# DGL103 Final Project Report

Roga Web Design by Ryan Paranich



# **Preface**

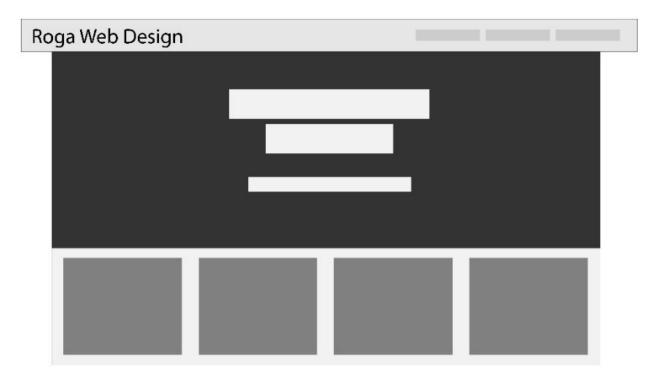
In part 1 of this project I intended to work on a website for Modern Maintenance. This paid work project came to me at the same time as the DGL103 final project began and I saw it as the perfect opportunity to invest a great deal of time and energy on something that wasn't just going to earn me marks, but also earn some income in the process. Unfortunately, the DGL103 deadline was more serious than Modern Maintenance. As such, I pivoted back to my first idea which was to create a simple website for an imagined startup web design firm, Roga Web Design.

Due to the fact that the project pivoted after part 1 was completed, none of the wireframes from part 1 were of any use to me and I ended up building the website over from scratch. You'll see that the wireframes and drawings in this report are different than those in part 1.

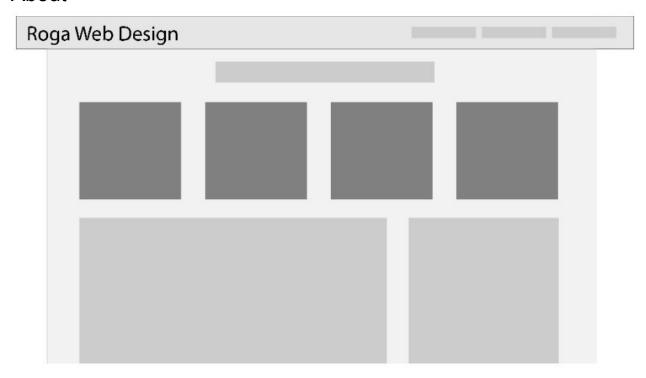
I learned a little bit about having a real world client from this experience and I thought it was something worth mentioning in the report. It's important to qualify your clients to ensure they're as serious as you are about the project. When a client can't commit, can't send you graphics, doesn't have time to tell you what they want, the project is probably more hassle than it's worth. Going back over the idea, now, I would have asked for the money up-front. This would have ensured that the client was as invested in the project as I was and might have encouraged them to take the project more seriously.

# Wireframes & Design

# Home



### **About**



For the home page I wanted a simple top-bar for navigation and branding. I intended to have the text on the bar as an image, thinking that it might be better for SEO to keep the H1 and H2's inside the lower body content, hitting on keywords like "business website", "small business website", "design business website", etc.

The header/nav style and structure was going to persist throughout the site. I wanted a darker background on the navigation bar with a bit of flare color. I was originally thinking about a red or orange flare color against a bluish dark grey. In the CSS styling I created variables for these colors so that I could change the theme by simply changing these variables.

Below I wanted an H1 header that included the words "web design" for SEO keywording. Below that, boxes containing either features, skills, or services I offered. Something eye catching, again with a dark background and flare color. I intended to do this with Fontawesome SVG icons, sized up to fit the theme.

After that I wanted a textbox in an article tag to float left, and an aside floating right - both of these would be jammed with keywords for SEO. I thought about having a contact form on the front page - I've heard this is a good idea to capture people with short attention spans. In the end I opted to move all action buttons to point to the contact page (which I did intend to build out separately, but opted to just put on the Services page instead).

### Services

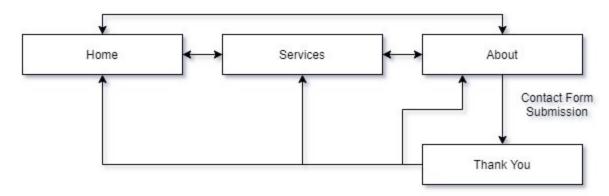


For the services page I intended to create a list of services. Each list item was to contain an H2 header and a blurb about that service. Below there was to be a price indicated for each service, either as a flat rate or as a price/time unit.

I thought the dark background looked a bit plain on it's own, and this page didn't yet have any color on it, so I included a green border around each service item. I think it brings a bit of interest to the page, although I wonder if it clashes too much with the background. I'd expect to revise these later if this was a real world project, possibly breaking each out into their own product page with more detailed information on each service.

On this page there was always intended to be a contact form. I went through several different revisions and styles before I settled on what you see now. There are still a few things that irk me about the overall look and style, but I did bring in more color in the final version than I initially intended. I also intended for the contact form to be a bit lighter, but I felt like it made it fade into the background, and it didn't pop as nicely as it does with the green flare color and the dark background color.

### Site Structure

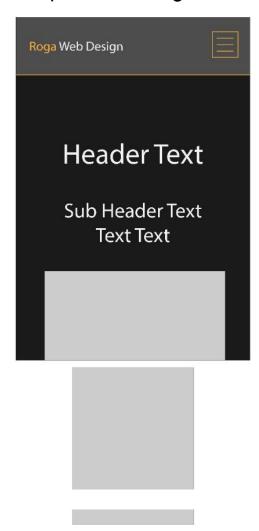


The initial intent of the site structure was to quickly and easily display all available navigation options (Home, Services, About) and to have one thank you page for contact form submission. Towards the end of the project I added a section called "work" which is intended to host PDF downloads for this project.

I had ideas about also making "work" host links to some past projects, but as it ultimately wasn't going to be worth marks I abandoned the idea. The rubric for this project suggests that only 3 pages would count towards the final mark.

Good SEO convention would suggest that I should have labeled "services" something more descript. "Web Design Services" would have been a better choice, but it looked uncomfortable next to my other one-word nav items. It was also going to be harder to adjust it to be mobile responsive, so I opted to leave each page as a one-word name.

# Responsive Design



When I was considering how I wanted the mobile version to look I started thinking about stacking everything, and maybe offering a quick jump-to menu near the top. In the end I didn't like how the execution looked, so I scrapped the idea. I also originally intended to have more sections on the front page. I think I should have kept more sections, as it might have helped with SEO, but overall I'm mostly happy with the way it turned out.



I had it in my head that on the mobile version of the about page I would try mixing up the order and style of the pages. I thought that About and Services might look good with a dark background, and I could change around some of the styling. Ultimately, when I had the desktop version roughed out, I liked the theme I settled on and a lot of this wireframe in particular was scrapped.



# **Header Text**



Looking back on this wireframe I start to like my orange and dark grey theme again. I intended to adjust the contact form for better placement on the page, and I think this still could have worked well for the final design. I did end up keeping the idea of having the contact form ahead of the rest, but after building it and viewing it a few dozen times I really don't like the top position of the contact form.

Ideally I would like to have action buttons throughout the page and a separate contact form page within the site. Because only 3 pages were being marked I thought it might be best to keep it simple and stick to the idea of the contact form being front and center on the Services page.

Overally, the smaller screens were supposed to have a drop-down sandwich menu. I couldn't get the javascript to work the way I wanted it to, so I scrapped the idea and opted to use a stacked list instead. I think it fits well with the overall look and feel and I like the "active" styling I gave the currently active page.

### Site Implementation

This site was built from scratch with SEO and ease of use in mind. It was important to get the relevant information on the page while keeping it light and easy to read.

The purpose of this site is to capture leads via the contact form. Not every question the user might be looking for was answered on the site and that was done intentionally. I wanted to encourage a conversation with the potential customer, not overwhelm them with more information than anyone could ever possibly sift through in a site visit.

Readability and accessibility was considered. Only images with function had alt text, the font was carefully chosen, font sizing was considered for all screens, and other considerations for ease of use were considered as well. The structure lends well to screen reading and I think anyone with vision impairment should be able to navigate the site with ease. One drawback in terms of accessibility, however, is that the user really does need to submit the web form in order to take action on the page. There's no phone number to call or email address displayed and that may be a future consideration.

CSS styling was used to evolve the website into a fully responsive design. I also strategically used flexbox in a number of locations throughout the site to create space where I wanted it and allow for effective viewing at any screen size.

In the CSS styling I leveraged the use of variables to create a consistent color theme throughout the design. By changing one variable hex/hsl/rgb value I'm able to control consistency across all colored elements within the set theme.

I missed the detail about having 5 elements in my form and I'm okay with taking a docked mark, there. What I *should* have done is create a contact us page as I mentioned earlier and have created a more detailed contact form there. When I was fitting it into other areas of my page, it felt too large for more than the 3 fields that I had. Furthermore, leads are more likely to submit a form with fewer elements. For style, simplicity, and UX I kept the form on the services page to just 3 inputs.

Fontawesome SVG icons were imported from a CDN and used throughout the design for fast loading icons. They were styled with CSS to match the theme of the page and I'm really happy with how they turned out. I feel like they're a central, visual component. I would have used more photos, but the icons gave me everything I needed with the added advantage of not having to use image elements which take more time to load and consume more data when mobile browsing.

#### HTML Features:

- Styled feature font color using a span inside an h1.
- Nav element with ul & li's containing anchor tags, styled with CSS.

- Section tags were used, originally because the intention was to use a quick jump-to feature which was abandoned later. I kept the tags because I ended up using them for structure and separation of content.
- I used mobile-only br tags that were selectively styled as display none in CSS but display inline when browsing on mobile. Removed an awkward break in the natural text wrapping and made the header more readable.
- Several i tags were used throughout which inserted svg elements from the fontawesome web kit.
- Header and footer tags brought content into the appropriate sections of each page.
- Article tags were used to encapsulate relevant page information and present good content structure to the user.
- Aside tags kept secondary content or the contact form present on the page and floating beside article content
- On the work section, where you may have found this document, there are a tags with href's to the pdf's from part 1 and 2 of the project which are downloadable.
- Meta tags on each page are adjusted for relevant keywords.
- Title tags are adjusted on each page as well.

#### **CSS** Features

- A key CSS feature used here was :root { --variable: #123455;} variable styling to keep color theme consistency throughout the document.
- There were a few strange browser default styles that persisted in some areas, so a reset stylesheet was used to modify these styles where they conflicted with my intended styling.
- A .dark class was developed for use in styling elements that I wanted to have the dark theme
- In a few different places the :hover pseudo code was used to style elements that were hovered over. This was usually combined with a transition on the element to keep the transition between colors or theme smooth and not jumpy
- In at least one instance I used the fontawesome style class fa-7x which set the size of icons to 7 times the original sizing to add color to every element of that same class.
- I used background-image and adjusted the Y position of the image to get it exactly where I wanted it on the page
- I used parallax scrolling images on desktop views while removing it for mobile, using/removing the background-attachment:fixed styling
- I used several borders around different elements on the page, including a border-bottom with the feature color along the bottom of the nav bar.
- In a few instances i used wrapper classes that encapsulated a set of other objects which I wanted styled a certain way. This was popular in styling with my next CSS feature
- Flexbox was used to create flexible columns or rows of objects which were typically wrapped in some type of wrapper class.
- One tricky bit of styling was that I needed to style a specific i element from the fontawesome webkit. In order to do that I needed to select the div.class>p>svg, because

the webkit inserts these elements ahead of the stylesheet and once inserted they became SVG elements. not I elements.

- I removed almost all default text decoration and styled elements myself.
- I also removed almost all of the list styling and styled elements myself.
- I created a theme with button color and hover color and I was quite pleased with that. I added a transition to fade softly between these colors.
- In a few instances I used Helvetica for readability in certain areas of the page.
- In one instance I was having trouble finding the right selector for what I was trying to do and I ended up using a [type="submit"].services-submit:hover selector which I thought was pretty fancy. I was happy with that outcome.
- For responsive design I used just one media query which was @media(max-width:768px). I know the better option might have been to select screens of this size only, but I found for testing purposes this was easy enough. I had thought to do another even smaller size, but I felt that the vast majority of visitors would be browsing this type of site on a smartphone or desktop.
- I used a lot of float left/right on desktop and the removed the float on smaller sizes.
- Another popular CSS element was setting min and max widths for elements and margin left/right to auto to contain it to the center. In some instances I used a % to set widths for more fluid resizing and responsive design.

## Accessibility



I regret not testing my accessibility ahead of wrapping up the project. While there are a few concerns in the accessibility report, overall I think that most of them are mute points.

The feature color supposedly doesn't contrast well in certain areas. While it might not be perfect, I did follow color guides on the web when choosing my color theme and they took contrast into account. Secondly, these areas are usually not as central to the flow of the web page, like the active link styling. You don't need to see what page you're on as much as you need to see what page you're going to next. There were also a few errors in the evaluation, where it placed the same contrast warning on white text elements overtop of the black background - so not the most reliable tool.

I did have one issue with header order. Overall the hierarchy of the page is consistent and the header in question is an H3 tag. I think in a future revision it might be worth looking at this hierarchy again and revising these sections to eliminate the warning.

The WAVE tool was picking up on my SVG images, but it's unclear to me that these are actually errors. These "images" were intended as icons, and shouldn't be considered as functional imagery on the page. Maybe there's something I should have done to the SVG icons that would have indicated they are really only there for decoration.

Navigation on the page is clear and very easy to use. Going back to one issue I have with my site that keeps coming up, I don't like that there's no contact page and I feel that isn't obvious.

While most of the content and call to action buttons point you to the right page, I would have preferred to have a contact page and I think I should have spent the time in making one. Navigation via the nav bar is consistent throughout and is aided by the implementation of the active styling on the currently active page. The use of :hover helps with navigation and mouse-over so that users know there's an action underneath their mouse pointer.

Font, color, navigation and other considerations are also kept consistent. The background is styled such that it offers good contrast and the image itself is kept out of frame at any given moment where it's used, for all screen sizes.

SVG images were used to increase readability and for maximum resolution on all screen sizes. These SVG icons also aid in lightning fast load times, compared to loading png or jpg images - especially those which may have been left oversized.

In my first revision of the project I had photo images in several locations on the website. Alt text was used to describe these images, improve SEO, and accessibility. However, these felt clunky and unnecessary. SVG icons representing features were chosen instead.

### SEO

SEO was considered throughout the construction of the site. While it's not as strong as I think I could have made the SEO for, say, a window cleaning website, I did implement a number of features and strategies to boost SEO performance.

Firstly, I kept meta tags in the head full of relevant keywords and page descriptions. I used what I would consider popular keywords for a potential client to be searching when looking for services that I offer. What's difficult is that because there are so many different web developers who can do the job of a web developer from literally anywhere in the world, the competition for these keywords is fierce and realistically I would never in 100 years expect my page to outrank any of the hundreds of thousands of well established sites on the web.

For that reason, while searchability and general SEO was considered, a more design centered approach was taken. One consideration would be the use of "services" on the nav bar over "web development services" or "website services". While either of those 2 last options will be a significant increase in SEO for my web page, it looked off in implementation so I opted to keep it simple and elegant.

What would be helpful, and what I could have done to improve my SEO angle, would have been to target LOCALLY the services that I offer. Instead of "Roga Web Design" I could have put "Comox Small Business Web Design". This is huge in boosting SEO and search rank. By targeting a local demographic I'm not competing with every web developer on the internet. I'm also branding myself as the local, friendly web developer company. For this exact reason, when choosing the name for my Comox Valley window cleaning company, I chose Comox Window Cleaning and the domain comoxwindowcleaning.com. My page will automatically have domain authority over any other site when it comes to the search terms:

"Comox window cleaning"

What I'm trying to stress here is that while I do have a deeper understanding of SEO and quality implementation than I demonstrated in this project, this website would not be considered easily optimized unless you brand it for local searchability. For that reason I didn't spend a lot of time on picture-perfect SEO.

<sup>&</sup>quot;Window cleaning in comox valley"

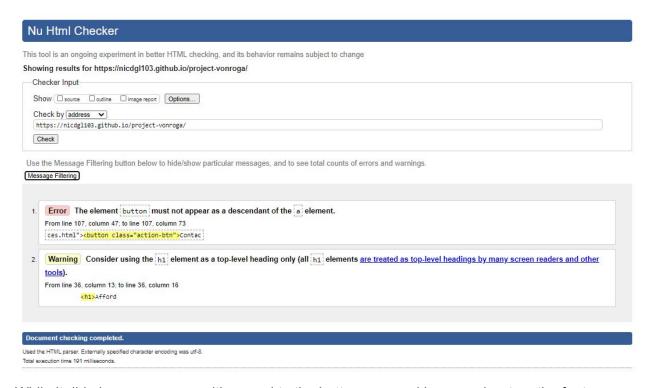
<sup>&</sup>quot;Window cleaner near me" - from within the comox valley

<sup>&</sup>quot;Best window cleaning in comox"

<sup>&</sup>quot;Affordable window cleaning in comox"

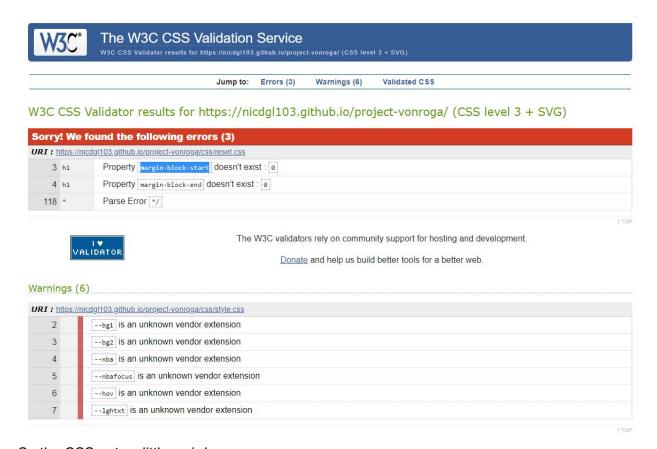
### Validation

#### HTML



While it did give me an error with regard to the button wrapped in an anchor tag, the feature DOES work on most browsers. Another thing I could have done was to use a div tag and style it like a button, but I wanted the features of button without having to add JS to the project.

There's also a warning about 2x h1 tags - I initially intended to upload the brand title Roga Web Design as an image on the header bar. I changed these to h2 tags and uploaded to GitHub but the page hasn't updated yet.



So the CSS gets a little weird.

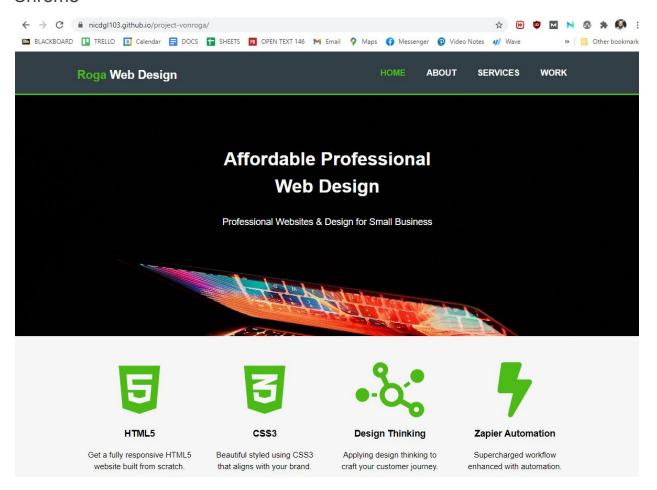
Firstly, I did block remove the parsing error on line 118 - I had a half-deleted comment there.

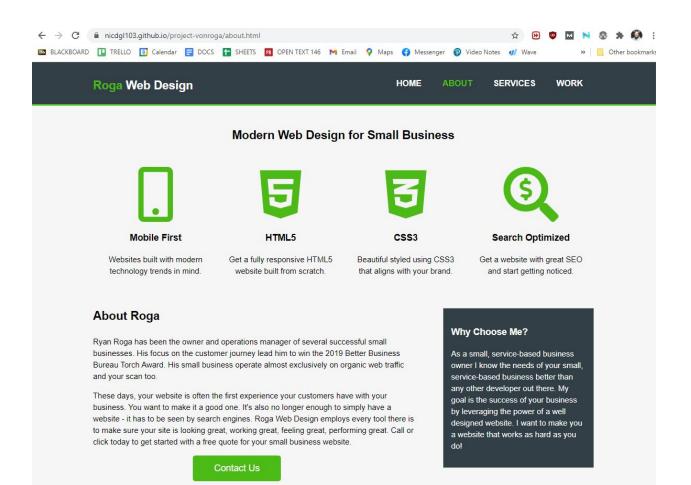
In my reset document the validation says that these properties do not exist. The problem is, if I don't reset them and delete them from the reset stylesheet, my background jumps around mysteriously. This property was causing me a great deal of headache and confusion and was the whole reason why the reset stylesheet went into the project in the first place. Maybe you have some insight for me there.

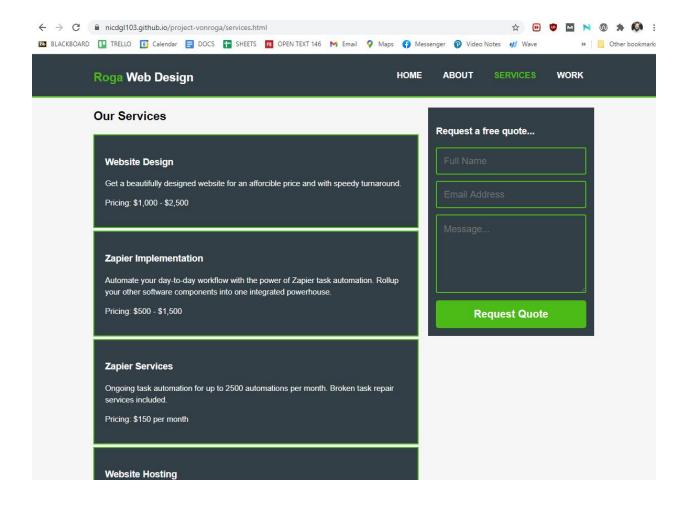
The other warnings are about my variables. These variables are used to style the color theme throughout the document. I'm curious to know why these var() elements are popping up as warnings.

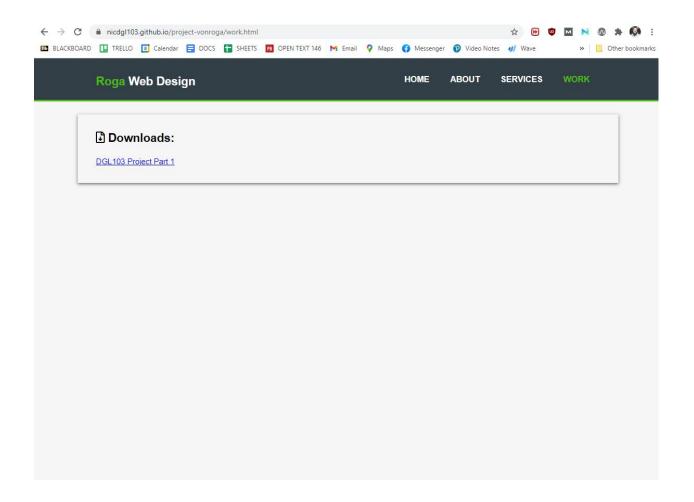
# **Browser Testing**

### Chrome

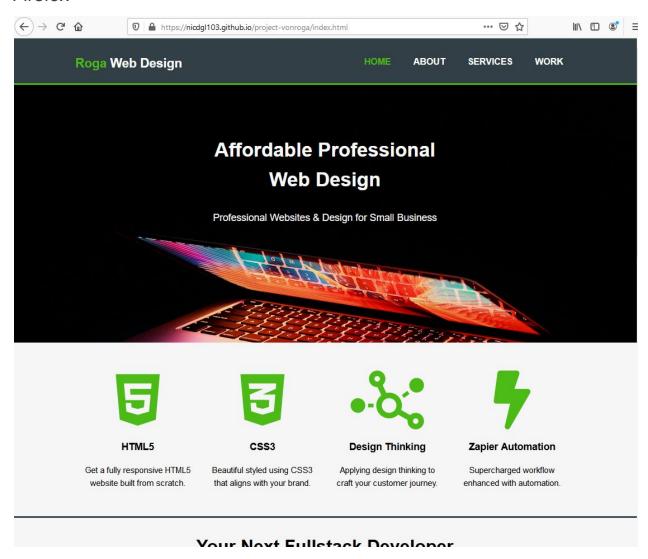


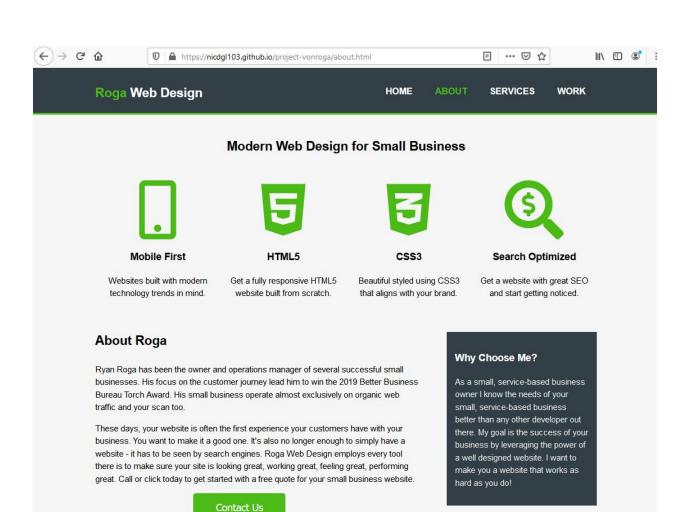






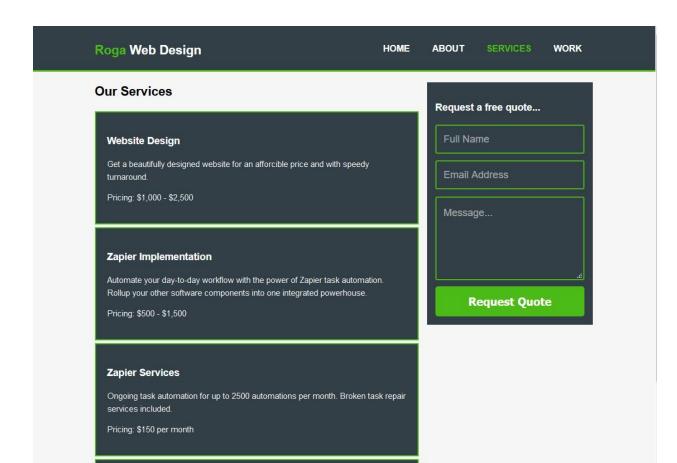
### Firefox





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My websites: MossAway I Comox Window Cleaning



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Downloads:					

## Mobile



Roga Web Design

HOME ABOUT SERVICES WORK

# Modern Web Design for Small Business



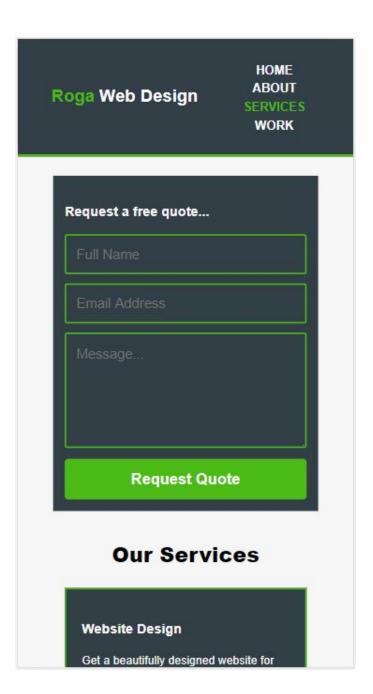
#### **Mobile First**

Websites built with modern technology trends in mind.



#### HTML5

Get a fully responsive HTML5 website built from scratch.



# Roga Web Design

HOME ABOUT SERVICES WORK

### Downloads:

DGL103 Project Part 1

### GitHub

I had a blast using GitHub for version control through this project. While there are a few early steps that were missing from my GitHub progress because I scrapped the original project using a template. Initially I misunderstood "getting inspiration from" a template as being told that we could use a template to start with and build off it from there.

I used my Mac and PC computer for working on this project and I pushed and pulled the project to/from github regularly. It was really nice being able to pick up on my laptop where I left off on my desktop PC.

I'd like to know more about industry-standard use of the tool. It would be helpful to know when too many commits is too many, and what the most helpful subject/description comments look like. If you have some links or information in that regard, Frank, I'd be eager to read it.

## Summary and Feedback

Course#: DGL103 Section: DLU2I Final Project Student Name: Ryan Paranich

It took me 15-20 hour(s) to complete the assignment. I have learned and feel good about 99% of the skills covered in the Chapter. From the assignment work I learnt the following:

- The importance of working from a wireframe in mind before writing code.
- I put a few nifty html/css tricks in my back pocket over the course of this project. Lots of
  information out there online that I picked up while searching for ideas.
- I have never relied entirely on my own abilities to style a document using CSS. It felt good to know that I could see it through beginning to end and I feel like I have so many takeaways from this project.

#### The difficulties I encountered with this assignment:

- Getting started on this project was the hardest part. Not writing code or problem solving something I had written, it was picking a direction to go and sticking with it. I have too many ideas for websites I want to build. Ultimately I took the path that I was least invested in, so that I wouldn't have to worry about getting everything perfect and just the way I wanted it.
- I had some weirdness regarding the background image and the way in which I solved it with my reset stylesheet. I'm still not entirely sure what was going wrong to start with, or why what I did fixed, OR why the CSS validator says it's not valid code, but yet it works fine on 3 browsers. Very curious.

#### The sections / topics that I would like to review further:

- I will definitely be working on my own practice projects in my own time.
- I really wish we had learned a thing or two about working with CSS frameworks like Bootstrap or Material.
- I'm diving into a Nuxt course on Udemy over the break. Wish me luck;)

#### Other comments and suggestions:

Thank you, Frank! This was an exciting semester for me. I really loved the course.