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ACCA4023 Introduction to Web and Database Concepts

Design and Implementation of a Responsive Website Using Web Standards

“The Copper Kettle Café”

Student Name:

Student ID:

Submission Date:

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1. Introduction

Abstract

This report is about a small responsive website that was designed, hand-coded, and evaluated to current web standards. The Copper Kettle Café is a four-page brochure website written in HTML5 and CSS3, but without the help of any design package to generate the code for the website, which is fictional and independent. Firstly, the requirements for the site, content, purpose, and target audience are laid out. It then shows how it works with snapshots of each page and the results of validating the markup of the home page and the main stylesheet, with the W3C validation services. The entire report is based around three key evaluations; a researched discussion of three key terms – Usability, Accessibility, and Search Engine Optimisation (SEO), with the three validated by a peer-reviewed study; an evaluation and comparison of their own website as a news site in relation to the three key terms, and finally an evaluation of and comparison between two live news websites (BBC and The Guardian) based on the three key terms and mobile-friendliness.

2. Requirements

It is a brochure-style site on the topic of a small independent Town Centre Café, titled “The Copper Kettle Café”. Although the business is an imaginary one, the site has been treated as a real deliverable in order to be able to make realistic design decisions and judgements.

2.1 Purpose

The aim of a site is to provide the café with a professional Web presence that will convey what the café offers, what kinds of food and drinks are served and how much (the menu), the story of the café and, most importantly, its location, opening times and points of contact for a local business. An informational, a.k.a. brochure, site; no ordering or online payments are required – these are appropriately sized for hand-coded, standards-built.

2.2 Subject matter

The information is displayed on four logically connected pages, which correspond to the information that might be of interest to a visitor to a café:

- Home (index.html) — a friendly Inception page which includes a brief strapline and a picture of the inside of the café.

- Menu (menu.html) — Hot drinks, cakes (Each line includes a price) under sub-headings.
- About (about.html) — the café's history and ethos (fresh bakes, locally-roasted coffee, established 2015).
- Contact (contact.html) — address, hours, phone and e-mail.

2.3 Target audience

Residents: passers-by of all ages with no outside information on the café, who would like to know its location, opening times and menu. People entering the words 'café in this town' into a search engine and easily being able to read the site on a smartphone. The conditions of readability, high contrast and accessibility were taken into account from the start: variability of ages that would be following the video and potential for visual impairments that might exist between the two.

2.4 Functional and quality requirements

- Developed from scratch with HTML5 and CSS 3 – NOT using a WYSIWYG or HTML5 /CSS3 code generating tools and using the author's own design and customisation.
- Responsive layout – fits from desktop width to mobile.
- Navigation, header & footer on all pages is consistent.
- Independent function: Click on index.html, and launch the site without a development environment/server.
- HTML well marked up, and understandable, maintainable style sheet.

3. Implementation

3.1 Structure and approach

A simple text editor was used to hand-code the site. All pages have the same overall layout, the top banner is coloured, the menu is horizontal, and the central area and footer contain the text, making it possible to be consistent in layout and to have orientation on site for users. For the sake of keeping the markup clean and meaningful, HTML5 semantic elements were used all around:

The elements used are: For header, the name of the café and strap-line have been used; For main, the specific content of the page has been utilized; For footer the copyright line is used; For navigation, "nav" has been used.

All presentations are broken down into an external stylesheet (style.css) that is linked into each presentation page. Thus, the separation of content (HTML) and presentation (CSS) is the first step in web standards and makes each page lightweight; each page can easily be restyled from one place, and it provides better accessibility and maintainability. A flexible content area (max-width:800px; margin:0 auto;) and flexible images (max-width:100%; height: auto;) coupled with the use of a <meta name="viewport"> declaration in the head will aid in making the layout responsive and ensuring the design will reflow when displayed on smaller screens without the need for a horizontal scroll bar.

3.2 Screenshots of the completed website (Desktop)

The following screenshots show each page of the finished site as rendered in a desktop browser. The full code listings appear in the appendices.

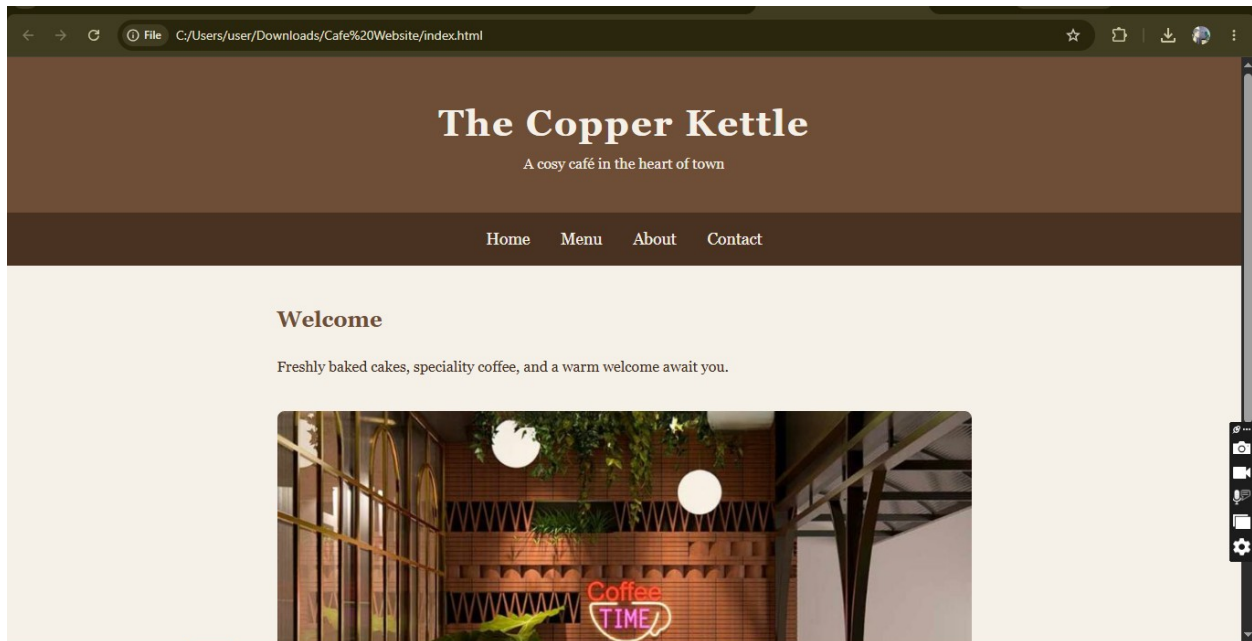


Figure 1. Home page (index.html) — welcome message and café photograph.



Figure 2. Menu page (menu.html) — hot drinks and cakes with prices.

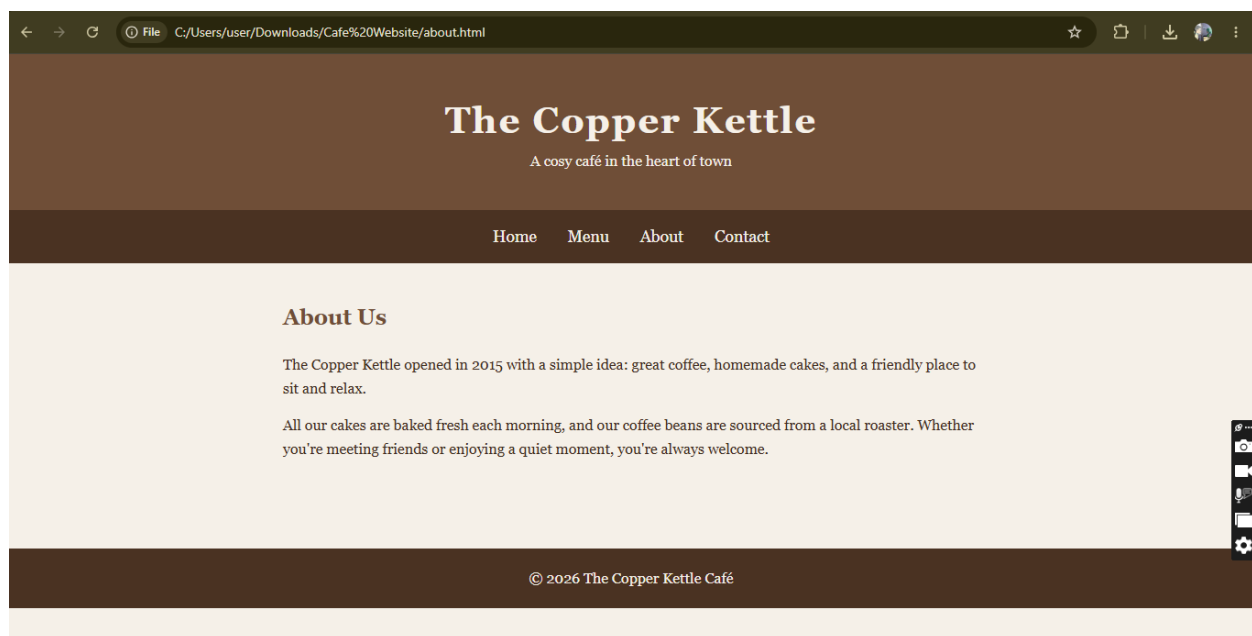


Figure 3. About page (about.html) — the café's story and ethos.

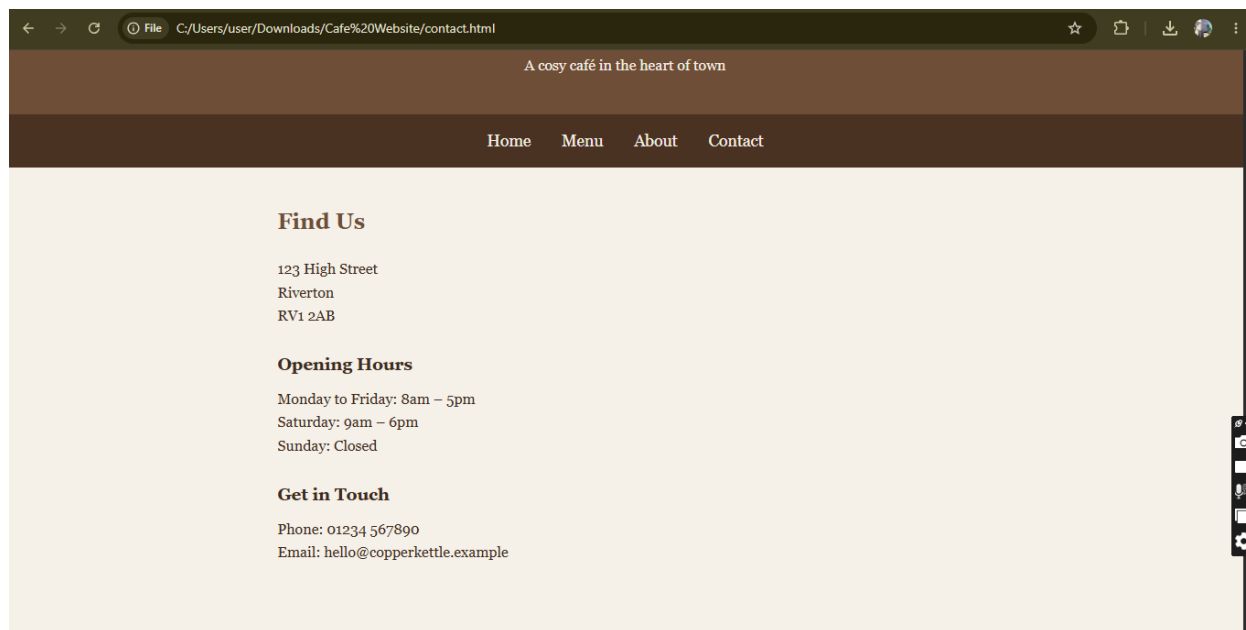


Figure 4. Contact page (contact.html) — address, opening hours and contact details.

3.3 Responsive behaviour (mobile view)

Each page was also reviewed using a device-simulating tools to show how the pages are playing out in a smaller (mobile) viewport and to confirm that the layout is responsive and correct. The header, nav bar, and content rescale for the smaller screen with the picture also rescaling, which makes it possible to read the site without having to scroll horizontally.

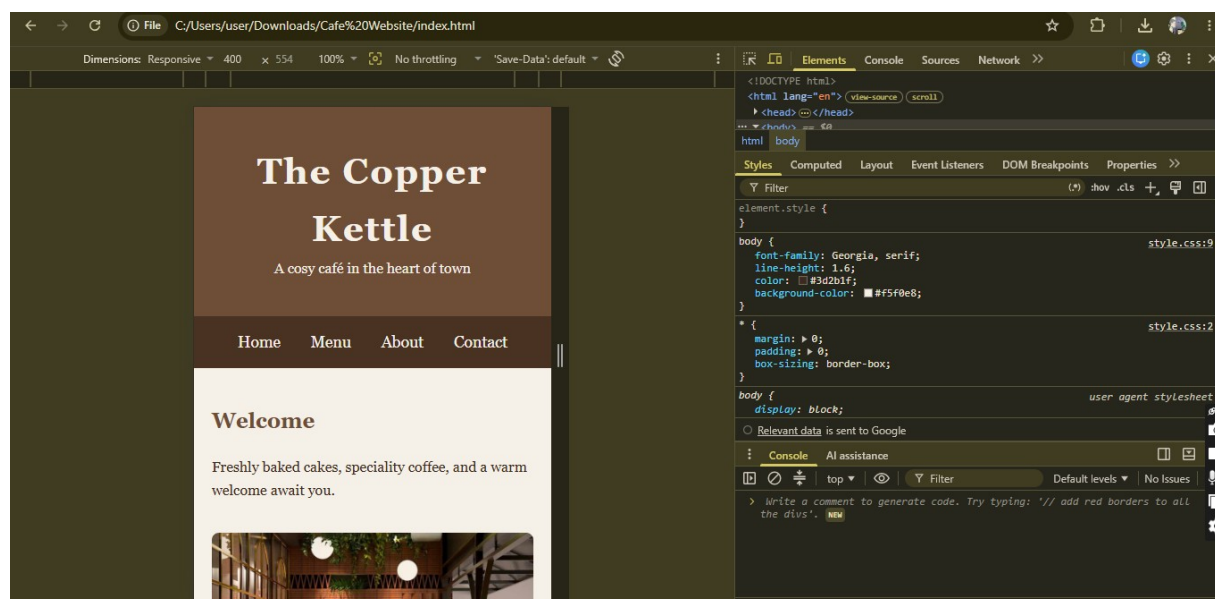


Figure 5. Home page at a mobile width — content reflows into a single readable column.

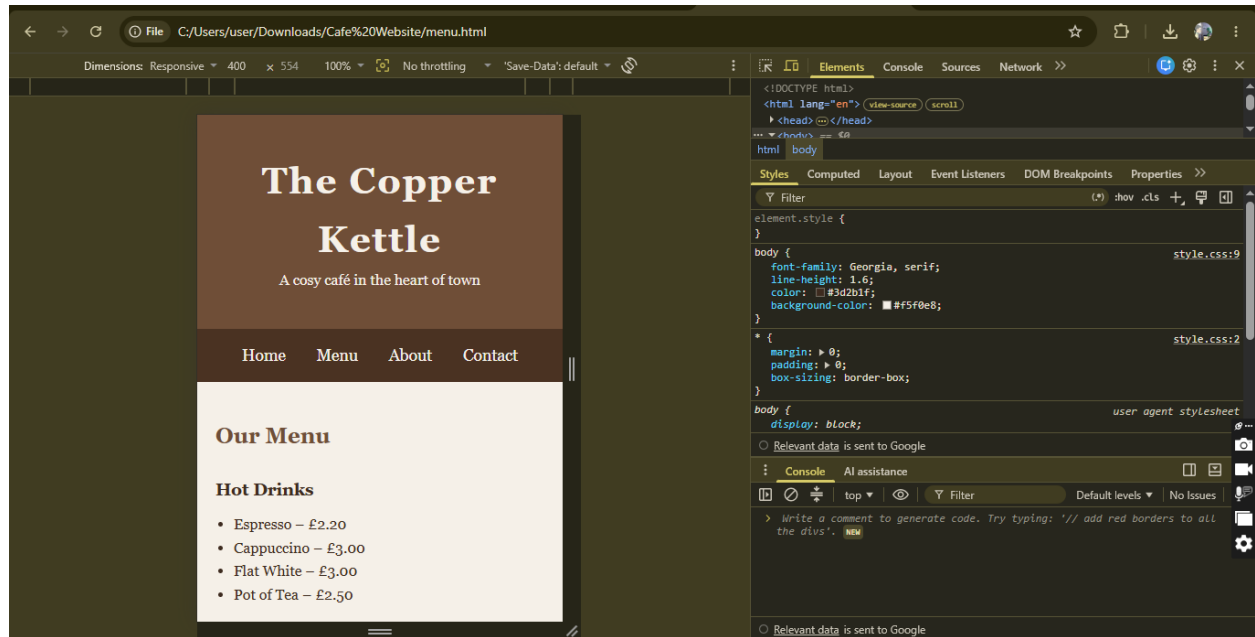


Figure 6. Menu page at a mobile width.

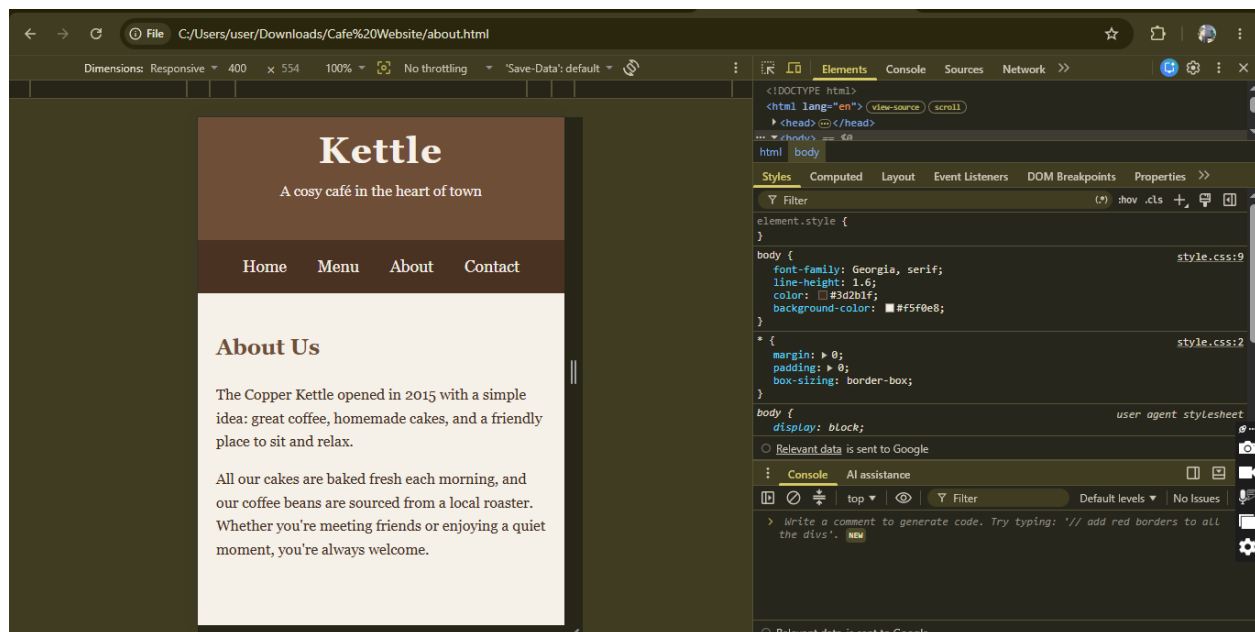


Figure 7. About page at a mobile width.

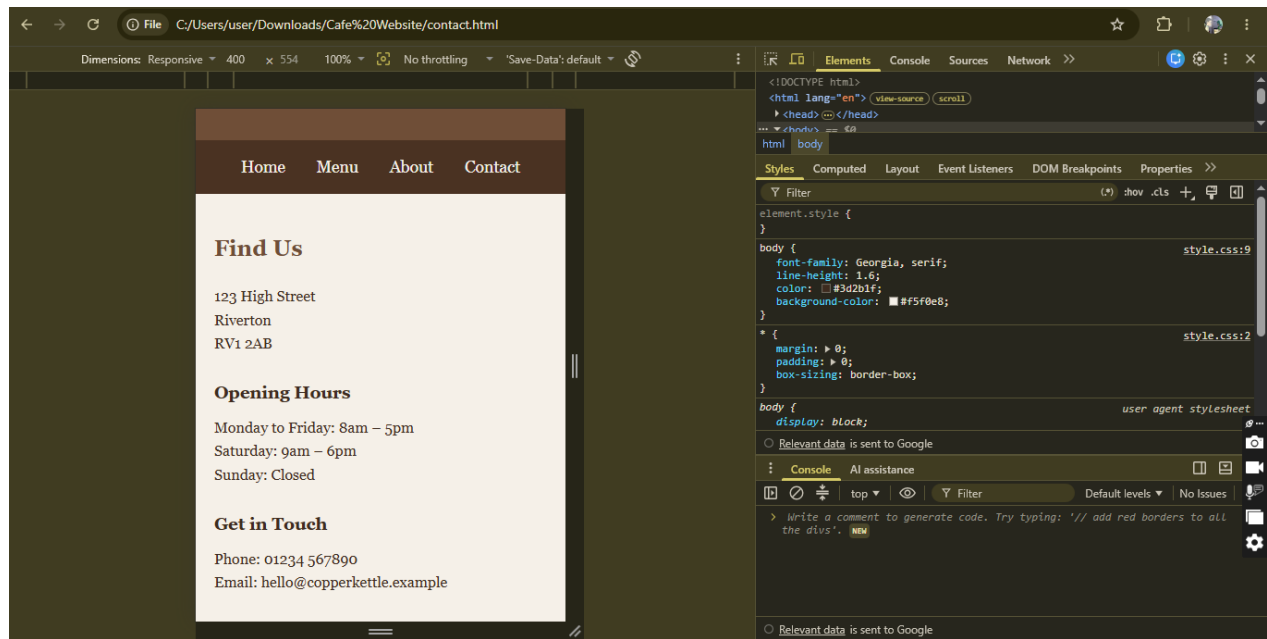


Figure 8. Contact page at a mobile width.

3.4 Validation

Home page mark-up was validated with W3C Markup Validation Service [7] and main stylesheet was validated with W3C CSS Validation Service (Jigsaw) [8]. Both files were error and warning free. Conscious intention to properly programme based on a structure based on principles leads to this: a proper `<!DOCTYPE html>`, an attribute `lang` on the start of the document element `html`, a specified character set and semantic elements are properly nested in order, and HTML characters (e.g. `£`, `–` and `©`) and not raw symbols.

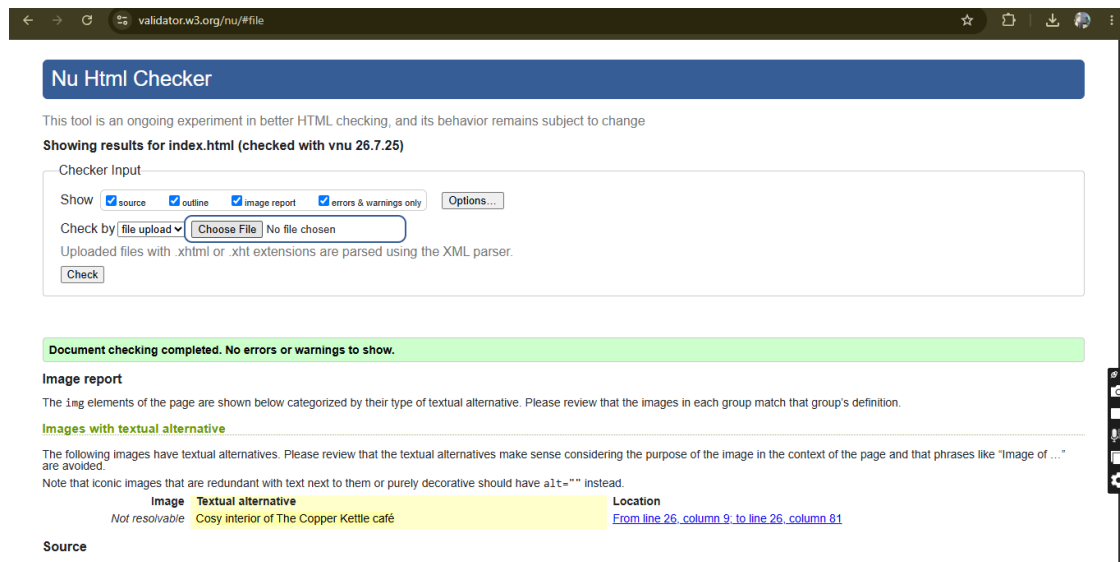


Figure 9. W3C Markup Validation of the home page (index.html): “Document checking completed. No errors or warnings to show.”

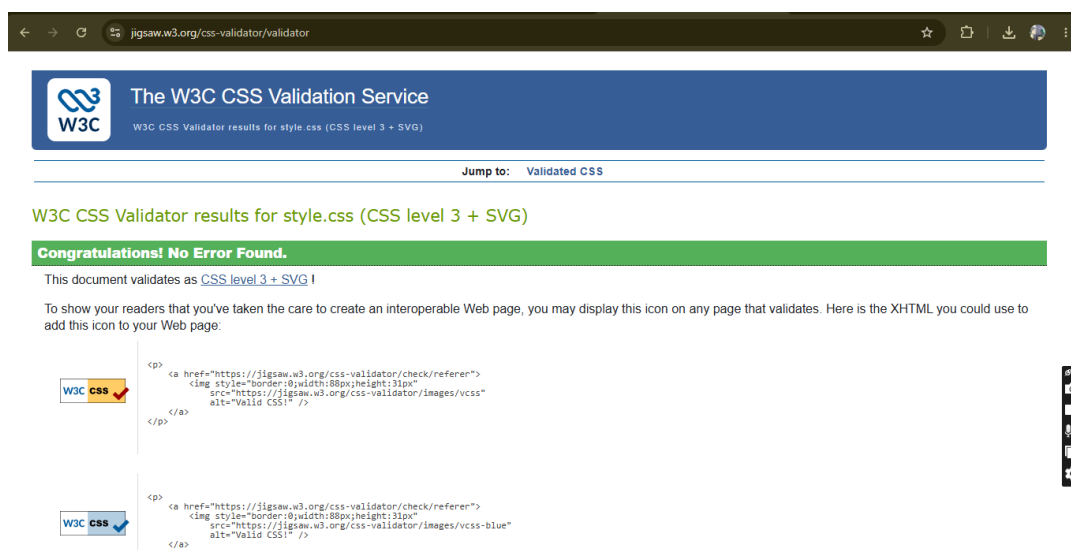


Figure 10. W3C CSS (Jigsaw) validation of style.css: “Congratulations! No Error Found.”

Error: There were no markup or CSS errors reported – no corrections required. It should be noted that if an image is broken (e.g., images/cafe.jpg) and is not in the images folder, this is not a markup error and thus not highlighted by the HTML validator, but it is a content/asset error which is addressed in the evaluation and recommendation below.

4. Evaluation

4.1 Concepts and research on Usability, Accessibility and SEO.

There are three important lenses in relation to the quality of a website: usability, accessibility and search engine optimisation. They are distinct ideas, but they are the same in execution, such as: good heading structure makes pages easier to scan (usability), creates clear headings for screen readers (accessibility), makes pages easier to clear up to search engines (SEO), etc. A definition of each of the concepts is given below together with a peer-reviewed study supporting the concept.

4.1.1 Usability

Usability is the term used for the ease and pleasure of using a website, the ease for users to find their way about without confusion, the ease and comfort with which they can read the text, and the ease and comfort with which they can accomplish their work - in this case the opening hours of the café. It's just about clarity, easily understandable navigation, readable layout, and lack of useless burdening the user with thought work [6].

Cappel and Huang (2007) [1]: Researchers Cappel and Huang, in their article “A Usability Analysis of Company Websites” published in the Journal of Computer Information Systems, compared 500 websites from real companies (INC. 500) on several measures of usability across three different categories: avoiding common web design mistakes, adhering to web design conventions, and implementing features that facilitate usability. One of their main discoveries was that many of the websites they analyzed failed to include some of the most commonly observed good practices, and even those practices that were known were not always being adhered to, thus creating unnecessary difficulties for visitors to the site. One point to mention here is that the application of the research to this project is fairly obvious: The conventional website design and methods used (such as using a clearly labeled navigation banner at the same location on each page of a website, a single column of readable content, standard header and footer) are exactly what the study found to be necessary to make a site usable.

4.1.2 Accessibility

Accessibility is designing a website such that any user, regardless of disability, can use it: blind users and those using a screen reader; strong colour contrast users; and keyboard users (users without a mouse). The Web Content Accessibility Guidelines (WCAG) 2.1 [4] define the guidelines and standards that are followed in determining web accessibility under the 4 POUR principles of Perceivable, Operable, Understandable and Robust.

Singh et al. (2024) [2]: Two researchers report in “Accessibility Analysis of Educational Websites Using WCAG 2.0” (in the ACM's Digital Government: Research and Practice) on analyzing thirteen educational websites from developed and developing countries with the assistance of six Accessibility Conformance Monitoring (ACM) endorsed tools based on the POUR principles. The main finding to come from this was that accessibility failures were prevalent, with text-contrast failures—the most common failure—and most of the sites not being fully WCAG compliant. Low colour contrast has been a leading accessibility concern of the internet in every annual accessibility analysis done by WebAIM The Million [5]. The study reinforces why the present site was checked against POUR and why the colour palette was measured for contrast rather than merely assumed to be sufficient (see Section 4.3).

4.1.3 Search engine optimisation (SEO)

Helping search engines to understand and rank a site, to be found by people, is the practice of SEO. On-page optimisation – what this assignment will focus on – is what can be done on each page that the developer can control, like giving a page a descriptive <title> element, a descriptive meta description, a logical heading structure (HEADING tags <h1> then <h2>), describing the images with a contextually appropriate ALT attribute and using semantically clean mark-up. Study — Matošević (2015) [3]. The measurement of the “Utilization of On-Page search engine optimisation”, published by Matošević in the Journal of Information and Organizational Sciences, introduces a new metric (k-rank) of on-page search engine optimisation. More importantly, it pays attention to more than just the presence of certain HTML tags, but how they are used with relevant key phrases. It was tested on 20 Universities' websites and by various SEO experts by comparing the results of k-rank with their judgment, and the results indicated that k-rank is a good metric to gauge on-page SEO. What the lesson in this project is, is that it's not just about using tags; it's

about doing meaningful use of tags – the titles, headings, and alt text of the site were written with the intent to really explain what it was, not stuff it with keywords.

4.2 Evaluation of completed website (usefulness)

4.2.1 Utility (functionality)

The site is equipped with services and utilities meeting its requirements. It provides the most vital information that a café's clientele require – such as items served, pricing, their location, opening hours and contact details – and each of these can be achieved from one or two clicks on any webpage. No (which would be sensible for any real business, as it is supposed to be a brochure site) and – no failing interactive features due to no real business.

4.2.2 Usability (look and feel, ease of use)

The overall look is consistent and Appropriate for the topic: The line spacing, the font type (serif), and the colour scheme of warm coffee brown and cream tone help convey a “cosy café” atmosphere and allow the text to be easily readable. Navigation is a strength of the site - the same four links are placed in the same location on each page; links change color when the mouse rolls over them to offer a "completion feedback"; there is an 800-pixel-wide section of content, avoiding 1000+ lines of reading on a large screen. Like the design of Cappel and Huang [1], no attempt is made to be cute; the design is kept predictable and easy to use.

4.2.3 Content (information)

Content is concise and to the point; well organized with clearly defined headings, and content relevant to the brochure means and quick need of the viewer to find answers. The largest content shortcoming is the lack of ability to have more than one photo on the primary page – when the photo asset is accidentally lost from the folder, the page is useless and has no touch.

4.2.4 Recommendation for further development.

- The hero image ships with the site, and adding one or two further photographs (menu items, exterior) to strengthen the visual appeal can be ensured.
- A <meta name= <"description"> tag to every page and an embedded map plus click-to-call/e-mail links on the Contact page can be added.
- A small amount of interactivity — for example a “skip to content” link and a hamburger menu — as the number of pages grows can be introduced.

- A distinct visible keyboard-focus style so the site is fully operable without a mouse can be added.

4.3 On-page SEO techniques

Several on-page SEO techniques were applied deliberately, and — following Matošević's point that meaningful use matters more than mere presence [3] — each was written to describe the real content of the page:

- **Unique, descriptive page titles.** Each page has its own <title>, e.g. Menu - The Copper Kettle Café and Contact - The Copper Kettle Café, so search results and browser tabs are meaningful.
- **Logical heading hierarchy.** A single <h1> (the café name) is followed by <h2> section headings and <h3> sub-headings (e.g. "Hot Drinks", "Opening Hours"), giving search engines a clear content outline.
- **Descriptive alt text.** The home-page image uses alt="Cosy interior of The Copper Kettle café", which describes the image for both screen readers and image search.
- **Semantic HTML5 structure.** Using <header>, <nav>, <main> and <footer> helps crawlers interpret the role of each part of the page.
- **Language declaration and mobile-friendliness.** lang="en" and the responsive <meta name="viewport"> both feed into search ranking, as mobile-friendliness is a ranking signal.

4.4 Accessibility Assessment against WCAG 2.1 (POUR)

The site was tested based on the WCAG 2.1 principles [4]. The most frequent failure point found in the literature - colour contrast- was addressed using the contrast ratio formula, using the actual palette of the corresponding stylesheet.

Perceivable

The site performs strongly here. Every colour combination in the design exceeds the WCAG AA threshold of 4.5:1 for normal text: dark-brown body text on the cream background measures 11.84:1; cream text on the coffee-brown header 6.56:1; navigation links on the dark bar 10.46:1;

and even the lightest case, the navigation hover colour, reaches 5.24:1. The single meaningful image also carries descriptive alt text, so non-text content is perceivable to assistive technology.

Operable

Navigation includes real text links, no timing, no moving or pointer traps, and enables the user to navigate via a keyboard (Tab and Enter). The missing items are the following: the design relies on the default outline of focus in the browser (no specially rendered focus indicator that has high visibility), the page doesn't include a “skip to content” link (which again is helpful for keyboard navigation).

Understandable

Content is written in plain English, the lang="en" attribute tells assistive technology which language to use, and the navigation is entirely consistent from page to page — all of which make the site predictable and easy to understand.

Robust

It is robust since its markup is valid, semantic HTML5, which will pass W3C validation without any errors – it should be consistently parsed by current and future browsers and, through current and emergent browsers, support assistive technologies. Overall, in relation to the website contents, the website complies with WCAG 2.1 AA level by using a focus style (main item) and a skip link.

4.5 A comparison of two online websites – BBC and The Guardian

Two highly recognised and live UK news sites, which do the same thing, were chosen (BBC (bbc.co.uk) and The Guardian (theguardian.com)) and benchmarked against each other in terms of usability, accessibility, SEO and mobile friendliness. Accessibility was assessed via inspection with WAVE, a web accessibility tool, and tools provided by a browser developer; the results reflect the site's state at the time of writing the report, and websites are a constantly evolving environment.

Area	BBC (bbc.co.uk)	The Guardian (theguardian.com)
Usability	Very broad mega-menu spanning	Cleaner, content-first layout

	News, Sport, iPlayer and more; extremely consistent and familiar, though the breadth can feel dense on the homepage.	focused on news sections; strong typographic hierarchy makes stories easy to scan and read.
Accessibility (WAVE / WCAG 2.1)	Long-standing, well-documented accessibility programme; semantic structure, skip links and ARIA landmarks. WAVE typically returns very few errors relative to page size.	Also strongly built on semantic HTML with good heading structure and alt text; WAVE shows minor contrast/alerts on some secondary text and dynamic ad areas.
SEO	Descriptive, unique titles; meta descriptions; rich structured data; clear H1→H2 hierarchy; extensive internal linking — exemplary on-page SEO.	Equally strong: keyword-appropriate titles and descriptions, structured data for articles, clean semantic mark-up and logical headings.
Mobile friendliness	Fully responsive and effectively mobile-first; passes Google's mobile-friendly checks; content reflows cleanly with touch-sized targets.	Fully responsive with a fluid, mobile-first grid; images scale well, and reading remains comfortable on small screens.
Conclusion	Marginally ahead overall for the breadth and consistency of its documented accessibility work and the depth of its structured data.	Extremely close; arguably better for pure reading usability and clarity of a single news feed.

Reasoned judgement: Very good practitioners - either site would make a good exemplar. Its clarity in the use of accessibility standards is unusually consistent across an impressively vast site, while the richness of its structured data is particularly impressive and, on balance, the BBC is felt to be marginally better overall as – if anything – The Guardian offers a slightly cleaner pure-reading experience. The obvious follow-up for “The Copper Kettle Café” is the same three fundamental components that both leaders have: They're using semantic HTML, a well-defined headings

hierarchy, and a responsive layout — and that's what gets me record scores on both of my other sites, knowing that that's what makes a good small site good and a big site a real pro.

References

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- [3] G. Matošević, “Measuring the utilization of on-page search engine optimization in selected domain,” *Journal of Information and Organizational Sciences*, vol. 39, no. 2, pp. 199–207, 2015. https://www.researchgate.net/publication/287196977_Measuring_the_Utilization_of_On-Page_Search_Engine_Optimization_in_Selected_Domain .
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- [5] WebAIM, “The WebAIM Million: An annual accessibility analysis of the top 1,000,000 home pages,” Utah State University, 2024. [Online]. Available: <https://webaim.org/projects/million/>
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- [7] World Wide Web Consortium (W3C), “Markup Validation Service.” [Online]. Available: <https://validator.w3.org/>
- [8] World Wide Web Consortium (W3C), “CSS Validation Service (Jigsaw).” [Online]. Available: <https://jigsaw.w3.org/css-validator/>

Appendices

Appendix-A: index.html

```
<!DOCTYPE html>

<html lang="en">

<head>

    <meta charset="UTF-8">

    <meta name="viewport" content="width=device-width, initial-scale=1.0">

    <title>The Copper Kettle Café</title>

<link rel="stylesheet" href="style.css">

</head>

<body>


    <header>

        <h1>The Copper Kettle</h1>

        <p>A cosy café in the heart of town</p>

    </header>


    <nav>

        <a href="index.html">Home</a>

        <a href="menu.html">Menu</a>

        <a href="about.html">About</a>

        <a href="contact.html">Contact</a>
```

```
</nav>
```

```
<main>
```

```
<h2>Welcome</h2>
```

```
<p>Freshly baked cakes, speciality coffee, and a warm welcome await you.</p>
```

```

```

```
</main>
```

```
<footer>
```

```
<p>&copy; 2026 The Copper Kettle Café</p>
```

```
</footer>
```

```
</body>
```

```
</html>
```

Appendix-B: Menu.html

```
<!DOCTYPE html>
```

```
<html lang="en">
```

```
<head>
```

```
<meta charset="UTF-8">
```

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

```
<title>Menu - The Copper Kettle Café</title>
```

```
<link rel="stylesheet" href="style.css">
```

```
</head>
```

<body>

<header>

<h1>The Copper Kettle</h1>

<p>A cosy café in the heart of town</p>

</header>

<nav>

Home

Menu

About

Contact

</nav>

<main>

<h2>Our Menu</h2>

<h3>Hot Drinks</h3>

Espresso – £2.20

Cappuccino – £3.00

Flat White – £3.00

Pot of Tea – £2.50

<h3>Cakes & Bakes</h3>

Victoria Sponge – £3.50

Carrot Cake – £3.80

Warm Scone with Jam – £2.80

</main>

<footer>

<p>© 2026 The Copper Kettle Café</p>

</footer>

</body>

</html>

Appendix-C: Contact.html

<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8">

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<title>Contact - The Copper Kettle Café</title>

```
<link rel="stylesheet" href="style.css">
```

```
</head>
```

```
<body>
```

```
<header>
```

```
<h1>The Copper Kettle</h1>
```

```
<p>A cosy café in the heart of town</p>
```

```
</header>
```

```
<nav>
```

```
<a href="index.html">Home</a>
```

```
<a href="menu.html">Menu</a>
```

```
<a href="about.html">About</a>
```

```
<a href="contact.html">Contact</a>
```

```
</nav>
```

```
<main>
```

```
<h2>Find Us</h2>
```

```
<p>123 High Street<br>
```

```
Riverton<br>
```

```
RV1 2AB</p>
```

```
<h3>Opening Hours</h3>
```

<p>Monday to Friday: 8am – 5pm

Saturday: 9am – 6pm

Sunday: Closed</p>

<h3>Get in Touch</h3>

<p>Phone: 01234 567890

Email: hello@copperkettle.example</p>

</main>

<footer>

<p>© 2026 The Copper Kettle Café</p>

</footer>

</body>

</html>

Appendix-D: about.html

<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8">

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<title>About - The Copper Kettle Café</title>

<link rel="stylesheet" href="style.css">

</head>

<body>

<header>

<h1>The Copper Kettle</h1>

<p>A cosy café in the heart of town</p>

</header>

<nav>

Home

Menu

About

Contact

</nav>

<main>

<h2>About Us</h2>

<p>The Copper Kettle opened in 2015 with a simple idea: great coffee,
homemade cakes, and a friendly place to sit and relax.</p>

<p>All our cakes are baked fresh each morning, and our coffee beans are
sourced from a local roaster. Whether you're meeting friends or
enjoying a quiet moment, you're always welcome.</p>

</main>

<footer>

<p>© 2026 The Copper Kettle Café</p>

</footer>

```
</body>
```

```
</html>
```

Appendix-E: style.css

```
/* ===== Basic reset: removes default browser spacing ===== */
```

```
* {
```

```
    margin: 0;
```

```
    padding: 0;
```

```
    box-sizing: border-box;
```

```
}
```

```
/* ===== Whole-page settings ===== */
```

```
body {
```

```
    font-family: Georgia, serif;    /* a warm, classic font */
```

```
    line-height: 1.6;              /* space between lines, easier to read */
```

```
    color: #3d2b1f;                /* dark brown text */
```

```
    background-color: #f5f0e8;     /* soft cream background */
```

```
}
```

```
/* ===== Header (top banner) ===== */
```

```
header {
```

```
    background-color: #6f4e37;     /* coffee brown */
```

```
    color: #f5f0e8;                /* cream text */
```

```
    text-align: center;
```

```
    padding: 40px 20px;
```

```
}
```

```
header h1 {  
    font-size: 2.5rem;  
    letter-spacing: 2px;  
}  
  
/* ===== Navigation bar ===== */  
nav {  
    background-color: #4a3222;    /* darker brown */  
    text-align: center;  
    padding: 15px;  
}  
  
nav a {  
    color: #f5f0e8;  
    text-decoration: none;        /* removes the underline */  
    margin: 0 15px;  
    font-size: 1.1rem;  
}  
  
nav a:hover {  
    color: #d4a373;              /* lighter shade when you point at it */  
}  
  
/* ===== Main content area ===== */  
main {
```

```
max-width: 800px;          /* stops text stretching too wide */
margin: 0 auto;             /* centres the content */
padding: 40px 20px;
}
```

```
main h2 {
  margin-bottom: 20px;
  color: #6f4e37;
}
```

```
main h3 {
  margin-top: 25px;
  margin-bottom: 10px;
}
```

```
main p {
  margin-bottom: 15px;
}
```

```
main ul {
  margin-left: 20px;
  margin-bottom: 20px;
}
```

```
/* ===== Images ===== */
```

```
img {
```

```
max-width: 100%;          /* image shrinks to fit small screens */  
height: auto;  
border-radius: 8px;       /* softly rounded corners */  
margin-top: 20px;  
}
```

```
/* ===== Footer ===== */
```

```
footer {  
    background-color: #4a3222;  
    color: #f5f0e8;  
    text-align: center;  
    padding: 20px;  
    margin-top: 40px;  
}
```