

SMALL BUSINESS WEBSITE REVISITED

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My Plan

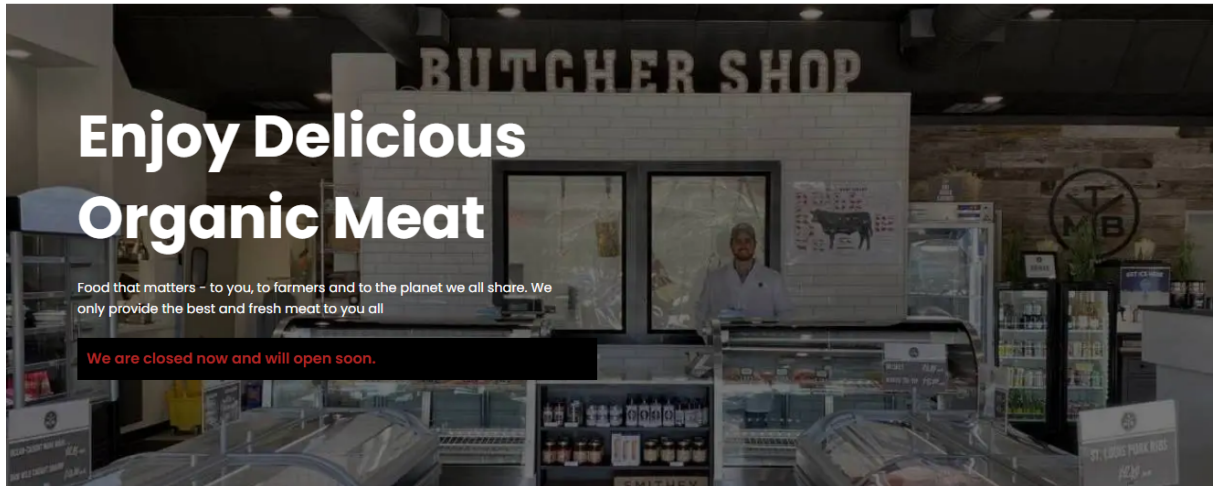
The webpage is for a butcher business. The prominent graphic at the top of the site makes the company category clear. The main goal of creating this website was to increase traffic to the High street business. The present website design addresses this issue, although enhancements were required. The small business website does not fully consider the business's target audience because it is not mobile friendly, and the majority of individuals who will eventually use this website will do it from their phones. I tried to incorporate responsiveness and adopt a mobile-first content-out technique for the first submission, however there were still some breaks on several pages. I wasn't thrilled with how it appeared on a huge screen, so my goal with the layout was to make it look more aesthetically balanced on all screen displays.

I loved the old website's design and color palette, so at this point I wanted to focus on producing a new version more SEO-friendly and accessible, enhancing navigation, and utilizing PHP's capabilities to make my website modular.

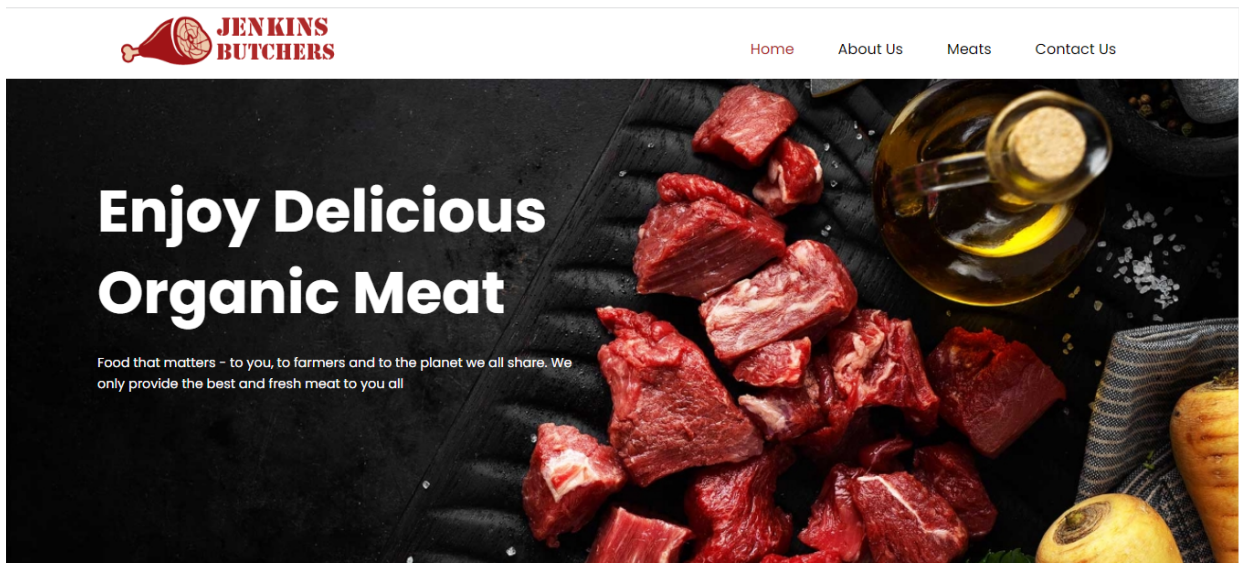
Banner Change

The initial submission's banner was unclear as to whether it was a real store or an online business. I included a photo of the business to let users know that it is a real place, which will boost customer traffic.

New Banner : Fig 1



Old Banner :Fig 2



JavaScript

I reasoned that it could be beneficial to include some time-specific JavaScript and create a script that displays whether the store is open or closed at this moment. Because JS is local time-specific, using JS in this situation makes more sense. When JS is not enabled or supported, I have a fallback with a general greeting text.

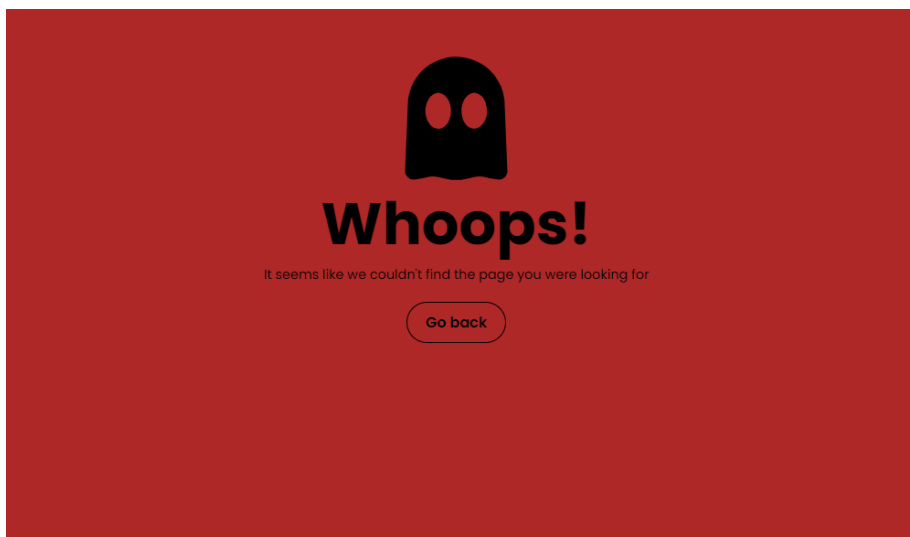
Favicon

I added a favicon icon to the page to symbolize my website. It makes it easier to locate the recently visited website among all the open tabs.

Custom 404 Page

I made a unique error page and linked it to the website using the .htaccess file to enhance the user experience. I now have two unique 404 error pages, one for the small company website project and one that is customized to match my coursework.

404 Error :Fig 3



SEO

I made an effort to include as much semantic HTML markup to help screen readers in order to make the site as accessible as feasible. Removing the article tag from the footer and giving it SEO significance was one of the greatest issues I resolved. I also added unique meta tags and descriptions for each page

User Friendly

My alignment on the first version was slightly off, so I added some more changes to the media query styling and added more media queries for the different devices. And I fixed most of the break in the design.

Php Implementation

I choose to use PHP included in this project and create a modular website to make maintenance simpler. Making changes in one file is made possible by including the header and navigation, footer, and logo.