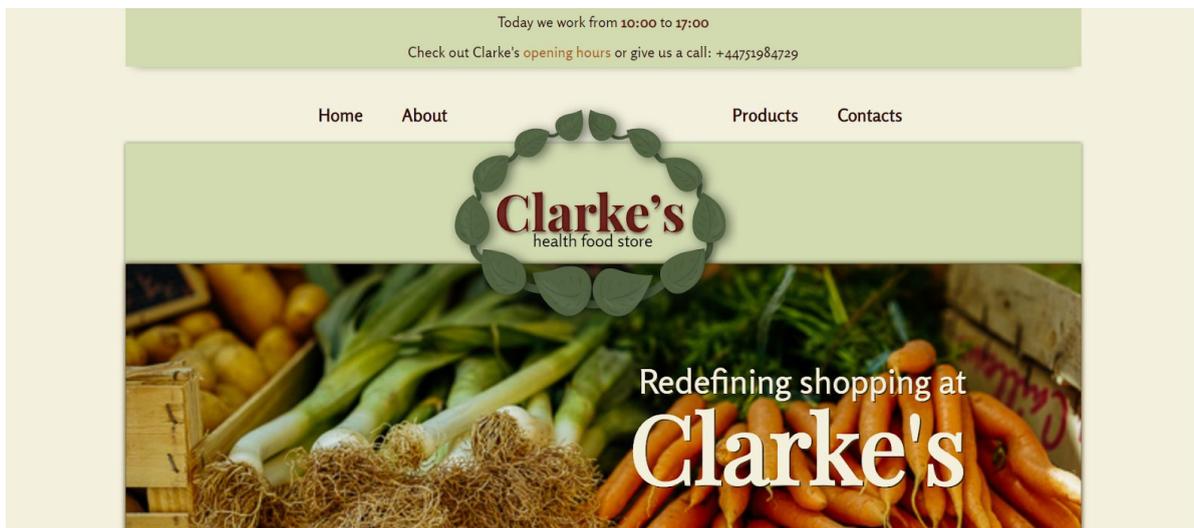


Clarke's Health Food Store Analysis

My main aims for Clarke's Health Food Store Revisited was to improve responsiveness, SEO and code readability and semantics. In this brief analysis I review all the changes I've done trying to improve this aspects as well as the general look and feel of the website.



Visual Design

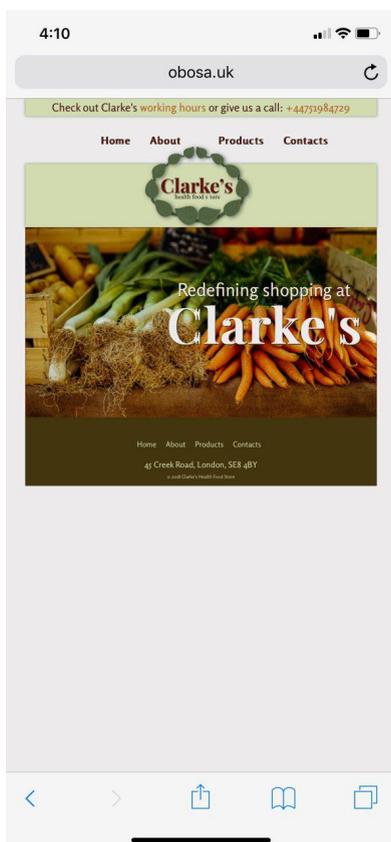
In the Clarke's Health Food Store Revisited version I changed the off-white neutral colour for more warm and yellowish colour which made the general look-and-feel more inviting. I made the leaves on the logo darker to make them look fresher and their texture richer.

There have been made plenty of changes regarding layout and the positioning of the elements mainly for the sake of responsiveness and consistency (e.g. the margins and font-size for all the headings or positioning of decorative text on product page).

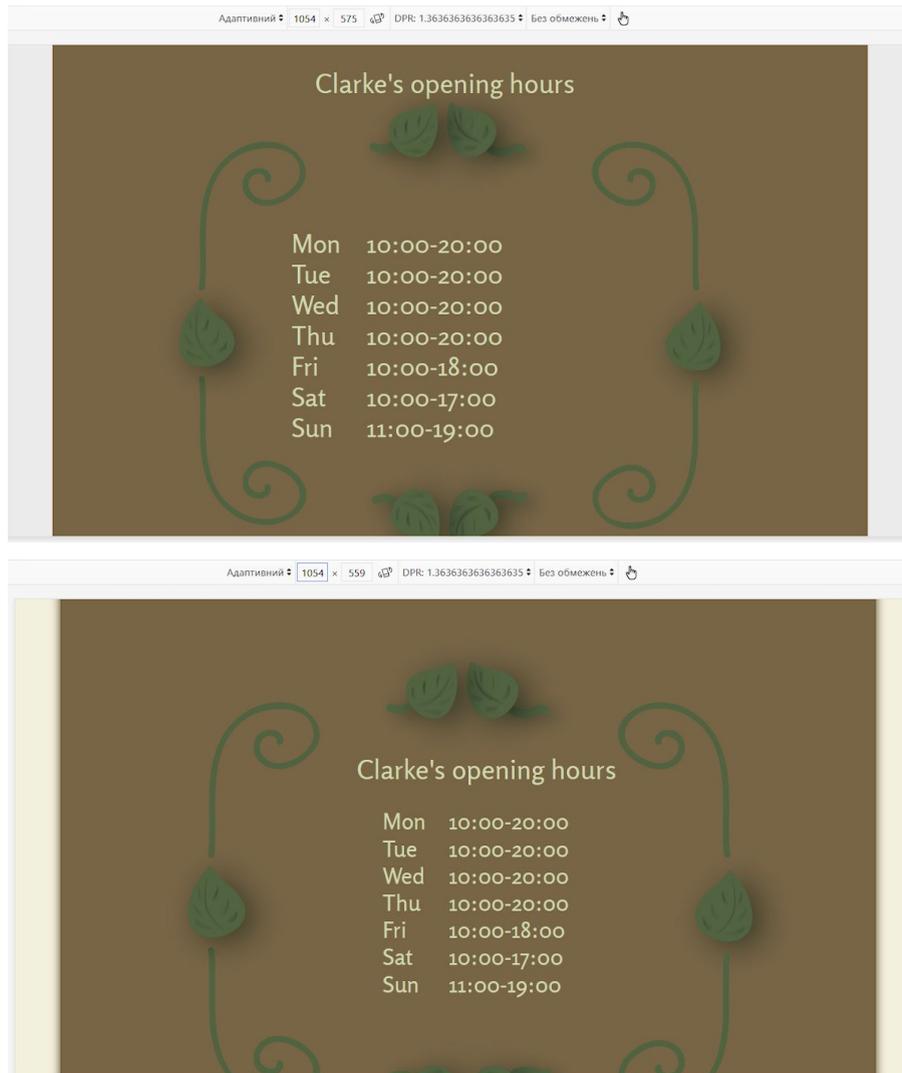


Responsiveness

My main target was to make my site's responsiveness more successful than I managed to create in the previous version and reduce the number of inaccessible features. The main issue related to badly implemented responsiveness was the inaccessible link on the navigation bar caused by the overlapping logo. Due to that bug the site wasn't accessible from mobile devices. The first version was scaled in browser in mobile version because I haven't used the viewport meta tag. On the following before-after screenshots from the Safari browser on mobile device you can spot the layout changes.



There was problems with the frame positioning on the COntracts page in certain screen widths which fix by setting the frame as a background image and setting a background positioning which turned out to be more reliable for this case. You can see the difference on the following screenshot made in Firefox browser in adaptive mode.



I made some minor changes on About page regarding the caption for Clarke's photo and the photo of the insides, although the caption still can be slightly dispositioned on some screens. On the the Product page I had an issue with positioning of decorative text because the rule I applied to this element was general for all four pages and the height of images which dictated the height of the window differed from page to page.

php for modularity

In order to reduce repetitive code, I separated header and footer which are the only static component for each page of Clarke's website.

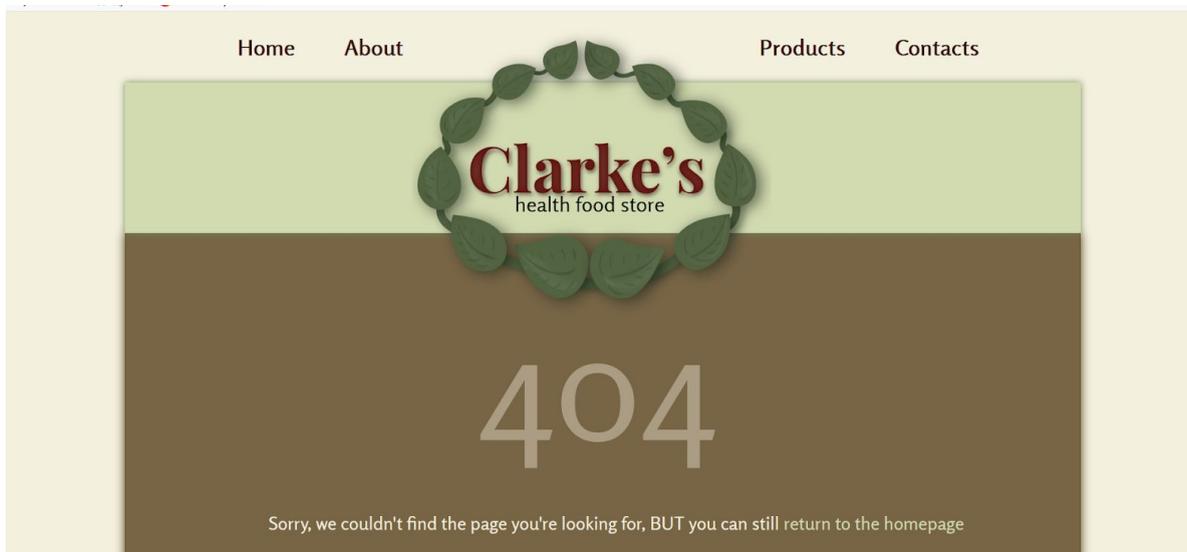
SEO

I haven't considered the SEO aspect while working on the first version of Clarke' Health Food Store website. This time I've added h1 element o all the pages, added description meta tag and some content to Products page which describes what kind of products are available in the store. I have also change the title on each page so it would describe the page first and then state the name of the site.

Finally I have added the favicon to increase the recognisability of the brand and its image.

404 page

I have added the 404 - Page not found page with the .htaccess file. However, because of the Wordpress installation the gets overridden everytime I either change it or delete it. Still on the following screen you can the 404 page and you can check it in browser by going to /error/notfound.php.



Additional features

As an additional feature I added some logic (written in php) which defines the current day of the week and displays the opening hours for this day at header banner.

I also added a simple php function to update the year in the copyright caption to the current.

Code

I removed all semantically incorrect usage of h1-h6 elements and added more comments to my html and css code.