the information page of listing their bussines
-

TC-02 - Page header visibility

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Observe the top side of the page

Expected Result:

- Red Snapper picture is displayed
 - “Red Snapper Fishing” heading is displayed correctly
 - “Your next fishing destination” box is displayed and is clickable
 - Calendar box is displayed and is clickable
 - Adult/Children box is displayed and is clickable
 - “Check availability” button is displayed and is clickable
-

TC-03 - Fishing destination search box recommended locations

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded
- Location permission is enabled

Steps:

1. Click on the "Your next fishing destination" search box
2. Observe the dropdown selection box

Expected Result:

- Search box is expanded
 - The first option to select is "Fishing near me"
 - Other locations are displayed by the nearest from the current location
-

TC-04 - Search box autocomplete

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Click on the fishing destination search box
2. Attempt typing first letters of a location
3. Attempt typing first letters of the Captains name

Expected Result:

- Autocomplete suggestions for locations are displayed
 - Autocomplete suggestions for captains are displayed
-

TC-05 - Calendar

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Observe the values within the calendar box
2. Click on the calendar drop box
3. Attempt to navigate to the month in the past by pressing the left arrow in the top left side of the calendar dropdown box
4. Attempt to navigate to the future months by pressing the right arrow in the top right side of the calendar dropdown box
5. Attempt to navigate to previous month by pressing the left arrow in the top left side of the calendar dropdown box
6. Attempt to select a past date
7. Attempt to select a date in the future

Expected Result:

- Calendar box is displayed with the current month, tomorrow date and current year
 - Calendar dropdown box has the following weekday structure : Su/Mo/Tu/We/th/Fr/Sa
 - Calendar dropdown box is displayed with the current month and tomorrow date highlighted blue
 - Previous dates and current date in the month are crossed out, unbolded and unclickable
 - Unable to navigate to the past month relative to the current month when clicking the left arrow in the top left side of the calendar dropdown box
 - Able to navigate to the future month/months relative to the current month when clicking the right arrow in the top right side of the calendar dropdown box
 - Able to navigate to the past month/months until reaching the current month when clicking the left arrow in the top left side of the calendar dropdown box
 - Future dates are selectable
 - Upon selecting a date the dropdown box is closed and the selected date is previewed in the calendar box
 - Upon clicking outside of the calendar dropdown box the calendar dropdown box is closed and the tomorrow date is filled in the calendar box
-

TC-06 - Adults and children selector

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Observe the Adults/Children selection box
2. Click the adults/children selection box
3. Attempt to reduce the number of Adults by pressing the “ - ” button
4. Attempt to increase the number of Adults by pressing the “ + ” button
5. Attempt to increase the number of Children by pressing the “ + ” button
6. Attempt to reduce the number of Children by pressing the “ - ” button
7. Attempt to close by clicking outside of the dropdown box

Expected Result:

- The default preselected value of Adults is 2 and Children is 0
 - The dropdown box is displayed
 - The buttons “ - ” and “ + ” are both enabled and clickable for Adults
 - The button “ - ” is dimmed out and unclickable for Children
 - The button “ + ” is enabled and clickable for Children
 - The amount of Adults can be increased by clicking the button “ + ”,
 - The amount of Adults cannot be reduced to 0 by clicking the button “ - ”, minimum is 1
 - The amount of Children can be increased by clicking the button “ + ”
 - The amount of Children can be reduced to 0 by clicking the button “ - ”, minimum is 0
 - The maximum amount of Adults and Children combined is 70
 - Upon selecting the number of Adults and Children and clicking outside the dropdown box the text inside the Adult/Children box is updated
-

TC-07 – Filters modular

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Click on “Filters” button
2. Observe the opened modal
3. Select/Deselect filter checkboxes
4. Attempt clicking the exit button (x) or outside the filters modal to close

Expected Result:

- Filters button opens a modal (checkboxes, sections)
 - Modal has preselected value “Snapper (Red)” and it is displayed in the Selected Filters section
 - Filter options can be changed and modal reacts by updating the Selected Filters section
 - Clicking on the exit button (x) or outside the filters modal closes the modal and no changes have been made to the charter filters
-

TC-08 – Show results of selected Filters

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Click on “Filters” button
2. Select/Deselect filter checkboxes
3. Attempt clicking the “Show X results”

Expected Result:

- Filters button opens a modal (checkboxes, sections)
 - Filter options can be changed and modal reacts by updating the Selected Filters section
 - Clicking on the “Show x results” button shows related charter options that correspond to the selected filter criteria
-

TC-09 - Navigation links and current fish species facet

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Observe the facet with links "Home" and "Fish Species"
2. Click on "Home" link
3. Click on "Fish Species" link

Expected Result:

- The "Home" and "Fish Species" links are clickable and the name of the currently selected species "Red Snapper" text is visible
 - Correct pages are opened upon clicking the "Home" and "Fish Species" links
-

TC-10 - Nearest Fishing Charters Cards

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Observe the "Nearest Red Snapper fishing charters" section
2. Attempt to scroll the charter cards up/down
3. Hover over the cards
4. Attempt to click the cards

Expected Result:

- The Nearest Charter Cards are visible and clickable
 - Scrolling of the charter cards down and up is possible
 - Hovering over the charter card highlights the location on the map
 - Clicking the Charter Cards opens a new browser window with the contents of the charter
-

TC-11 - Hide/Show Charters buttons

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Observe the "Nearest red Snapper Fishing Charters" section
2. Attempt to click "Hide" button
3. Attempt to click "Show Charters" button

Expected Result:

- Hide button is visible and clickable, hides the charters
 - Show Charters button is visible and clickable, displays the charters again
-

TC-12 - Map functionalities

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded
- Location permission is enabled

Steps:

1. Observe the "Nearest Red Snapper Fishing Charters" section of the page
2. Attempt to drag the map
3. Attempt pressing the " – " button to zoom out
4. Attempt pressing the " + " button to zoom in
5. Attempt pressing the location button
6. Attempt pressing the Google logo in the bottom left corner
7. Hover over the presented locations on the map

Expected Result:

- Map is centered to the nearest charter location according to filtered results
 - Dragging the map with the mouse goes smoothly
 - Pressing the " – " button zooms the map out
 - Pressing the " + " button zooms the map in
 - Pressing the location button centers the map to the user's current location
 - Pressing the Google logo opens up a new tab that shows the user the same map view in Google maps
 - Hovering over the pinpointed charter locations shows the details of that charter in a tooltip on the map above the pinpoint
-

TC-13 – "Nearest Red Snapper Fishing destinations" page section

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Observe the "Nearest Red Snapper Fishing destinations" section of the page
2. Attempt to click on the navigation arrow on the right/left sides of the sliders
3. Attempt to click the destination card

Expected Result:

- The destination cards are visible with pictures, small country flag of the location, name of the location and distance from the user's current location
- Clicking on the navigation arrows makes the slider move to the right/left and shows additional locations, when coming to the end/beginning of the list the arrow on that side disappears
- Clicking on the destination card sends the user a new page where charters are displayed for that location

TC-14 – “Fresh Red Snapper Fishing Catches” page section

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Observe the “Fresh Red Snapper Fishing Catches” section of the page
2. Attempt to click on the navigation arrow on the right/left sides of the sliders
3. Attempt to click the displayed cards

Expected Result:

- The cards are visible and clickable with pictures, with the information how long ago was the post made, the title and description of the user's experience
 - Clicking on the navigation arrows makes the slider move to the right/left and shows additional locations, when coming to the end/beginning of the list the arrow on that side disappears
 - Clicking on the card opens up a modal in which the user can click on the navigation arrows to change pictures. In the modal the whole description is visible. The name and profile picture of the user that made the post are visible with the grade that they gave.
 - The modal can be closed by pressing the (x) button on the top right side of the screen
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TC-15 – “Top Red Snapper Fishing Charters world wide” page section

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Observe the “Top Red Snapper Fishing Charters world wide” section of the page
2. Attempt to click on the navigation arrow on the right/left sides of the sliders
3. Attempt to click the Charter card

Expected Result:

- The Charter cards are visible with pictures under which is the description of the boat's length and passenger capacity. The average grade and amount of reviews is visible. The location of the Charter is displayed. Duration of the charter is displayed. Type of fish that can be caught on the charter is displayed with small pictures of the fish next to each other. The beginning of the Charters description is visible. The price of the charter is visible on the bottom of the card.
 - Clicking on the navigation arrows makes the slider move to the right/left and shows additional locations, when coming to the end/beginning of the list the arrow on that side disappears
 - Clicking on the Charter card sends the user a new page where the detailed Charter information is displayed
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TC-16 – “What anglers said about Red Snapper Fishing” page section

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Observe the “What anglers said about Red Snapper Fishing” section of the page
2. Attempt to click on the navigation arrow on the right/left sides of the sliders
3. Attempt to click the displayed cards

Expected Result:

- The cards are visible. The users name and profile picture are visible. The title of the post is visible. The grade that the user gave is visible. The description is visible and extendable if too large with the button show more.

- Clicking on the navigation arrows makes the slider move to the right/left and shows additional locations, when coming to the end/begining of the list the arrow on that side dissapears

TC-17 – “Related species” page section

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Observe the “Related species” page section
2. Attempt to click one of the cards displayed

Expected Result:

- The species that are related/similar to the “Red Snapper” are displayed with their pictures and names on the bottom of the cards. The cards are clickable.

- Clicking the cards sends the user to the new page where the nearest Charters are displayed for the selected species

TC-18 – “About Red Snapper Fishing” page section

Preconditions:

- URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps:

1. Observe the “About Red Snapper Fishing” page section
2. Attempt to click “Show more”
3. Attempt to click “Show less”
4. Attempt to click one of the buttons under the “Habitats” and “Techniques” sections

Expected Result:

- The illustrations and text information for “Size”, “Food Value” and “Game Quality” are displayed.

- Upon clicking on “Show more” there is a description of the species with sections “How Big?”, “When and Where”, “How to Catch Red Snapper” and “Good to Eat?” with appropriate texts related to the species.

- Upon clicking on “Show less” reduces the paragraph to the original size

- Clicking on the listed buttons under the sections “Habitats” and “Techniques” opens a new tab where the user can see available nearest Charters for the selected “Habitats” and “Techniques”.

Bug Reports

BUG-01 - Wrong fish species displayed on Red Snapper page

Environment:

Web, Chrome/Firefox/Edge, Desktop

Preconditions:

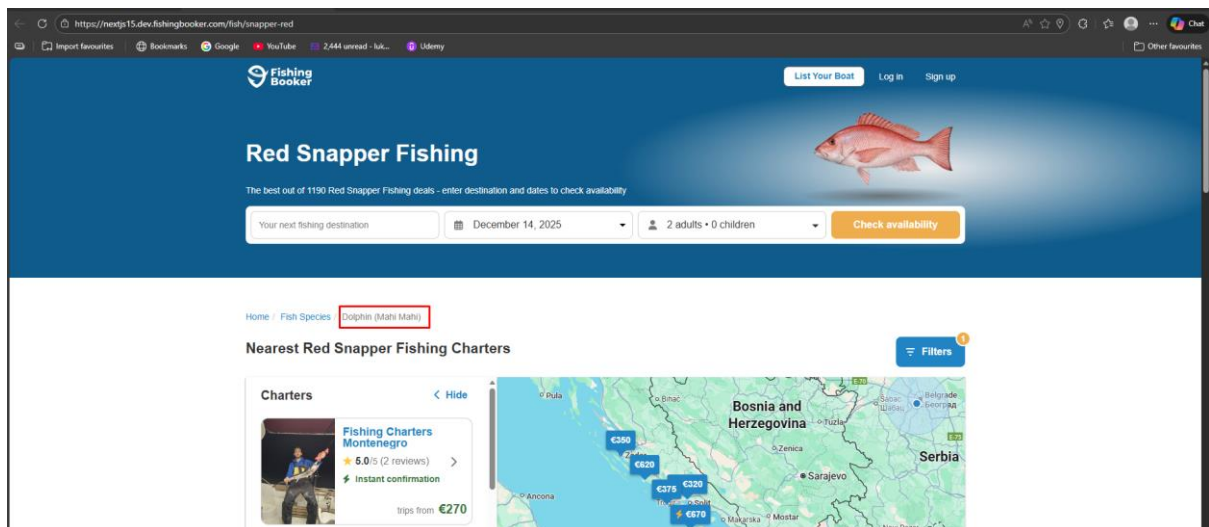
URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps to Reproduce:

1. Open Red Snapper fishing page
2. Observe the facet with links “Home” and “Fish Species”

Actual Result:

- Dolphin (Mahi Mahi) is displayed



Expected Result:

- Red Snapper text should be displayed

Severity: Medium

BUG-02 – Adults/Children box does not update when changing the number of adults/children

Environment:

Web, Chrome/Firefox/Edge, Desktop

Preconditions:

URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps to Reproduce:

1. Open Red Snapper fishing page
2. Click on the Adults/Children box
3. Change the number of Adults and/or Children
4. Close the dropdown box by clicking on the Adults/Children box or outside of it

Actual Result:

- The number of Adults/Children does not change from the default preselected number when changing the amount of Adults/Children and closing the dropdown box

Expected Result:

- The number of Adults/Children should be updated by the corresponding amount selected in the dropdown box

Severity: Medium

BUG-03 - Incorrect geographic distribution of Red Snapper

Environment:

Web, Chrome/Firefox/Edge, Desktop

Preconditions:

URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps to Reproduce:

1. Scroll the map in to view point
2. Observe the map and the locations that it provides

Actual Result:

- Red Snapper is shown in the Mediterranean Sea and across other continents

Nearest Red Snapper Fishing Charters

The screenshot displays the 'Nearest Red Snapper Fishing Charters' section. On the left, there is a list of three charters:

- Sicily Fishing Charter**: 4.9/5 (66 reviews), Instant confirmation, trips from €300.
- Fishing Montenegro**: 5.0/5 (48 reviews), Instant confirmation, trips from €280.
- Fishing adventure by CUP of SEA**: 4.7/5 (91 reviews).

On the right, a map of the Mediterranean Sea and surrounding regions (France, Switzerland, Italy, Greece, etc.) shows various locations with price tags for fishing charters. The locations and prices are:

- Barcelona: €500
- Valencia: €650
- Palma: €450
- Rome: €300
- Malta: €800
- Athens: €650
- €618 (near Athens)
- €980 (near Istanbul)
- €330 (near France/Switzerland border)
- €350 (near Italy/Slovenia border)
- €320 (near Italy/Slovenia border)
- €280 (near Italy/Slovenia border)

The map also includes a 'Filters' button in the top right corner.

Expected Result:

- Red Snapper should primarily appear in the Gulf of Mexico and North America

Severity: Medium

BUG-04 - Incorrect default filter selected

Environment:

Web, Chrome/Firefox/Edge, Desktop

Preconditions:

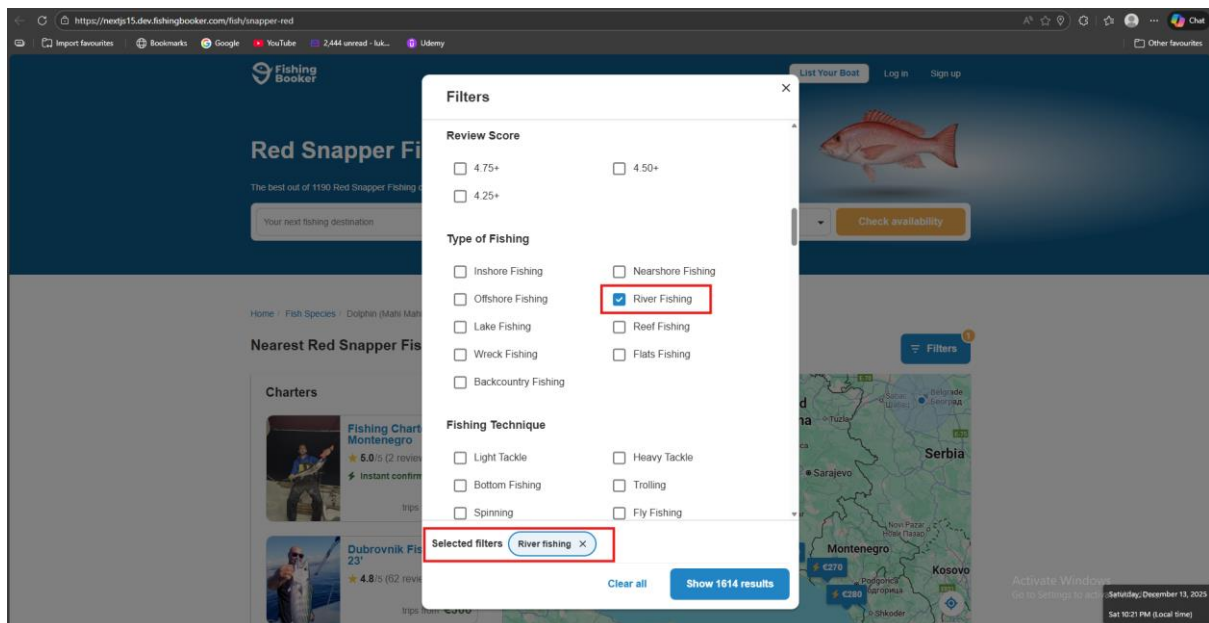
URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps to Reproduce:

1. Open the Red Snapper page
2. Click on the Filters button
3. Observe the default preselected filter in the opened Filters modular

Actual Result:

- "River fishing" filter is selected by default



Expected Result:

- "Snapper (Red)" filter should be selected by default

Severity: High

BUG-05 - Filters for “Red Snapper” and “River Fishing” behave as mutually exclusive incorrectly

Environment:

Web, Chrome/Firefox/Edge, Desktop

Preconditions:

URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded
Filters modular is opened

Steps to Reproduce:

1. Click on “Clear all” to disable all filters
2. Select “Snapper (Red)” filter

Actual Result:

- “Snapper (Red)” moves to first position in “Targeted Species” filter section
- Checkbox of “Snapper (Red)” is not marked as selected
- “River fishing” becomes selected instead
- Results shown are for River Fishing

(Video attached)

Expected Result:

- “Snapper (Red)” filter should be selected
- Checkbox for “Snapper (Red)” should be marked
- Results should match “Snapper (Red)” filter

Severity: Critical

BUG-06 - River fishing filter shows offshore locations

Environment:

Web, Chrome/Firefox/Edge, Desktop

Preconditions:

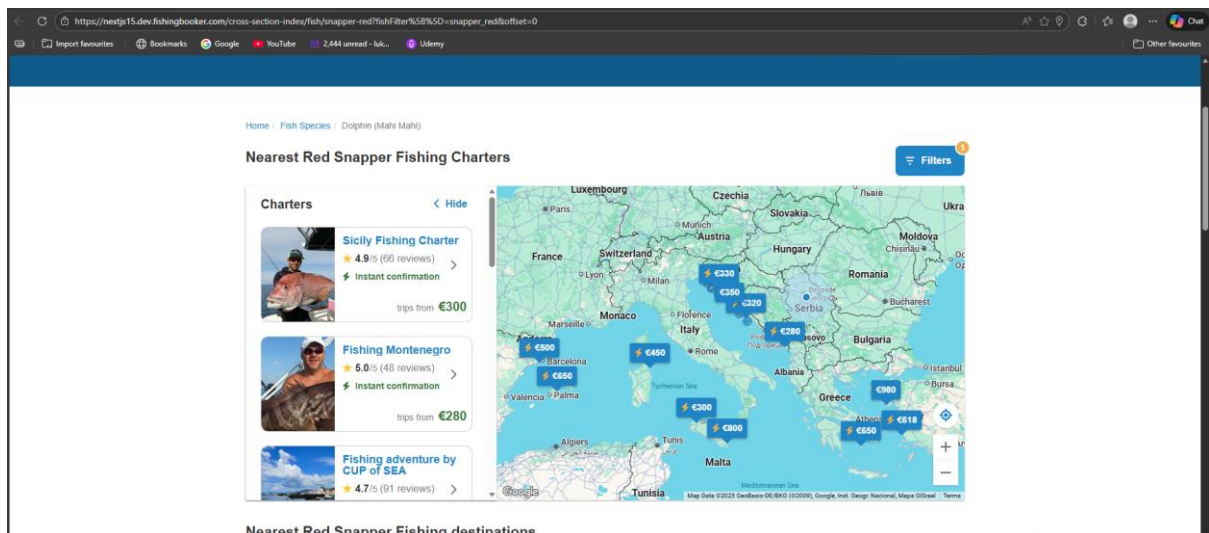
URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps to Reproduce:

1. Click on the Filters button
2. In the Filters modular select “River fishing” filter
3. Click on “Show results” button
4. Observe the map

Actual Result:

- Map shows offshore coastal locations
- No inland river locations are shown



Expected Result:

- River fishing locations should appear inland

Severity: High

BUG-07 – Filter “No exact matches” is clickable

Environment:

Web, Chrome/Firefox/Edge, Desktop

Preconditions:

URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Filters modular is opened

Steps to Reproduce:

1. Deselect all filters by clicking “Clear all”
2. Select the following filters : “”Night”, “Multi-day” and “€0- €360” to trigger “No exact matches” button
3. Click on “No exact matches” button
4. Observe the map section

Actual Result:

- The map is displayed with no charters and no information

Filters

Departure Time

☐ Morning ☐ Afternoon

☐ Evening ☒ Night

Duration

☐ 0 - 5 hours ☐ 6 - 9 hours

☐ 10+ hours ☒ Multi-day

Package Types

☐ Shared ☐ Private

Price per Day

☒ €0 - €360 ☐ €360 - €540

☐ €540 - €710 ☐ €710+

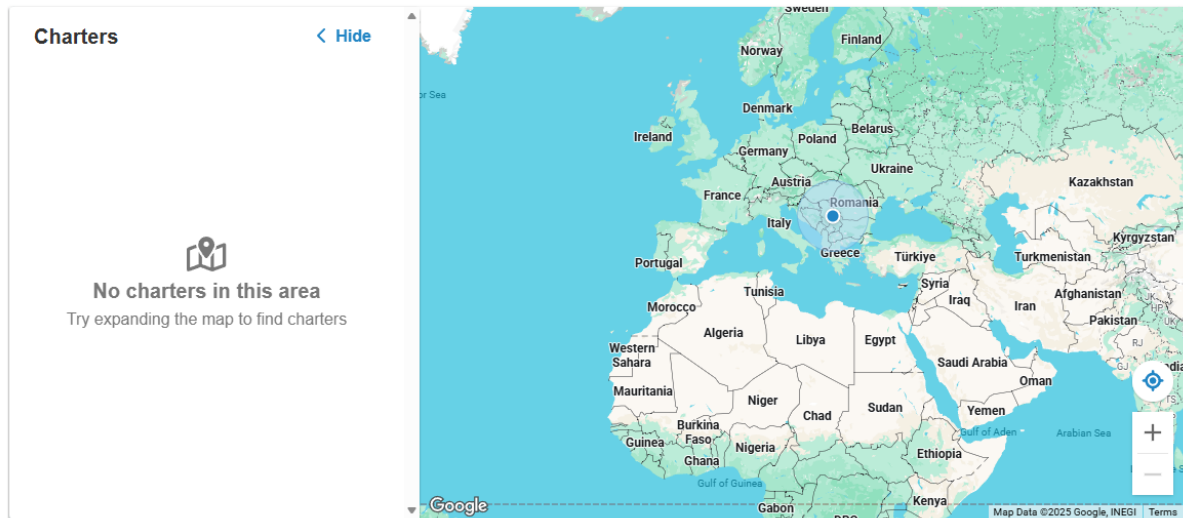
Selected filters

Night X Multi-day X €0 - €360 X

[Clear all](#) [No exact matches](#)

Nearest Red Snapper Fishing Charters

Filters ³



Expected Result:

- There should be no option to let the user apply the search for filter criteria that doesn't return any charters

Severity: Medium

BUG-07 - Charter cards in the “Nearest Red Snapper fishing charters” section don’t lead to the appropriate pages

Environment:

Web, Chrome/Firefox/Edge, Desktop

Preconditions:

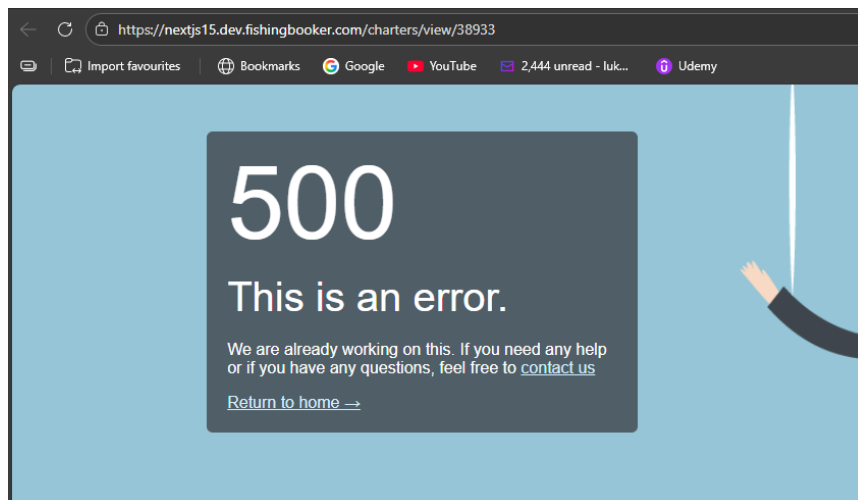
URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps to Reproduce:

1. Navigate to the “Nearest Red Snapper Fishing Charters” page section
2. Click on one of the displayed cards in the “Charters” section

Actual Result:

- A new tab is opened that displays an 500 error



Expected Result:

- Cards should navigate to the appropriate charter details page

Severity: High

BUG-08 - Charter cards in the “Top Red Snapper fishing charters worldwide” section don’t lead to the appropriate pages

Environment:

Web, Chrome/Firefox/Edge, Desktop

Preconditions:

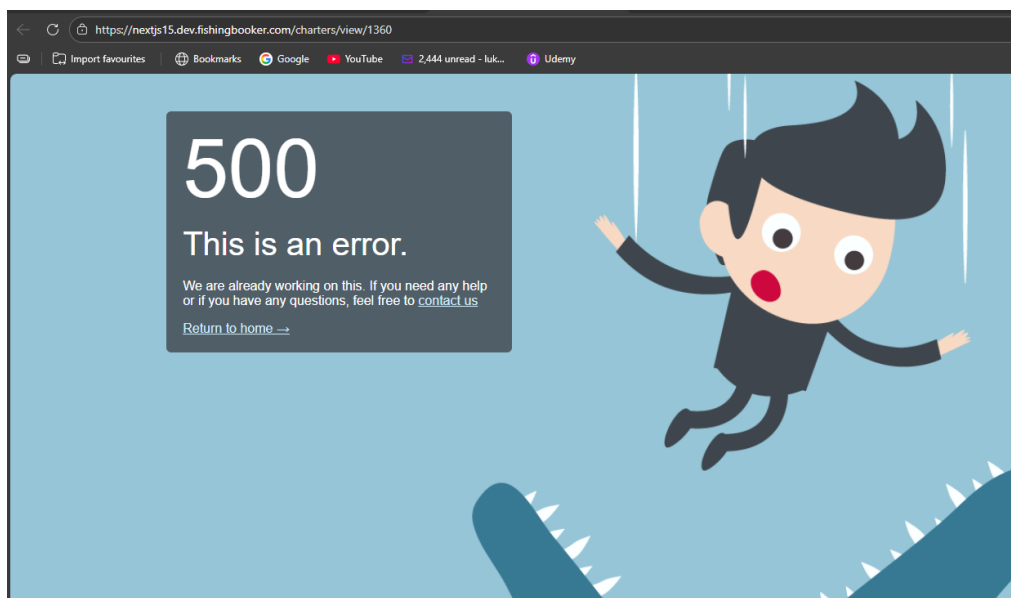
URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

Steps to Reproduce:

1. Navigate to the “Top Red Snapper fishing charters worldwide” page section
2. Click on one of the displayed Charter cards that are in the slider

Actual Result:

- A new tab is opened that displays an 500 error



Expected Result:

- Cards should navigate to the appropriate charter details page

Severity: High

BUG-09 - Irrelevant content in “What anglers said about Red Snapper Fishing” page section

Environment:

Web, Chrome/Firefox/Edge, Desktop

Preconditions:

URL <https://nextjs15.dev.fishingbooker.com/fish/snapper-red> is loaded

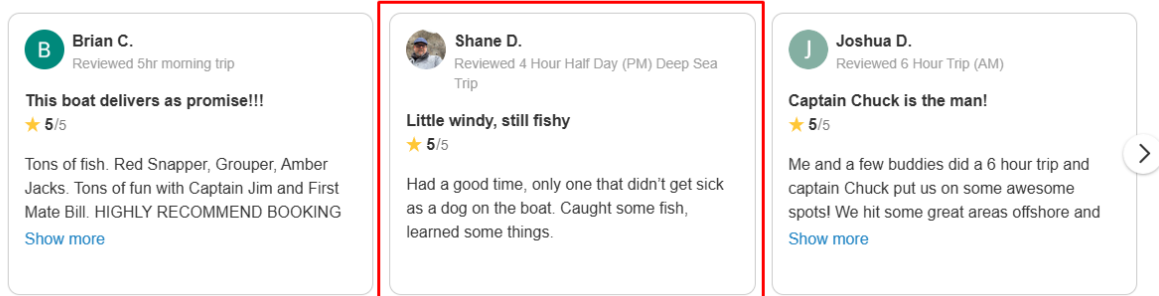
Steps to Reproduce:

1. Navigate to the “What anglers said about Red Snapper Fishing” section of the page
2. Observe the displayed cards

Actual Result:

- Some cards in “What anglers say about Red Snapper fishing” do not mention Red Snapper

What anglers said about Red Snapper Fishing



The screenshot displays three review cards under the heading "What anglers said about Red Snapper Fishing". The middle card, by Shane D., is highlighted with a red border. It contains a review about a "Deep Sea Trip" that does not mention Red Snapper.

Reviewer	Trip Type	Rating	Review Content
Brian C.	Reviewed 5hr morning trip	★ 5/5	This boat delivers as promise!!! Tons of fish. Red Snapper, Grouper, Amber Jacks. Tons of fun with Captain Jim and First Mate Bill. HIGHLY RECOMMEND BOOKING Show more
Shane D.	Reviewed 4 Hour Half Day (PM) Deep Sea Trip	★ 5/5	Little windy, still fishy Had a good time, only one that didn't get sick as a dog on the boat. Caught some fish, learned some things.
Joshua D.	Reviewed 6 Hour Trip (AM)	★ 5/5	Captain Chuck is the man! Me and a few buddies did a 6 hour trip and captain Chuck put us on some awesome spots! We hit some great areas offshore and Show more

Expected Result:

- All reviews should be relevant to Red Snapper fishing


Severity: Low

Improvements

IM-01 – Sorting the Filters in the modular

Current state:

- When opening the Filters modal the options from which the user can select are not sorted in any meaningful way. This makes searching for wanted filters harder and makes it not friendly towards the user. Especially in the “Targeted Species” section of the filters, due to the amount of different choices.



The screenshot shows a modal window titled "Filters" with a close button (X) in the top right corner. Inside the modal, there are two sections. The first section contains two checkboxes: "Disabled Accessible" and "You Keep Catch". The second section, titled "Targeted Species", contains a list of 20 fish species, each with an unchecked checkbox. The species are listed in two columns. The first column includes: Barracuda (Great), Gilt-head (Seabream), Cobia, Grouper (Goliath), King Mackerel (Kingfish), Marlin (White), Roosterfish, Snapper (Red), Swordfish, Trevally (Giant), Tuna (Skipjack), Little Tunny (False Albacore), and Tuna (Albacore). The second column includes: Amberjack, Yellowtail Amberjack, Dolphin (Mahi Mahi), Jack Crevalle, Marlin (Blue), Permit, Sailfish, Snook, Tarpon, Tuna (Bluefin), Tuna (Yellowfin), and Wahoo. At the bottom of the modal, there are two buttons: "Clear all" and "Show 10855 results".

Targeted Species	
<input type="checkbox"/> Barracuda (Great)	<input type="checkbox"/> Amberjack
<input type="checkbox"/> Gilt-head (Seabream)	<input type="checkbox"/> Yellowtail Amberjack
<input type="checkbox"/> Cobia	<input type="checkbox"/> Dolphin (Mahi Mahi)
<input type="checkbox"/> Grouper (Goliath)	<input type="checkbox"/> Jack Crevalle
<input type="checkbox"/> King Mackerel (Kingfish)	<input type="checkbox"/> Marlin (Blue)
<input type="checkbox"/> Marlin (White)	<input type="checkbox"/> Permit
<input type="checkbox"/> Roosterfish	<input type="checkbox"/> Sailfish
<input type="checkbox"/> Snapper (Red)	<input type="checkbox"/> Snook
<input type="checkbox"/> Swordfish	<input type="checkbox"/> Tarpon
<input type="checkbox"/> Trevally (Giant)	<input type="checkbox"/> Tuna (Bluefin)
<input type="checkbox"/> Tuna (Skipjack)	<input type="checkbox"/> Tuna (Yellowfin)
<input type="checkbox"/> Little Tunny (False Albacore)	<input type="checkbox"/> Wahoo
<input type="checkbox"/> Tuna (Albacore)	<input type="checkbox"/> Seabass (Black)

Clear all Show 10855 results

Expected State:

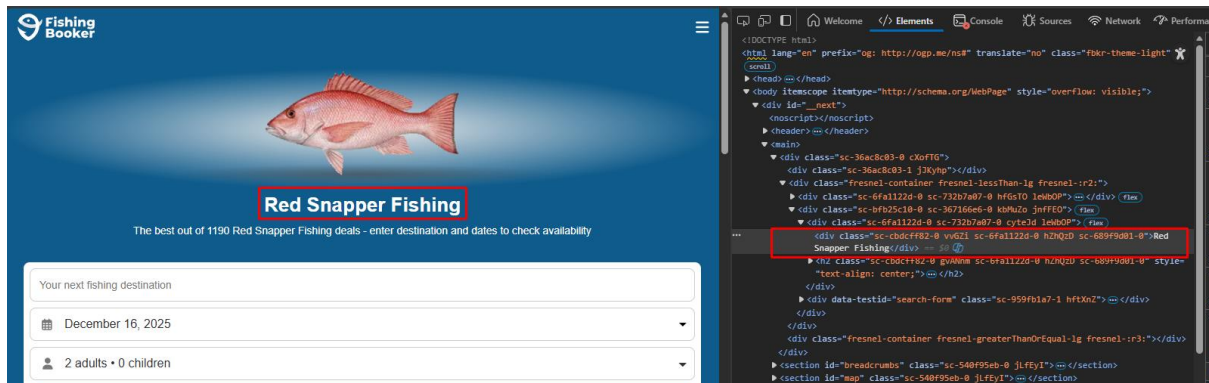
- There should be an introduction of meaningful sorting, preferably “abc” sorting. So that the user can naturally go through the list of filters and expect e.g. species starting with the letter A to be on the top and species starting with letter T to be near the bottom.

Result: User satisfaction and better navigation through the filters.

IM-02 – Missing h1 tags on the page

Current state:

- The “Red Snapper Fishing” headline is as now defined within the <div> . This not only hinders the HTML structure of natural h1-h2-h3 sections for headers but severely impacts SEO optimization for search results which directly impact the opportunity of this page being recommended by the search engine to people browsing the web with such key words that are in this <div>.



Expected State:

- There should be a h1-h2-h3 structure introduced on this page, and especially the keywords “Red Snapper Fishing” should be in a <h1> for better chances of it being recommended to people searching for such key words.

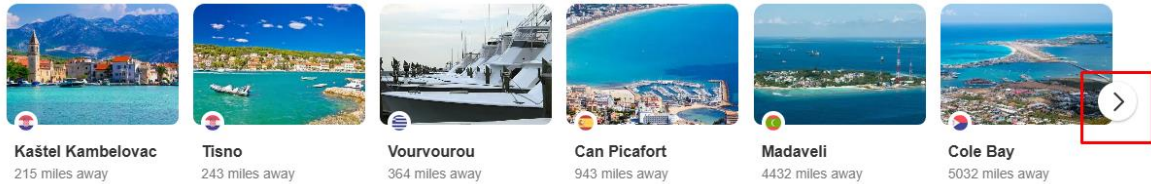
Result: Better structured HTML and greater chances of more traffic to this page which could potentially bring more business.

IM-03 – Visual update on the slider navigation arrows

Current state:

- The slider arrows are located on the bottom of the previewed pictures(1st picture). And yes, it is nice and in the middle when the card is being hovered over(2nd picture). But without the hover it looks unappealing and in the wrong place

Nearest Red Snapper Fishing destinations



Nearest Red Snapper Fishing destinations



Expected State:

- The design team should come up with a solution to maybe make the cards constantly in the visual state of being hovered over so that there is symmetry with the navigation arrows.

Result: Better style and more appealing look.

IM-04 – “About Red Snapper fishing” page section, headings missing a “?” at the end

Current state:

- All of the headings are questions, the first and the last have the “?” at the end and the second and third heading don’t.

About Red Snapper fishing



Every year, anglers line up to go fishing for Red Snapper. And it's no wonder why! These fish are highly sought-after in the Gulf of Mexico and along the Atlantic Coast on account of their excellent flavor, distinctive looks, and game qualities.

You'll have to wait patiently to get your hands on them, though. Red Snapper are heavily regulated to curb overfishing. Most states keep their seasons short and their catch quotas strict.

How Big?

This species averages between 3–10 pounds, but can get much bigger. Fish in the 20-pound range are considered trophies. Very rarely, you'll come across fish in the 30–40 pound range.

When and Where

Red Snapper are temperate fish. You'll find them exclusively in the Gulf of Mexico and along the southern Atlantic Coast. Locations off the Florida Panhandle, including Destin, Panama City, and Pensacola, are considered some of the best for fishing. Texas is another great alternative, with Galveston and Port Aransas hosting impressive numbers.

The peak season for Red Snapper fishing is summer, which is reflected by the open seasons most states keep. Open and close dates vary from state to state, however. These also change annually, so make sure you're staying up to date.

How to Catch Red Snapper

Red Snapper are classic bottom fishing fare. Sometimes, you'll find them in waters as shallow as 50 feet. More often, you'll need a strong current and depths reaching 600 feet.

In these cases, heavy rods and 50–80 lb test lines are necessary. As for bait, squid or cut fish are good choices. Jigs also work well, just make sure to keep them slow moving.

Good to Eat?

Yes! They taste great at any size and are some of the best eating fish you can catch. Just make sure you're within bag and size limits.

Expected State:

- The texts of the headings should be updated with a “?”.

Result: Better style and more appealing look.