**Task 4**

**Evaluation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Website URL to be tested: |  | | | |
| **1. Strategy** | **Metric** | **Result** | **How to improve** | **Priority** |
| <http://tagcrowd.com/> | Largest words | tashbeeh | I would use more tags to improve my html design | tashbeeh |
|  | Smallest words | Bangladesh, blue, born, browsing, bsc, career, click, coding, contact, copyright, currently, dancing, education, enjoy, essex, eyes, hair, hi, home, images, interest, java, keep, languages, moved, note, page, persue, python, really, skills, stripped, studying, top, university, wearing, west, white, writing. |  | Blue,  Education, contact, skills |
| **2. Usability** |  |  |  |  |
| [developers.google.com/speed/pagespeed/insights](https://developers.google.com/speed/pagespeed/insights) | User experience | The page is missing some common performance optimization that may result in a slow user experience. | Optimize images, Eliminate render-blocking javascript and css in above the fold content and leverage browsing catching. | Elminating render-blocking javacript and css in above content |
|  | Speed | The page is a bit slow due to the problems outlined above | To improve I could avoid landing page redirects, enable compression, manify css, manify html, manify javacript and prioritize visible content. | Enable compression and avoid landing page redirects |
| **3. Style** |  |  |  |  |
| <https://validator.w3.org/> | HTML | Bad value for attribute on element. Backslash used as path segment delimiter. End tag. And img element must have an alt attribute, except under certain conditions. | To improve I could possibly apply the suggested solutions to the errors. | Bad value for attribute on element |
| <https://jigsaw.w3.org/css-validator> | CSS |  |  |  |
|  |  |  |  |  |
| **4. Content** |  |  |  |  |
| <http://juicystudio.com/services/readability.php> | Readability Score | According to this test, the words are easy to read. |  |  |
| <http://www.checkmycolours.com/> | Text contrast | According to this test, most of my text is easy to see. | Possible improvements would be to use colours that are deeper and stand out more. However, we were restricted from using all colours as users with colour-blindness must be able to use the website. | Easy to use |
|  |  |  |  |  |
| **5. SEO** |  |  |  |  |
| <http://seositecheckup.com/> | SEO score | 57/100 | Meta data is missing, most common keyword is not appearing, 4 'img' tags and none of them contain the required 'alt' attribute. | Meta data is missing |
|  |  |  |  |  |