Web Development & Design Foundations with HTML5, 10th Edition

Chapter 5

Pacific Trails Resort Case Study Solution

1. The Pacific Trails website uses hierarchical organization, which has a clearly defined home page with navigation links to major site sections. This is an appropriate hierarchy for a business.
2. Three web design best practiced that have been implemented well:  
   There are many potential responses.   
   For example,   
   a. Good contrast between text and background  
   b. Techniques of writing for the Web are used  
   c. The HTML elements lang attribute is used  
   Three web design practices that could be improved:   
   There are many potential responses.   
   For example,   
   a. All navigation hyperlinks do not work because only three pages of the website are complete.  
   b. The pages do not display well on mobile devices (see Chapter 7)  
   c. Navigation hyperlinks are not structured in an ordered list (see Chapter 6)
3. Other ways to improve the website include:  
   There are many potential responses.   
   For example,   
   Add more content: add more photos of the yurts and resort, add photos of ocean kayaking and birdwatching activities, and add reviews from past resort guests.