

# Small Business Site Analysis & Revision Report

The original brief for the Small Business project was to design a site that would encourage users to visit the physical business on a British high street, as well as display essential information about the shop. While I believe that my [original site](#) for “Jenkins’ Butchers” mainly succeeds in this mission, I believe that there is room for improvement. I noted several points that I was not satisfied with upon review of my original website, both aesthetically and semantically. Along with these changes, my [revised website](#) introduces new functionality using JavaScript and PHP, as well as adds accessibility and SEO measures.

## Styling

While the site’s layout and visuals have not changed much in the revised version, I did make some adjustments that bore the site’s usability and presentation in mind.

The first change I knew I would have to make would be the general spacing of my content. In particular, the line height of the body text was rather tight, as was the spacing between paragraphs. I increased the body text line heights and whitespace throughout the site to prevent the reader from trying to pick information from dense blocks of text. I also increased font sizes throughout the site to help visibility, particularly on smaller viewports.

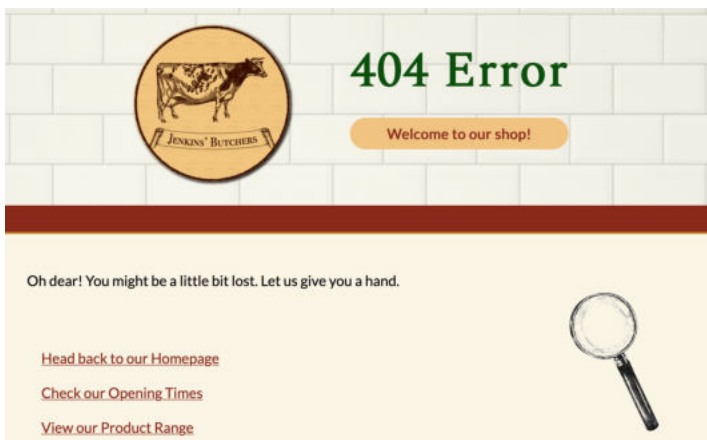
I also noted that the `<h2>`s on my About page were suspended slightly midway between the preceding and subsequent paragraphs, making it potentially difficult for users to associate the headings with their correct content. This has now been adjusted accordingly, with the upper margin now larger than the bottom.

In the original site, the meat images that feature in the navigation links became customised bullet points when viewed on smaller devices. However, I made the decision to remove them in smaller viewports as I believed them to be a distraction from the navigation links, as well as rather cramped in the vertical menu.

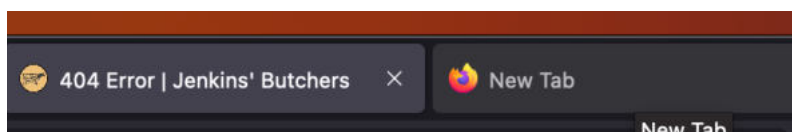
I have also changed the telephone number paragraph in the top container and contact page to a telephone link, as I wanted it to be clear to the user that it was an interactive

element. On mobile devices, a user would therefore be able to find the business's phone number quickly and call them with one tap.

The website now has a custom 404 Error page that offers users a choice of three quicklinks to navigate back to the website. This page is stylistically consistent with the rest of the site:



Favicons have now been added to each page of the site to help users identify the page in their browser tabs:

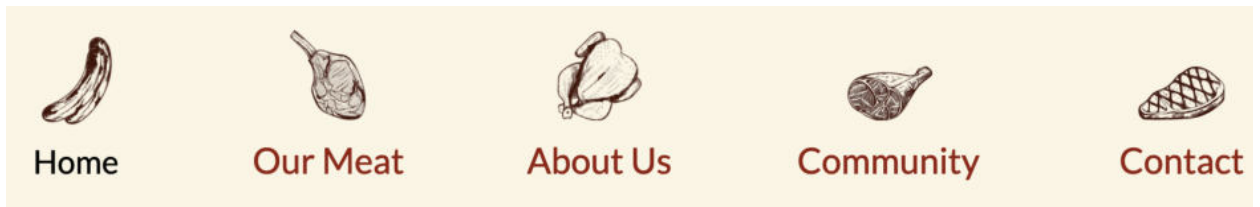


## Progressive Enhancement & Modular Includes

For efficiency, the revisited website features PHP modular includes for the navigation container, header, and footer, as this content was repeated across all pages. Each page also makes use of PHP variables (`$this_page`) that can be inserted into the page title and the header `<h1>`.

The header include also includes a PHP if/else statement that only targets the index page to add an introductory `<h2>` ("Purveyors of Quality Meat"). Furthermore, the PHP date function is used in the footer copyright to display the current year.

'Smartnav' has been introduced to the revised version of the website, where a series of PHP if/else statements is in the navigation include. The page the user is currently browsing displays as a list item instead of a link, and is coloured differently to the rest of the navigation items. This can help users keep track of the page they are currently on:



I have used JavaScript to highlight the relevant opening day and hours in the footer by writing a series of if/else statements that depend on the day of the week. The user's attention is therefore drawn to the relevant day more quickly:

Opening Times	
Monday–Friday	9am–5pm
Saturday	10am–4pm
Sunday	Workshops Only

The header now features an 'open status' paragraph that changes depending on the day of the week and the hour of the day. A fallback non-specific paragraph has been hard-coded into the header ("Welcome to our shop") if the user's JavaScript is disabled. This JavaScript uses if/else statements with `&&` and `||` logic to change the paragraph's innerHTML:



An additional greeting is placed before the header paragraph depending on the time of day using simple concatenation. I have included this to add a friendly, informal tone that matches that of the business's brand.

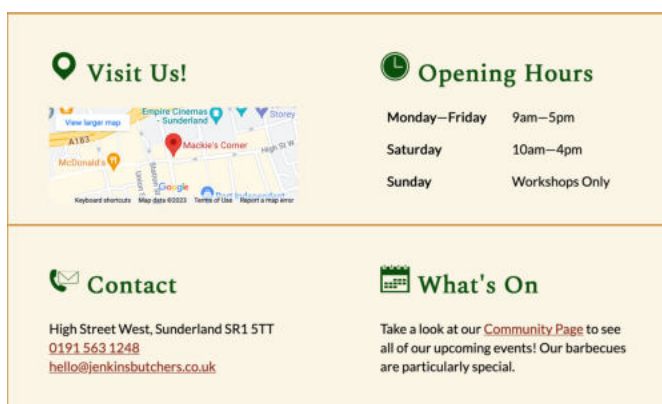
# Accessibility

In terms of accessibility, I realised that my original decision to use a hamburger icon as a label for my primary navigation was worth reconsidering. While it is a widely recognisable symbol, it would be wrong to assume that all users would understand its meaning. I have therefore changed the label to the word 'Menu', as I believe an accessible name would be more beneficial to users.

Fortunately, the colour contrast of my original site was sufficiently high when tested on Contrast Ratio, with the dark red on cream and black on cream rated AAA. However, the Sunday opening hours were initially coloured green to differentiate them as a workshop day, which did not contrast particularly well when highlighted with pale gold. I have therefore changed the text to black.

Responsiveness is an essential component in accessible web design, as it optimises the UI for users who may need to zoom in. The original website was fully responsive, and so fortunately I did not have to make many changes to the layout.

I have added SVG icons for each of the Contact page sections via CSS, as I believe this will help users find information quickly when skimming the page:



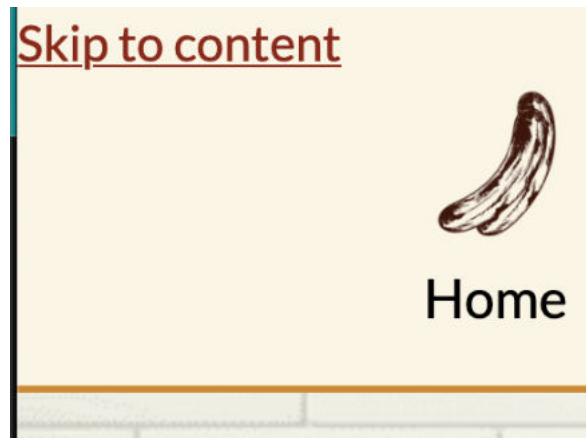
Decorative images now have null alt text (''), which allows assistive technology such as screen readers to skip over the images as they do not add information to the page.

In addition to the existing WAI-ARIA label on the primary page, I have also added labels to the footer navigation and homepage links.

The redesigned website now features an accessibility statement that users can navigate to from the footer. This statement includes an overview of the website's accessibility efforts, as well as contact details should users encounter any issues.

The new site also features 'skipnav', where users can skip straight to the main content. This is particularly useful for those using assistive technology. As is common with web

developers concerned with aesthetics, I initially styled it to be 'invisible', where it matched the background colour and would only be detected by tabbing through on a keyboard or other assistive equipment. However, while this would hide it from sighted users, I chose to make the skipnav visible for the benefit of anyone who navigates with a keyboard instead of a mouse, such as those with upper mobility issues. The skipnav initially included an accesskey, but I decided to remove it after viewing WebAIM's assertion that "Accesskeys often conflict with user or assistive technology shortcut keys and should be avoided or implemented with care." The skipnav link is the first selectable element on the page:



## Semantics

As semantics are essential to good SEO and accessibility, I was determined to revise my website's markup if I could.

I have altered the markup slightly from the original site, paying particular attention to my use of classes. I noted an excess of unnecessary classes on elements, such as each section of the Contact page and the About page team gallery. These classes were removed and replaced with combinator selectors. All classes have therefore been removed with the exception of the ones on the `<body>` elements that identify each page for styling purposes. The skipnav has also been marked up with a class to make it easier to select from its position within a PHP include.

Furthermore, some CSS combinator selectors were unnecessarily specific, such as the following:

`.home main > img, .about main > img, .contact main > img`

As all of these elements were styled in the same way, they could simply become:

main > img

I also noted a `<section>` element for styling purposes on the Product page that did not have a heading. It was questionable whether it was indeed a section, and has therefore replaced with a `<div>`.

## SEO

My original site contained descriptive alternative text for images, which is beneficial to SEO. I therefore did not change this in my revision, with the exception of removing descriptions for decorative images.

To improve my site's search engine optimisation I researched search engine keywords relevant to the content using Google Keyword Planner. I compiled a list of the most relevant words, ranking them by how much competition I would have from similar sites, as well as how often the words were appearing in search engines.

Fortunately, my `<h1>`s and the introductory paragraphs for each page mostly already included my chosen keywords. However, the Contact and Community pages have been modified to include more of them. They also feature in the page titles.

I have also added an individual meta description for each page, with each description capped at roughly 130 characters, as Google only displays ~150-160 characters in search results. These descriptions also include my chosen keywords for added keyword density.

As responsive sites are more favoured by search engines, having a fully responsive site was also factored into my website's findability.

I had originally intended to include a sitemap and `robots.txt` file to boost my site's SEO capabilities. However, due to the structure of the coursework domain, this would have required setting up subdomains, which I did not feel very confident in doing. However, this is something I intend to utilise in future projects, particularly my Major Project.

## Performance

All JPG images were optimised in the first version, but I chose to convert them to WEBP files for the revision, as they are significantly smaller and should therefore reduce page

loading times. Images sizes were subsequently reduced up to a third of their original sizes. I have not provided JPG fallbacks for these images, as with the exception of Opera Mini and Internet Explorer, browser support is currently strong.

Analysing my site on [Pingdom](#) proved that the site's file sizes have mainly reduced, despite additional content, links, and JavaScript:

Webpage	Pingdom Report Size		Local File Size	
	Original Site	Revised Site	Original Site	Revised Site
<b>Index</b>	1.1mb	1.1mb	8kb	8kb
<b>Products</b>	1.4mb	1.3mb	8kb	8kb
<b>About</b>	830.6kb	865.5kb	8kb	4kb
<b>Community</b>	973.7kb	902.5kb	8kb	4kb
<b>Contact</b>	1.2mb	1.1mb	8kb	4kb

## Summary

To conclude, I am relatively happy with the revised version of my Small Business site. Through JavaScript, the website has enhanced brainpower to help users find information more quickly. It also adds some friendly customer service through its header greeting. Furthermore, I believe the semantics are improved from the original. There is also less clutter in the markup due to the modular includes, and the site is more accessible for those of differing abilities. The increase in whitespace also makes for easier reading. I do believe that the addition of a sitemap would have improved SEO, and I will bear this in mind for future projects.

## References

On responsive web design and accessibility:

[Accessible Responsive Design - web.dev](#)

On decorative images:

[Decorative Images - w3.org](#)

On skipnav:

[Is it a good idea to make "skip navigation" links invisible? - washington.edu](#)

On accesskeys:

<https://wave.webaim.org/>

On SEO and site promotion:

<https://www.websitearchitecture.co.uk/resources/social-media-and-seo/Class 01 - SEO, SEM and Site Promotion.pdf>