



SMALL BUSINESS WEBSITE-REVISITED

Changes and Analysis



Richardson Bakery

OVERVIEW

Version 1 vs version 2.0

At very first glance itself the first version of the website was a static website now it is upgraded to the dynamic website. and Search Engine Optimization has also been implemented in order to increase the traffic of the website. All the images were optimized and compressed to the best file format to increase the page load speed compare to the previous one.

For increasing the user friendly behavior, We had implemented the Javascript for interaction level with the user. Header and the footer is converted to the php to increase the consistency.

By doing all these changes I have learned the best practices to design and develop website in a proper way.

Navbar

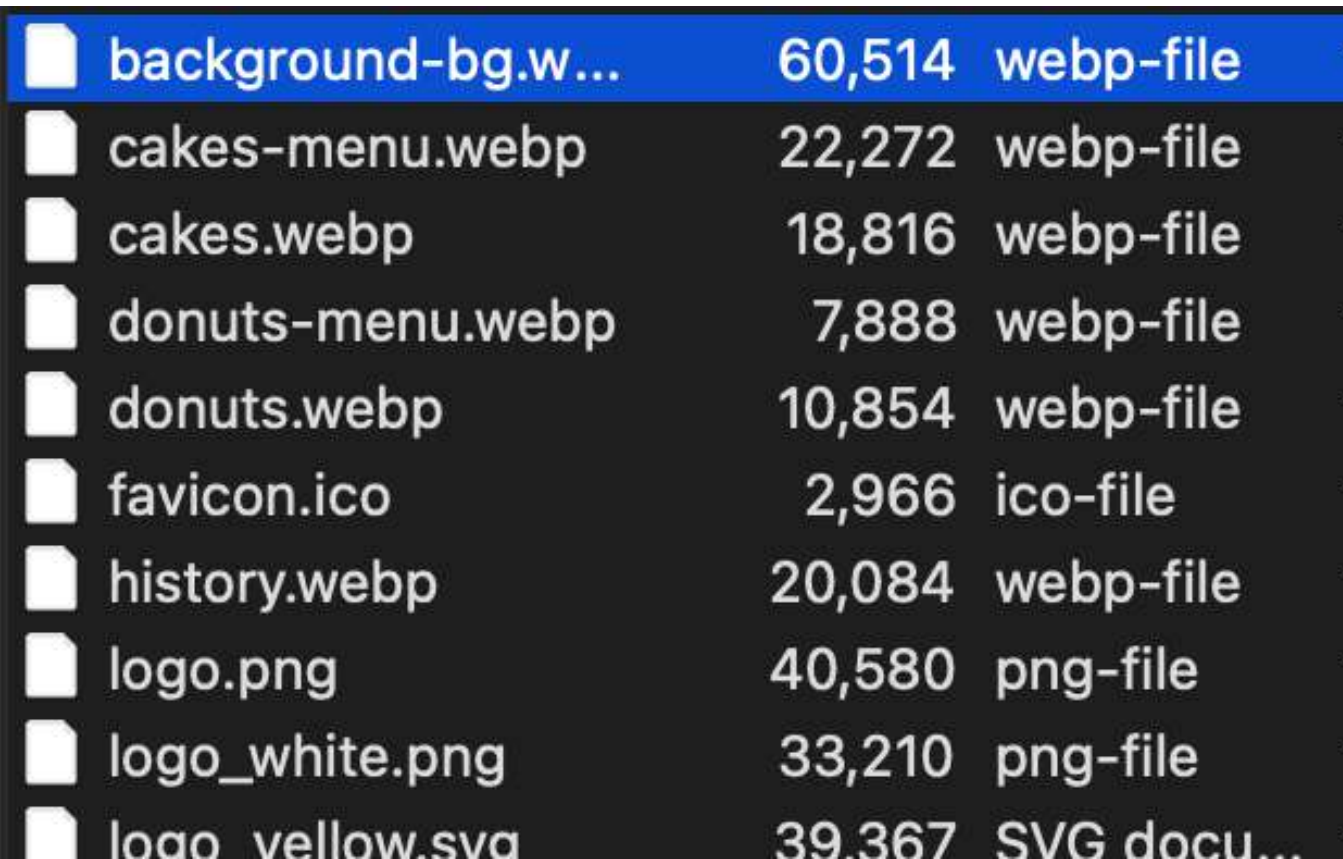
Home Menu About us

- Nav bar has been changed and enabled common navbar for all the pages using php.
- Navbar will be responsive till 320px
- Navbar is called in each page by the php tag `<?php include ('header.php')?>`
- This enables us to edit the component easier and it makes the site more optimised.

Home Menu About us



View in 320px



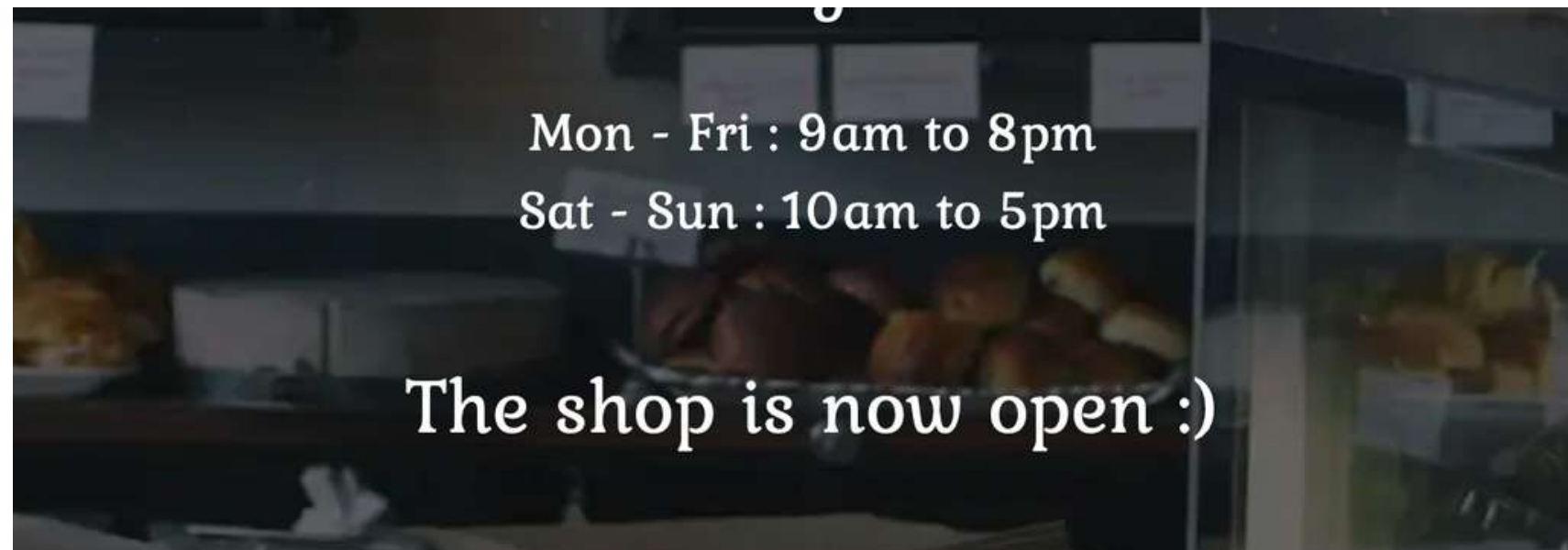
| | | |
|--------------------|--------|-------------|
| background-bg.w... | 60,514 | webp-file |
| cakes-menu.webp | 22,272 | webp-file |
| cakes.webp | 18,816 | webp-file |
| donuts-menu.webp | 7,888 | webp-file |
| donuts.webp | 10,854 | webp-file |
| favicon.ico | 2,966 | ico-file |
| history.webp | 20,084 | webp-file |
| logo.png | 40,580 | png-file |
| logo_white.png | 33,210 | png-file |
| logo_yellow.svg | 39,367 | SVG docu... |

Background image

The size of the background - image is reduced to the half. At first the loading time of the background is bit longer and the size was around 1.6 Mb. That makes the server to load the site slower, Now the image is optimized to 600Kb in webp format.

Now it loads faster than the previous version.

Javascript is included



JavaScript

JavaScript is included in the new version of the website which enable user friendly interaction with the user.

Here in the new version of site , It is implemented to find whether the shop is open or closed.

It helps to make more user friendly rather than just mentioning the opening dates.

This is implemented on the homepage itself. So that they find easily in the first view itself.

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Oops! Page Not Be Found

Sorry but the page you are looking for does not exist.

[Back to homepage](#)

[Go Back](#)

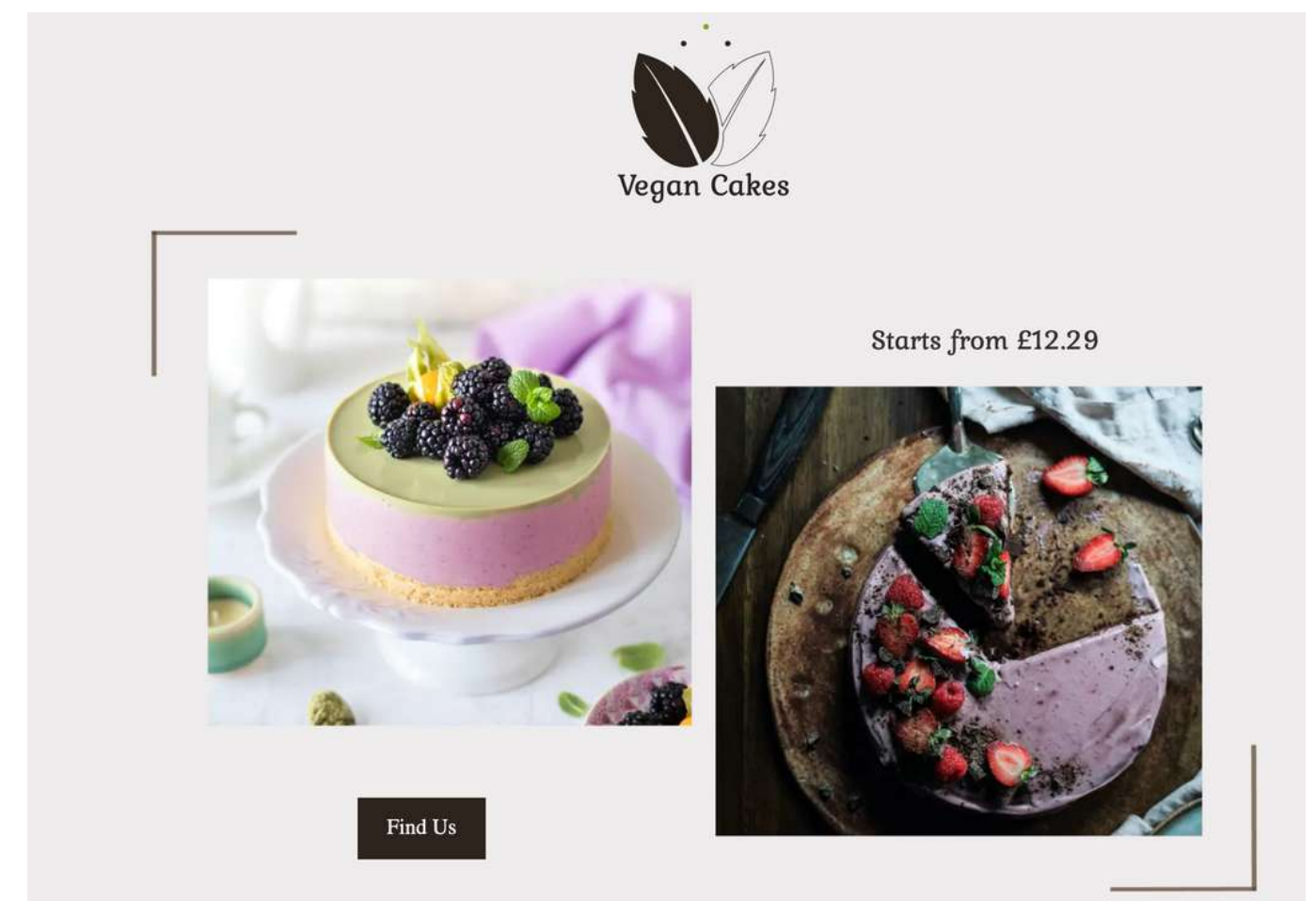
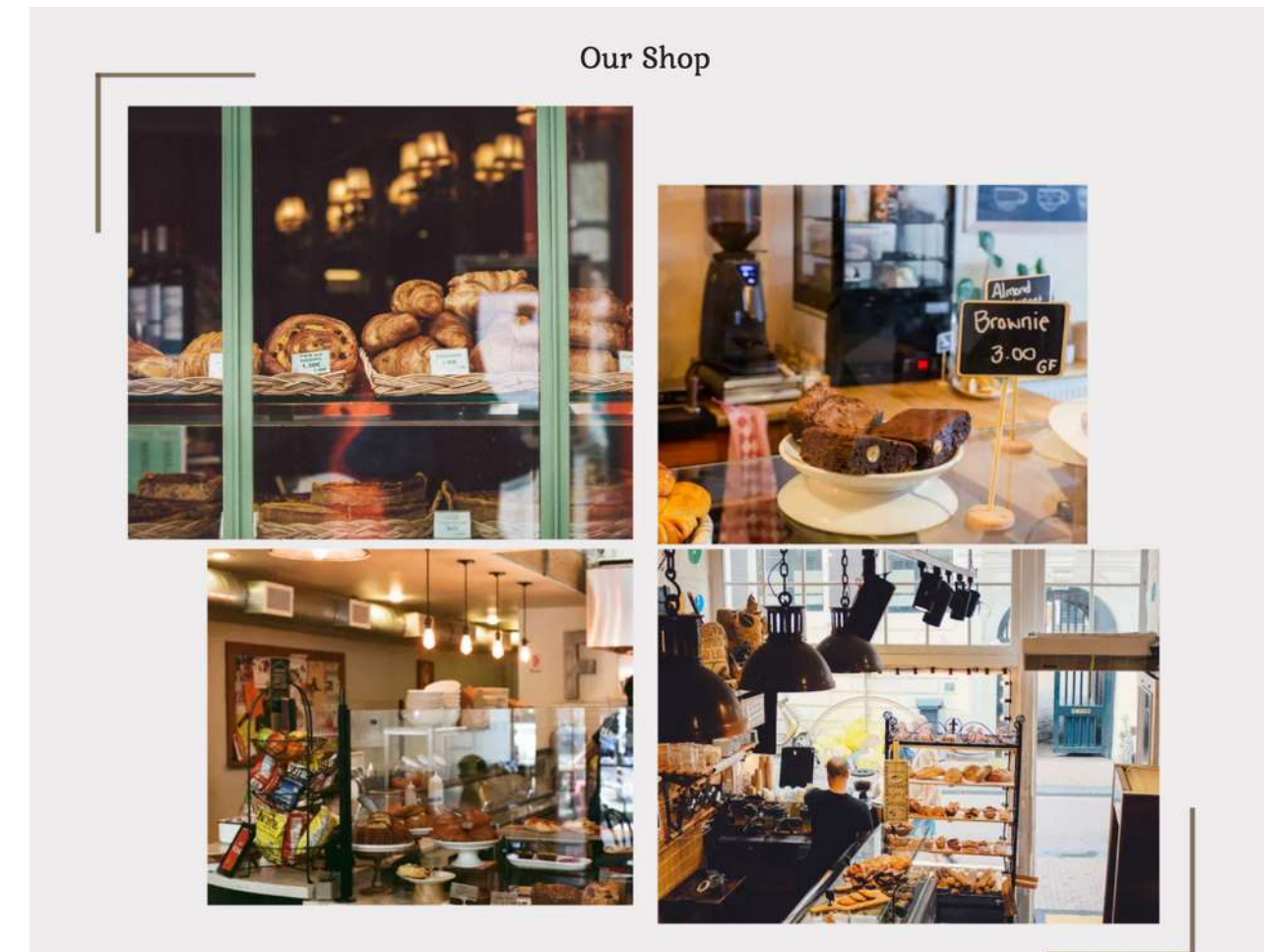
Custom 404 page

Custom 404 page has been added to the latest version, In the previous version of small business website a default 404 error page was there now. It has been changed to new custom build 404 error page and the .htaccess file has been placed in the root file.

So now the server will display this file when a user mistakenly or enters wrong url.

Optimized images

Throughout the site . It has been updated by the webp for images like background and products . For the icons and other illustration SVG file type is used. And all the images has optimized and the file size has been compressed to extremely low size without comprimising the quality of the image. Hence in resulting a better page load speed.



Accessibility

```
</div> <h2>Working Hours </h2> <div id="open" style="display: block;">Yey :) It's Friday, We are open today</div> <div id="close"></div> <a class="effect" href="./index.php" aria-label="This button navigate directly to the contact us page">Contact Us</a> </div> <!--Section 2--> <section class="section_2"> </section>
```

For the ease of accessibility, We have implemented the ARIA html attributes. **ARIA** (Accessible Rich Internet Applications) is a set of HTML attributes used to improve the accessibility of web pages for users with disabilities. The ARIA attributes allow developers to provide additional information about the function and purpose of different HTML elements on a web page to assistive technologies, such as screen readers, in interpreting and presenting content to users

SEO implementation

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="utf-8">
  <title>Richardson Bakery</title>
  <link rel="icon" type="image/x-icon" href="./Images/favicon.ico">
  <meta name="description" content="Richardson bakery is one of the best traditional bakers who server cakes and donuts since 1991">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <link rel="preconnect" href="https://fonts.googleapis.com">
  <link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
  <link href="https://fonts.googleapis.com/css2?family=Poppins:wght@200&display=swap" rel="stylesheet">
  <link href="https://fonts.googleapis.com/css2?family=Kurale&display=swap" rel="stylesheet">
  <link href="https://fonts.googleapis.com/css2?family=Kolker+Brush&display=swap" rel="stylesheet">
  <link rel="stylesheet" href="style/style.css">
</head>
```

For the Seo implementation, We had implemented the Meta tag in the header file and other SEO related keywords.

Meta tags are HTML tags that provide additional information about a web page to search engines, browsers, and other web applications. They are placed within the head section of an HTML document and are not visible to users on the page itself.

SEO implementation

Used SEO rich content that will help the search engine to find easily.

We have used some SEO friendly keywords throughout the website for a better reach .

1. Bakery
2. Pastry
3. Dessert
4. Cupcakes
5. Cake
6. Bread
7. Cookies
8. Muffins
9. Scones
10. Croissants
11. Donuts
12. Pies