

Website Assignment

by Drew McClennon

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HTML & CSS WEB DEVELOPMENT ACCA4023

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Introduction

This report aims to outline the research, development, and evaluation of a website project created for this assignment. I will delve into the purpose of this website and its development. I will also be writing about its usability, optimising it for google's indexing algorithms, validating both the HTML and CSS code. Finishing it up with an evaluation at the end discussing what strengths and weaknesses the website had, and how I can go about improving the site in order for it to perform better, look better, be more accessible, and possibly monetise.

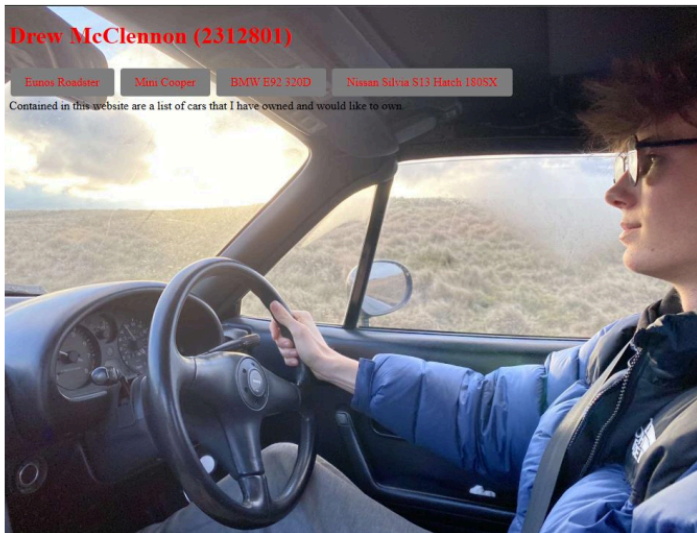
Requirements

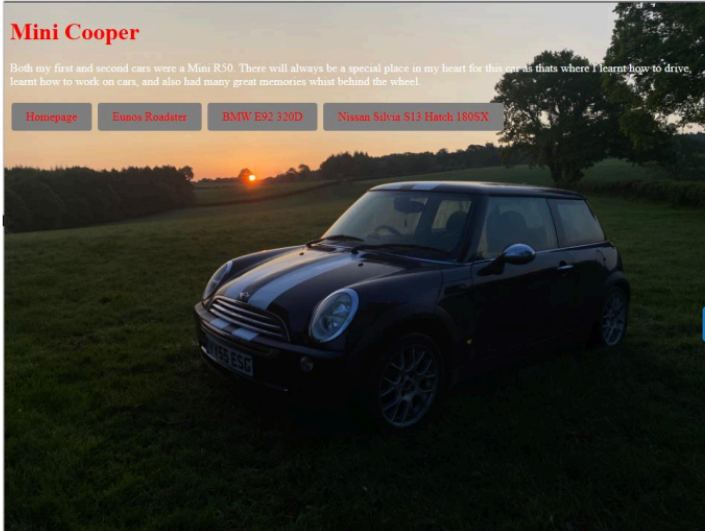
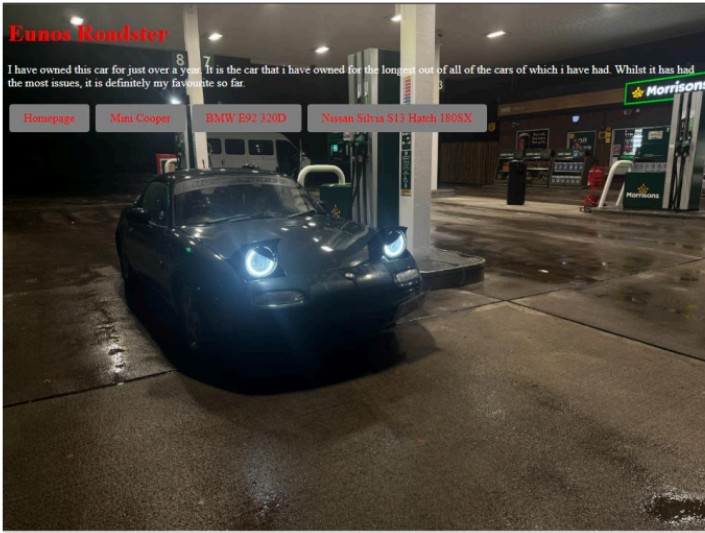
This assignment required me to produce a website with a minimum of at least 5 pages which can be navigated between. It had to be responsive to the user (e.g. loading quickly, buttons linking to the correct location, etc). It must also have been created completely from scratch without the use of any website building tools or packages meaning that we had to write all of the HTML and CSS code that we would need, ourselves.

I was pleased to read that we were able to create the website about whatever we chose, for me, that was cars both of which I have owned or plan on owning. This felt like a strong topic to choose for me as it made sense to use separate web pages for each car to give them their own spaces for images and information.

The intended target audience is other people who are interested in cars, they can find out about cars that I like and see what I have owned and what I plan on owning at some point in the future.

Implementation





BMW E92 320D

[Homepage](#) [Mini Cooper](#) [Eunos Roadster](#) [Nissan Silvia S13 Hatch 180SX](#)

The BMW E92 320D is the car that i am currently researching into purchasing as a daily car to use alongside my Eunos Roadster. In my opinion, these two would go hand in hand, i have all the fun to drive/miss from my Roadster however it lacks a lot of interior space. The E92 provides a lovely interior with comfortable seats for long drives, and also has a good boot for me to be able to store my belongings.



Nissan Silvia S13 180SX

[Homepage](#) [Mini Cooper](#) [Eunos Roadster](#) [BMW E92 320D](#)

The Nissan Silvia S13 180SX is a bit of an attainable dream car for me. Whilst looking like a bigger version of the Eunos Roadster, it boasts a much stiffer chassis whilst creating more power.



We were asked to validate both our html and CSS code using external websites. As you can see below, upon validating my HTML code for the first time, it had picked up on some errors which I had made when creating my homepage. Mainly my `<p1>` `</p1>` attempt at separating my paragraphs within my style sheet for my CSS. I had later found a different way to colour each paragraph how I needed so this was left over and not needed. Once remedied, I ran the checker again and it showed no errors.

1. **Info** Trailing slash on void elements [has no effect](#) and [interacts badly with unquoted attribute values](#).

[From line 5, column 5 to line 5, column 28](#)

```
head><?<meta charset="utf-8" /><?<
```

2. **Error** Element `p1` not allowed as child of element `div` in this context. (Suppressing further errors from this subtree.)

[From line 40, column 11 to line 40, column 14](#)

```
<div><p1>Contai
```

Content model for element `div`:

If the element is a child of a `dl` element: one or more `dt` elements followed by one or more `dd` elements, optionally intermixed with [script-supporting elements](#).

If the element is not a child of a `dl` element: [flow content](#).

3. **Error** No `p` element in scope but a `p` end tag seen.

[From line 40, column 100 to line 40, column 103](#)

```
ke to own.</p></div>
```

4. **Error** End tag `div` seen, but there were open elements.

[From line 40, column 104 to line 40, column 109](#)

```
o own.</p></div><?<?<
```

5. **Error** Unclosed element `p1`.

[From line 40, column 11 to line 40, column 14](#)

```
<div><p1>Contai
```

1. **Info** Trailing slash on void elements [has no effect](#) and [interacts badly with unquoted attribute values](#).

[From line 5, column 5 to line 5, column 28](#)

```
head><?<meta charset="utf-8" /><?<
```

Document checking completed. No errors or warnings to show.



CSS Code Validation:

As you can see below, upon validation you can see that I had no errors for my CSS code.

W3C CSS Validator results for TextArea (CSS level 3 + SVG)

Congratulations! No Error Found.

This document validates as [CSS level 3 + SVG](#) !

Evaluation

"Website usability is an essential indicator of user friendliness of a website which can be evaluated by observing users when using the website's features and user interfaces." [1]

I focused on ensuring that my website was easy to and intuitive to navigate. I made this decision as I knew that my website would not have too many features on it and that I needn't had to focus on much else other than ensuring a smooth user experience.



"Accessibility isn't just a requirement for public-sector organizations in the European Union (EU). The [European Accessibility Act \(EAA\)](#) mandates that a range of products and services, including many types of online experiences such as e-commerce websites and mobile apps, are accessible to people with disabilities." [2]

I had to ensure that my website would be easily accessible for people who had disabilities which may affect their motor skills. For this, instead of leaving the buttons to my other web pages as hyperlinks, I created large buttons which not only improve the look of my website and make it look more professional, but it also makes navigating the website much easier for someone who may struggle to click on small links.

"Search engine optimization (SEO) is the art and science of getting pages to rank higher in search engines such as Google, Bing and Yahoo." [3] Upon research into SEO I discovered that google for instance, will prefer websites which are optimised for mobile devices. To counter this, with all of my elements especially my background images, I set their size to be a percentage (of 100%) rather than a specified pixel size. This will scale my image accordingly so it displays how I intended it to regardless of what you are viewing my website on.



In conclusion, I believe that with further knowledge, I could improve this website tenfold. However with my current skills, I am relatively happy with the outcome. If I were to do it again or make changes to the current site, I would add more content (pictures, videos, statistics)



Appendices

HTML:

Homepage (index.html)

```
<!DOCTYPE html>
```

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

```
<head>
```

```
<meta charset="utf-8" />
<title>"Drew McClennon (2312801)"</title>
<link rel="stylesheet" href="style.css">
<style>
  body {
    background-image: url('homepage.jpg');
    background-size: 100%;
    background-repeat: no-repeat;
    background-attachment: fixed;
    background-color: black;
  }
  .button-class {
    background-color: grey;
    border: none;
    color: red;
    padding: 10px 20px;
    text-align: center;
    text-decoration: none;
    display: inline-block;
    font-size: 16px;
    margin: 4px 2px;
    cursor: pointer;
    border-radius: 4px;
  }
</style>
</head>
<body>

<h1>Drew McClennon (2312801)</h1>
<a href="eunos.html" class="button-class">Eunos Roadster</a>
```



```
<a href="mini.html" class="button-class">Mini Cooper</a>
<a href="bmw.html" class="button-class">BMW E92 320D</a>
<a href="nissan.html" class="button-class">Nissan Silvia S13 Hatch 180SX</a>

<div> <p>Contained in this website are a list of cars that I have owned and would like to
own.</p></div>
```

```
</body>
```

```
</html>
```



Eunos Roadster (eunos.html)

```
<!DOCTYPE html>

<html lang="en">
<head>
  <meta charset="utf-8" />
  <title>"Drew McClennon (2312801)"</title>
  <link rel="stylesheet" href="style.css">
</head>
<style>
  body {
    background-image: url(mit.JPG);
    background-size: 100%;
    background-repeat: no-repeat;
    background-attachment: fixed;
    background-color: black;
  }
  .button-class {
    background-color: grey;
    border: none;
    color: red;
    padding: 10px 20px;
    text-align: center;
```

```
text-decoration: none;
display: inline-block;
font-size: 16px;
margin: 4px 2px;
cursor: pointer;
border-radius: 4px;
```



```
}
</style>
<body>
  <h1>Eunos Roadster</h1>
  <p style="color: white;">I have owned this car for just over a year.
    It is the car that i have owned for the longest out of all of the cars of which i have had.
    Whilst it has had the most issues, it is definitely my favourite so far.
  </p>
  <a href="index.html" class="button-class">Homepage</a>
  <a href="mini.html" class="button-class">Mini Cooper</a>
  <a href="bmw.html" class="button-class">BMW E92 320D</a>
  <a href="nissan.html" class="button-class">Nissan Silvia S13 Hatch 180SX</a>
</body>
</html>
```



Mini Cooper (mini.html)

```
<!DOCTYPE html>

<html lang="en">
<head>
  <meta charset="utf-8" />
  <title>"Drew McClennon (2312801)"</title>
  <link rel="stylesheet" href="style.css">
</head>
```

<style>



body {

background-image: url(mick.JPG);

background-size: 100%;

background-repeat: no-repeat;

background-attachment: fixed;

background-color: black;

}



.button-class {

background-color: grey;

border: none;

color: red;

padding: 10px 20px;

text-align: center;

text-decoration: none;

display: inline-block;

font-size: 16px;

margin: 4px 2px;

cursor: pointer;

border-radius: 4px;

}

</style>

<body>

<h1>Mini Cooper</h1>

<p style="color: white;"> Both my first and second cars were a Mini R50. There will always be a special place in my heart for this car as thats where I learnt how to drive, learnt how to work on cars, and also had many great memories whist behind the wheel.

</p>

Homepage

Eunos Roadster

BMW E92 320D

Nissan Silvia S13 Hatch 180SX

```
</body>
```

```
</html>
```

BMW E92 320D (bmw.html)

```
<!DOCTYPE html>
```

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

```
<head>
```

```
<meta charset="utf-8" />
```

```
<title>"Drew McClennon (2312801)"</title>
```

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

```
</head>
```

```
<style>
```

```
body {
```

```
background-image: url(mick.JPG);
```

```
background-size: 100%;
```

```
background-repeat: no-repeat;
```

```
background-attachment: fixed;
```

```
background-color: black;
```

```
}
```

```
.button-class {
```

```
background-color: grey;
```

```
border: none;
```

```
color: red;
```

```
padding: 10px 20px;
```

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

```
text-decoration: none;
```

```
display: inline-block;
```

```
font-size: 16px;
```

```
margin: 4px 2px;
```

```
cursor: pointer;
```

```
border-radius: 4px;
```

```
    }
</style>
<body>
    <h1>Mini Cooper</h1>
    <p style="color: white;"> Both my first and second cars were a Mini R50. There will
always be a special place in my heart for this car as thats where I learnt how to drive, learnt
how to work on cars, and also had many great memories whist behind the wheel.
    </p>
    <a href="index.html" class="button-class">Homepage</a>
    <a href="eunos.html" class="button-class">Eunos Roadster</a>
    <a href="bmw.html" class="button-class">BMW E92 320D</a>
    <a href="nissan.html" class="button-class">Nissan Silvia S13 Hatch 180SX</a>
</body>
</html>
```

Nissan Silvia S13 Hatch 180SX (nissan.html)

```
<!DOCTYPE html>

<html lang="en">
<head>
    <meta charset="utf-8" />
    <title>"Drew McClennon (2312801)"</title>
    <link rel="stylesheet" href="style.css">
    <style>
        body {
            background-image: url('s13.jpg');
            background-size: 100%;
            background-repeat: no-repeat;
            background-attachment: fixed;
            background-color: black;
        }
    </style>
</head>
<body>
```

```
.button-class {
    background-color: grey;
    border: none;
    color: red;
    padding: 10px 20px;
    text-align: center;
    text-decoration: none;
    display: inline-block;
    font-size: 16px;
    margin: 4px 2px;
    cursor: pointer;
    border-radius: 4px;
}

</style>
</head>
<body>

<h1>Nissan Silvia S13 180SX</h1>
<a href="index.html" class="button-class">Homepage</a>
<a href="mini.html" class="button-class">Mini Cooper</a>
<a href="eunos.html" class="button-class">Eunos Roadster</a>
<a href="bmw.html" class="button-class">BMW E92 320D</a>

<div> <p1>The Nissan Silvia S13 180SX is a bit of an attainable dream car for me. Whilst
looking like a bigger version of the Eunos Roadster, It boasts a much stiffer chassis whilst
creating more power. </p></div>

</body>
</html>
```

CSS Code Style Sheet (style.css)

```
h1 {
```

```
color: red;
}
```



```
img {
  width: 100%;
}
```

```
p1 {
  color: black;
}
```

References

[Ramotion, "Website Usability 101: Definition, Principles and Methods," Ramotion, 17 April 1 2023. [Online]. Available: <https://www.ramotion.com/blog/website-usability/#:~:text=Website%20usability%20is%20an%20essential,rather%20than%20the%20actual%20procedure..>]



[Level Access, "European Accessibility Act 2005 (EAA)," Level Access, [Online]. Available: 2 https://www.levelaccess.com/compliance-overview/european-accessibility-act-eaa/?utm_source=google&utm_medium=cpc&utm_campaign=G_S_EAA_EMEA&utm_content=Nb_EAA_BM&utm_ad=726839816373&keyword_id=kwd-1671848089129&utm_term=eu%20accessibility%20act&matchtype=b.]

[Optimizely, "Search Engine Optimisation," Optimizely, [Online]. Available: 3 <https://www.optimizely.com/optimization-glossary/search-engine-optimization/#toc-item-0>.]

Website Assignment

GRADEMARK REPORT

FINAL GRADE

62/100

GENERAL COMMENTS

demonstrates a good enough understanding of HTML and CSS development, with a focus on accessibility and user experience. Improvements in responsiveness, interactivity, and detail of evaluation is required including application and reference to academic research and frameworks.

PAGE 1

PAGE 2

PAGE 3



Comment 1 | Transferable Skills

delve- does this mean explain or discuss?

PAGE 4

PAGE 5



Comment 2 | Practical Application Skills

The website meets the requirement of having a minimum of 5 pages (e.g., homepage, Eunos Roadster, Mini Cooper, BMW E92, and Nissan Silvia), with internal navigation implemented through buttons linking between the pages.



Comment 3 | Practical Application Skills

Use of background-image and CSS styling to enhance visual appeal, including color consistency (black background with red/white text) and button designs that improve usability for users with motor disabilities.

PAGE 6

PAGE 7



Comment 4 | Cognitive and Intellectual

- Buttons as navigational elements are accessible and professionally styled, showing consideration for accessibility.
- CSS and HTML validation is complete with identified errors addressed, showing adherence to coding standards.

PAGE 8



Comment 5 | Practical Application Skills

•

Suggestions for improvement:

Responsiveness: Although there are efforts to make elements like background images responsive using percentage-based dimensions, more advanced responsive design techniques (e.g., media queries, grid systems, or flexbox layouts) are absent. Ensure layout adjusts fluidly on mobile devices.

Image Scaling: The `img` tag uses `width: 100%`, but there's no mention of optimizing image loading times for mobile users through compression or responsive image sets (`<picture>` tag or `srcset`).

Enhancements: The website lacks interactive features such as hover effects for buttons, dropdown menus, or animations, which could make the design more engaging.

•

Missing elements/recommendation:

Even though hand-coding is required, including bootstrap framework elements would demonstrate advanced application of web standards.

Documentation doesn't indicate device testing or browser compatibility checks.



Comment 6 | Practical Application Skills

Improvisation of SEO for this context is not detailed



Comment 7 | Practical Application Skills

contrast checker for color choice - is not used

PAGE 9



Comment 8 | Transferable Skills

The introduction outlines the purpose of the website, detailing its intended audience and objectives.

PAGE 10



Comment 9 | Knowledge and Understanding

- The introduction could include more discussion about the project's scope, design planning, and how the content supports the target audience.
- Add a brief overview of the methodology used to approach design and implementation (e.g., design mockups, sitemap).

PAGE 11



Comment 10 | Cognitive and Intellectual

- Screenshots of HTML validation errors with resolutions (e.g., `<p1>` error) demonstrate problem-solving and attention to detail.
- Clear explanations of CSS validation outcomes, showing no errors, reflect good adherence to standards.



Comment 11 | Cognitive and Intellectual

Suggestions for improvement:

More detailed screenshots of each page with specific sections highlighted (e.g., interactive buttons, accessible features) would add value.

Provide justification for design choices, such as why specific colors, fonts, or styles were used and how they enhance usability or align with the target audience.

PAGE 12



Comment 12 | Knowledge and Understanding

Includes discussions on usability, accessibility, and SEO. Notable accessibility considerations (e.g., large buttons for ease of navigation) and SEO adjustments (e.g., scaling images for mobile users) show an understanding of core principles.



Comment 13 | Knowledge and Understanding

Improvements needed:

Usability: Evaluate navigation intuitiveness in **detail**, including whether it caters to users of different skill levels.

SEO: Provide concrete examples of on-page SEO techniques, such as optimized meta tags, heading structure (<h1>, <h2>), and alt text usage.

Accessibility: Include an evaluation of how the design adheres to WCAG 2.1 principles (Perceivable, Operable, Understandable, Robust) with specific examples of compliance or gaps.

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PAGE 14

PAGE 15

PAGE 16



Comment 14 | Transferable Skills

Appendix Includes code listings for all HTML pages and CSS, fulfilling the requirement.

it will be good to Annotate code with comments explaining significant sections, especially for more technical features such as buttons and styling.



Comment 15 | Engagement with Literature

-

Cited sources are relevant to key topics (usability, SEO, accessibility), and references appear after appendix

- **Suggestions for improvement:**

Include at least one academic peer-reviewed journal article or research study to add credibility to discussions.

Add references to resources that discuss responsive design for mobile devices.

ENGAGEMENT WITH LITERATURE

Your research of website usability, accessibility, and search engine optimisation under the evaluation section. The use of appropriate reference sources to support your work. The correct use of the appropriate citation/referencing convention

**10****KNOWLEDGE AND UNDERSTANDING**

understanding of Web standards as demonstrated by the outcome.

**9****COGNITIVE AND INTELLECTUAL**

interpretation of your validation and web accessibility testing overall evaluation of implemented website.

**9****PRACTICAL APPLICATION SKILLS**

creativity, responsiveness HTML/CSS coding quality Usability & website functionality, content

**27**

TRANSFERABLE SKILLS

Written quality, including spelling and grammar and the use of appropriate formal language. Structure and presentation of the report. Inclusion of all the requested material – (listings in the appendices)

