

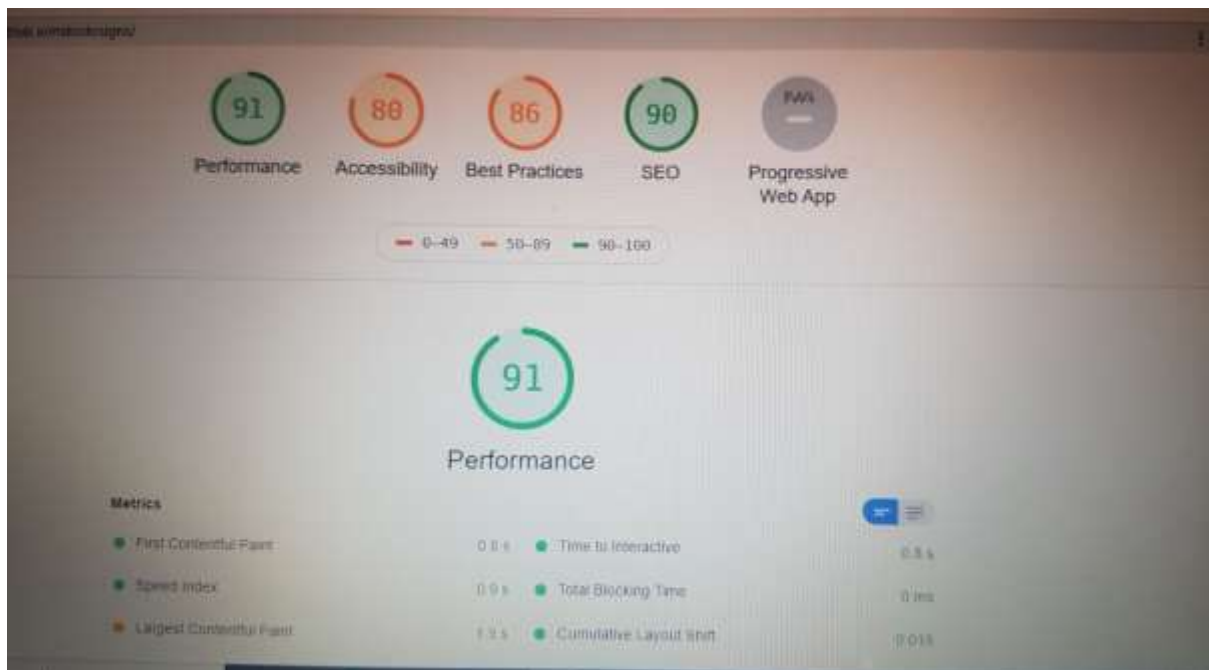
GITHUB REPO: <https://mikesanya.github.io/website-optimization/>

SEO Recommendations of before and after

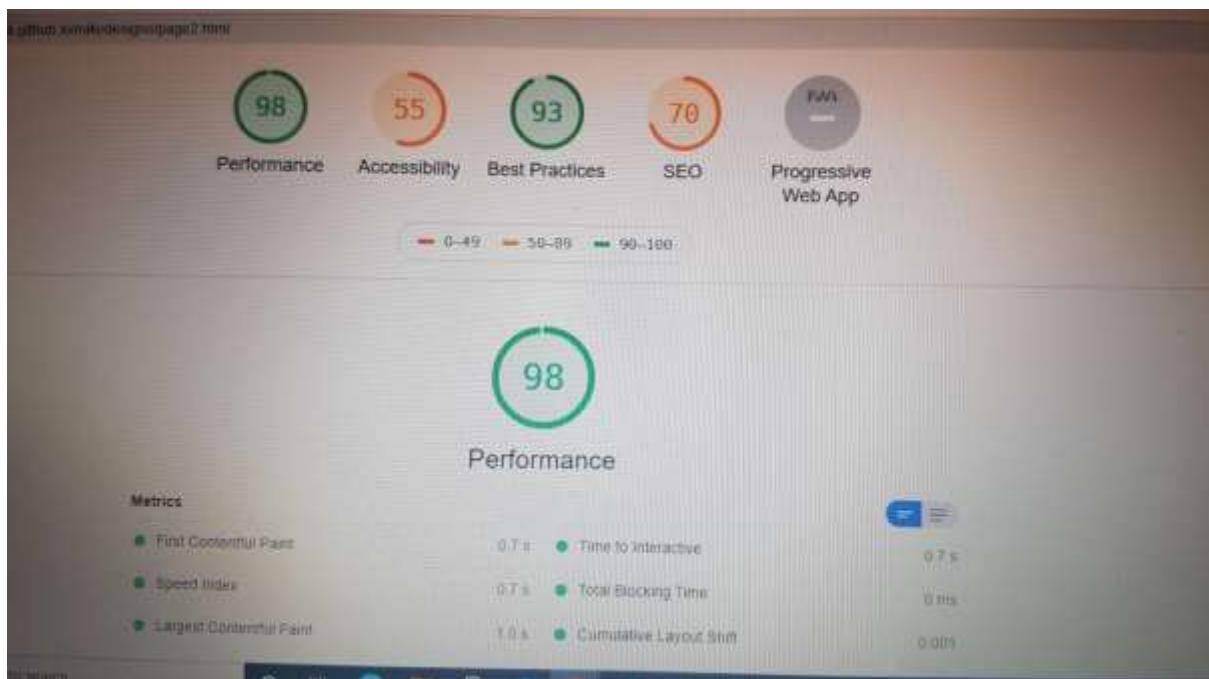
1. **Image format requires adjustment:** The current image format affects the speed of the download, data consumption and performance therefore Image optimized to speed up the download and performance.
2. **Footer link Contrast:** Footer link text unreadable to users therefore footer link text was lightened to add more contrast.
3. **Best practice:** Page two does not have meta description and content, therefore meta description and content was added.
4. **Background and foreground colors do not have a sufficient contrast ratio:** Low-contrast text is impossible for many users to read therefore the colour picker was implemented to adjust the colour until the contrast is high enough.
5. **Links do not have a discernible name:** link text needs to be discernible, unique and focusable to improve the navigation for users therefore Aria-label was used to create discernible name for the link.
6. **Form elements do not have associated labels:** Form elements were not labelled correctly therefore the aria-label attribute was used and referred to the elements class.
7. **The page does not contain a heading, skip link or landmark region:** Navigation will be difficult for keyboard and mouse users, as content is repeated across website therefore the page content was placed inside a landmark element.
8. **Java Script and jquery libraries has security vulnerabilities:** The Bootstrap and jquery library version was not the updated version therefore Bootstrap and JQuery library version was upgraded to help fix vulnerabilities.
9. **Browser errors were logged to the console:** Error logged to the console indicates unresolved problems therefore each browser error was fixed to ensure that the page runs as expected for all your users.

- 10. Not mobile friendly:** Users have to scroll to see the entire page and the page size is not appropriate as the links and text image overlap each other on mobile view therefore The text image was not compatible with mobile version therefore change the text image to a paragraph.
- 11. Keyword:** The keyword was too many therefore some irrelevant ones were removed for the SEO.

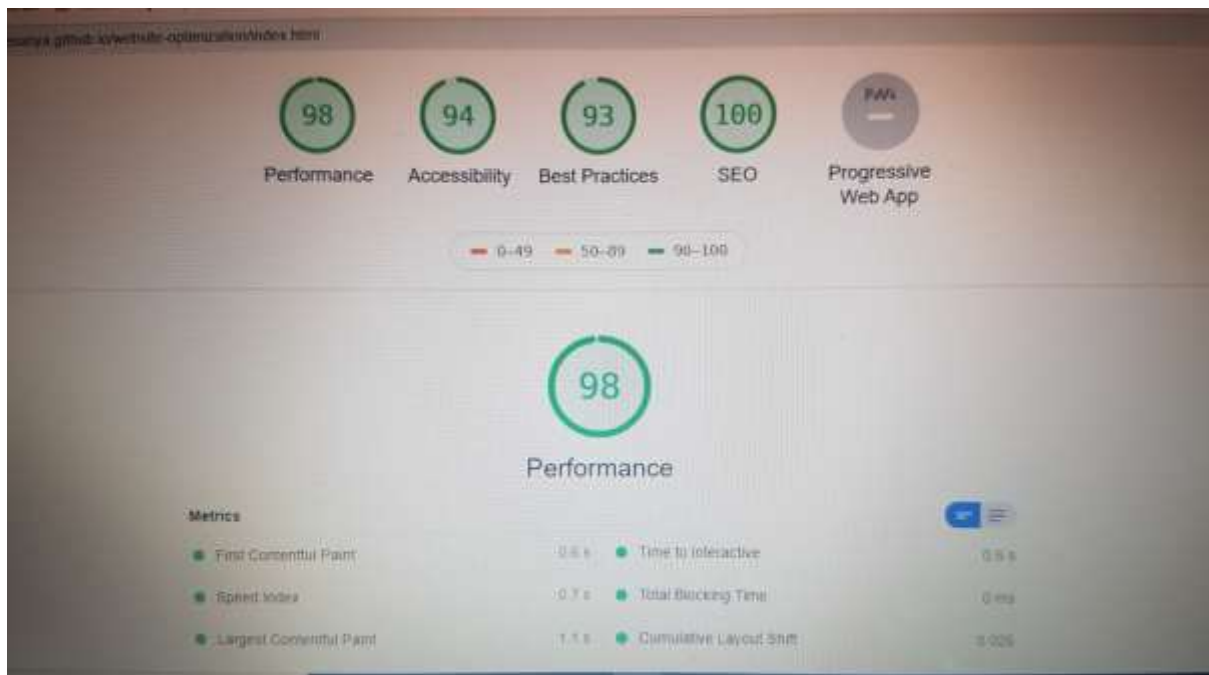
HOME PAGE BEFORE OPTIMIZATION.



CONTACT PAGE BEFORE OPTIMIZATION.



HOME PAGE AFTER OPTIMIZATION.



CONTACT PAGE AFTER OPTIMIZATION.

