Summary of Website Improvements

Improvements after Feedback from design for web

- removed image sizing from html
- proper use of definition lists
- use figure tags on relevant images
- embedded a live map into the footer
- changed the colour of the footer for better contrast
- improved visual hierarchy of the typography
  - changing size, and weight of body text
  - reduced size of text in header

Improvements after Content Management Module

layout

- mobile first responsive site
- sections and divs with classes added where appropriate allowing sections to be moved around with grid

semantics

- adding roles where appropriate
- adding aria labels where appropriate
- more detail added to alt on images
- changing the h1 tag from the header, to the title of each page instead

SEO

- [research keywords from cognate websites](#)
- [choose keywords that had lots of searches but low competition](#)
- made word clouds to help identify the words and phrases that came up the most
- [updated copy on all pages to naturally reflect these words](#)
- [made sure that the first 160 characters of the first paragraphs on each page had lots of relevant keywords (relevant to the content)](#)
- changing the h1 tag from the header, to the title of each page instead
- added a hidden paragraph to the first landing page

- changed the title and link from award wining meat, to our products as it better accurately reflected the content
- changed the title and link from eat well live well to British produce to better accurately reflect the content
- updated the meta description with relevant keywords

content changes

- added information about how to park
- updated copy to make sure that user understands that this is a brick and mortar shop
- moved some of the content from the visit us page to the history page as it made more sense there (the information about the families favourite sausages)

PHP

- header and footer includes to prevent unnecessary repetition

user experience

- custom 404 page
- java script bold opening times on the day the user is accessing the site-images
- favicon icon on each page