

Analysis of the Original Small Business Website

The original small business website was created for [Jenkins Butchers](#) – A small Butcher shop located in the Highstreet of Ballyclare. Below is a brief analysis of the website design.

Strategy

The website is for a butcher's shop. The large image at the beginning section of the homepage makes the category of the business obvious. The major aim of designing this website was to drive more visits to the brick-and-mortar shop in the Highstreet. The current design of the website is currently solving this problem, but improvements were needed especially with the information architecture. However, the current design doesn't quite consider the business's target audience because it is not mobile responsive and most people that will eventually use this website will be doing that from their phones. As explained earlier, I want the target audience to visit the butchers store after visiting the website and the current design is not doing that very well.

Strategy Improvements

For the redesigned website, I retained the large meat image at the beginning of the website for the same reason as before, although I reduced the file size to increase the loading speed of the website. I changed the information architecture. I changed the entire structure of the old website by bringing important information like the map that shows the direction to the shop to the homepage. I also brought other visiting details like, opening times and shop address closer to the beginning of the website. I also made the website responsive so that the target audience will be able to access it from any device.

Usability

The original website didn't look so great in terms of usability. Although the fully loaded time was 1.2 seconds, Total Page Size - 3.06MB, Total Page Requests – 24, there were still other

usability optimizations that were required like making the information easier to find and mobile responsiveness. Most of the “alt” tags of the images were vague. Some parts of the website had very low contrast. The headings (h1 – h6) were not properly organized. The section element was misused as well.

Usability Improvements

The redesigned website loaded faster with a fully loaded time of 1.1 seconds, Total Page Size - 2.04MB, Total Page Requests – 31. It is also mobile responsive – renders very well on all screen sizes. Organized the page structure so it's easier to find information. The alt tags for the images were made more sensible and the contrast of the entire website was greatly improved. The headings were arranged hierarchically without missing any level. I also made sure there were no broken links, and the website renders well on different browsers. Aria labels and roles was used extensively to make the website more assessable to screen readers. I also added 404 error page so that the user doesn't feel lost the visited page does not exist.

Style

The original website had a strong branding with nice logo, brand colour and type faces. This branding was consistent across all parts of the website. I also strongly believe that this style will suit the website's target audience and the major colour in the style was gotten from meat which is the major product of the business. All the branding decisions taken portrayed the business values and goals.

Style Improvements

The was not much improvement in the website style. I only made the styles more object oriented by using custom CSS properties. I also improved the consistency of the business branding by using PHP to include the header and footer sections of all the pages. I also made sure that decorative features of the website were not getting in the way of the main content. I also highlight major website information like the opening times of the shop and the address.

Content

The contents of the initial website were not so bad but after the class on content strategy, I figured it needed some improvements. The text was big and legible, and the contrast was not too bad. Although most parts of the content were not very concise, but it was useful to the readers. The design didn't make content very easy to find.

Content Improvements

One the new website, I made the content more concise. I removed most of the information I didn't think the target audience will pay any attention to. I rearranged the content structure to highlight important information first. I also improved the contrast and made sure the text was legible enough.

Search Engine Optimization

The original website wasn't lacking so much when it comes to SEO. It had meta descriptions and title. The images had ALT tags. But it. Didn't have a sitemap and a robots.txt. There were not enough keywords in the meta descriptions and all the pages had the same description too. The image ALT tags were not very descriptive.

Search Engine Optimization Improvements

I gave each page a different description meta tag. I also made sure that there were useful keywords in the description meta tags. I gave the images a more descriptive ALT tag. I also created a sitemap.xml file as well as robots.txt file. I added microdata to the address and contact information parts of the website content.

Coding

The initial website was coded with just HTML and CSS.

Coding Improvements

The new website was coded with just HTML, CSS, JavaScript, and PHP. PHP was used to include the headers and footers to make it modular and maintain consistency while JavaScript was used to make design changes on the fly.