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HTML & CSS Web Development Report



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Introduction

This report presents the design and development of a blog website whose main purpose is to provide information about London. The core idea is to offer users a clear, easy-to-navigate, and easy-to-understand platform that brings together essential information needed when visiting the city.

The website is structured into several main sections: a Home page providing general information, a Places section highlighting famous landmarks and locations that allow visitors to experience London's cultural identity, and a History section where the city's past is briefly summarised in a way that avoids the reader getting bored while sparking interest in exploring different locations. In addition, the website includes a Food section presenting traditional English cuisine. It is also important to note the presence of a Contact section, where users can get in touch with the creators of the website in order to share feedback on its usefulness or provide suggestions for improvement.

The report will examine the website requirements, the implementation process, and the evaluation of the final product, in order to present an overview of the design and development decisions.

Requirements

The website aims to give users easy access to fast and brief information about London. The site is designed as a blog where locals and tourists can find everything in one place—interesting locations to visit, history, traditional food.

The main focus of the site is to share practical and essential information about the city. This is helpful for people planning a trip to London or those who just want to learn more about it. The content is kept short and clear intentionally so the site is easy to navigate and understand. This way, people can use it whenever they need—whether they are at home planning their trip or rushing on the Tube quickly checking where to go next. The main goal is to be helpful without boring the user with too many small details that they would hear anyway once they get to the museums or landmarks.

As for how it works, the design is simple and intuitive. While creating the website it was avoided using heavy contents that could slow down the smoothly running of the site. The menu is very user-friendly and has five main sections: Home, Places, History, Food, and Contact. Each part gives specific information based on what the user is looking for.

The color scheme is designed to represent the modern, urban feel of London without being distracting by using grey colour tones, while the black header creates a nice contrast that makes the menu easy to find.

The photos used on the site show the beauty of London's landmarks to grab the user attention and make them want to visit. Overall, the design choices focus on simplicity, trust, and a clean look that is easy for everyone to use.

Implementation

The following screenshots illustrate the main pages of the developed website and demonstrate its structure and design:

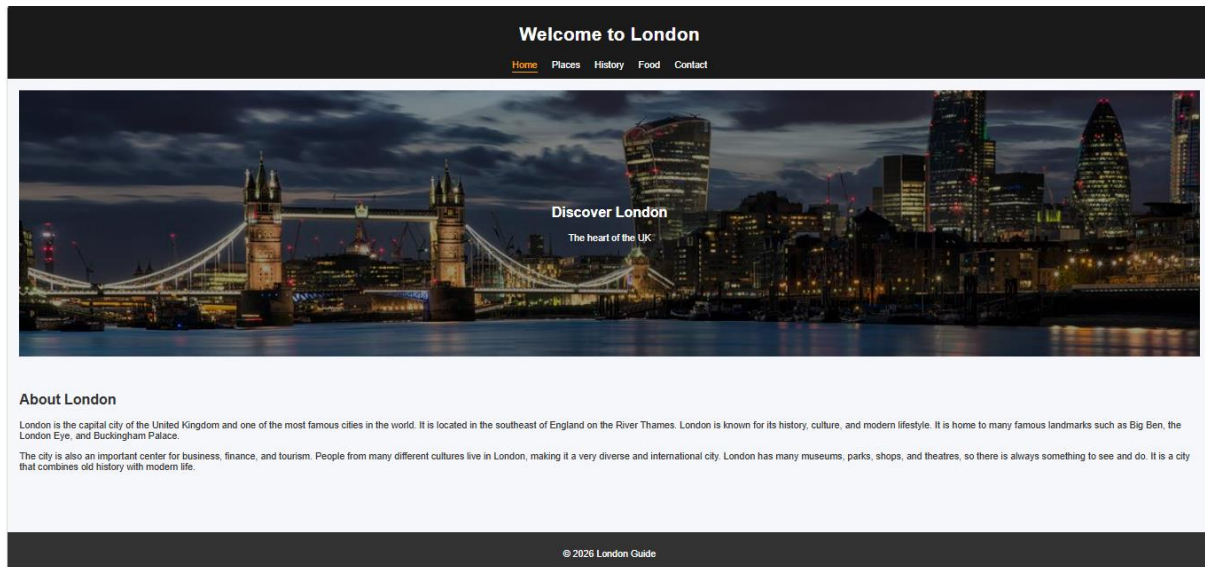


Figure 1. Home page

Home page provides a general overview of London and serves as the main navigation hub, allowing users to easily access all other sections, such as Places, Food etc.

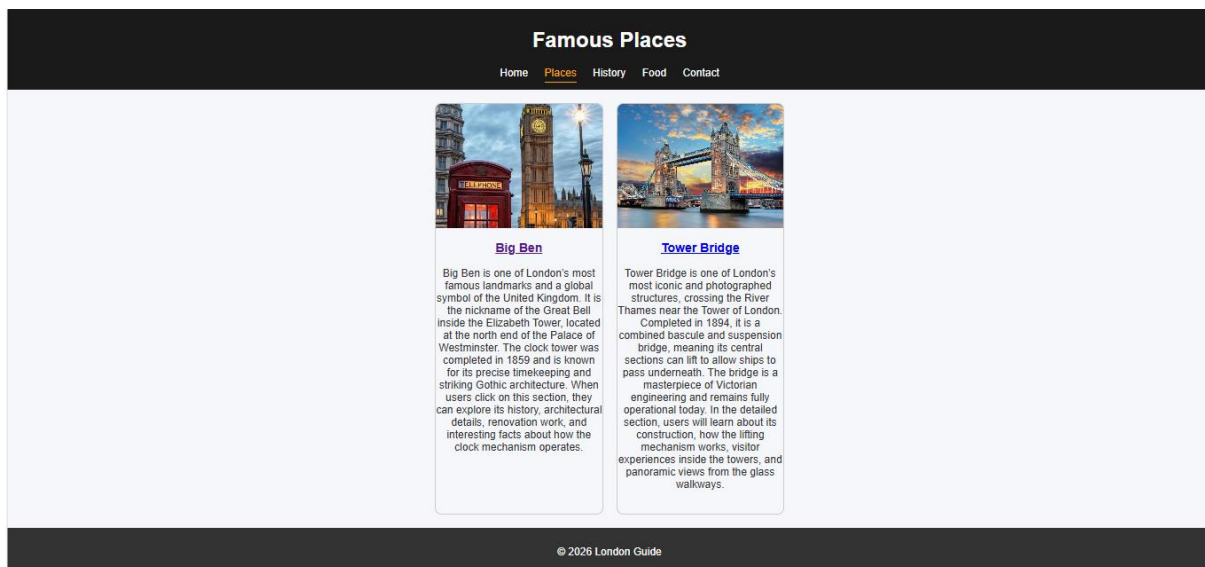


Figure 2. Places page

This section aims to present the most iconic landmarks and locations in London. It shows places that reflect the city's character and cultural significance.



Figure 3. History page

History page offers a brief summary of London's history and the information is presented in a way that prevents users getting bored.

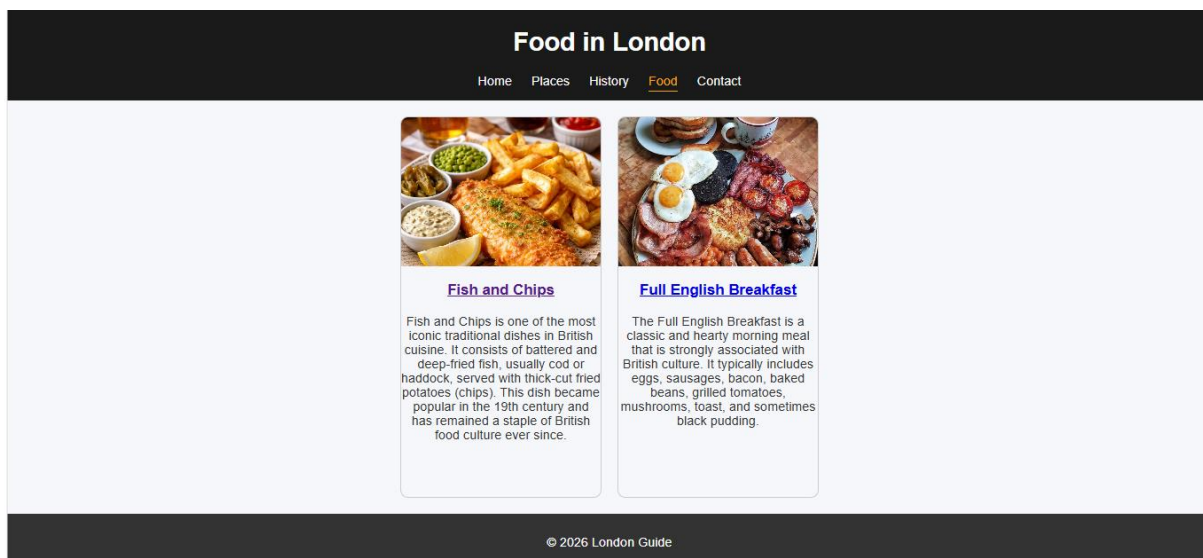


Figure 4. Food page

This page is dedicated to local food and English cuisine and aims to highlight some of the most well-known dishes associated with London and UK.

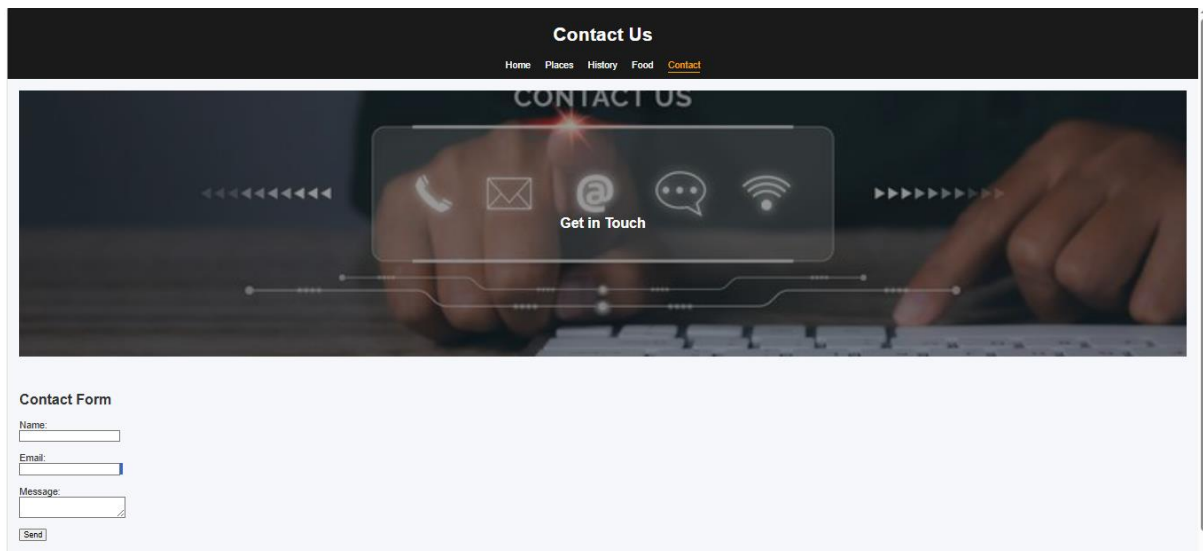


Figure 5. Contact page

Contact page allows users to get in touch with the creators for sharing feedback or suggestions for improvement.

The implementation process focused on creating a clean design following the desire for simplicity, readability, and intuitive navigation. In this way users can easily move between sections and access information without any difficulties.

Validation

Validation is an important step in web development as it ensures code quality, compatibility, and maintainability. During the HTML validation process using <http://validator.w3.org/>, an error was identified. It was missing a document type declaration (DOCTYPE). Most likely this issue may have occurred due to an oversight during the setup of the HTML file or while structuring the document.

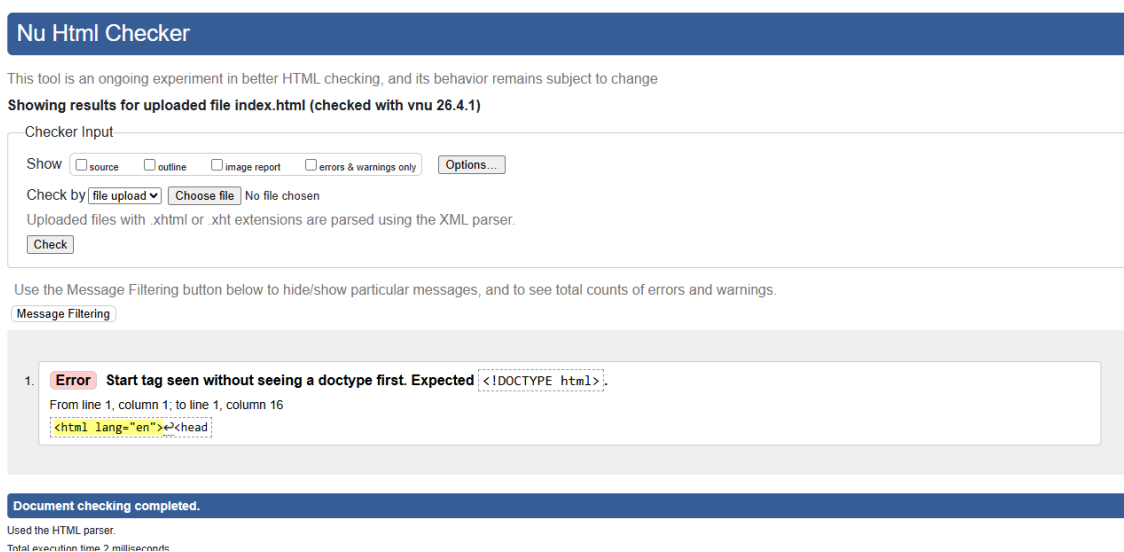
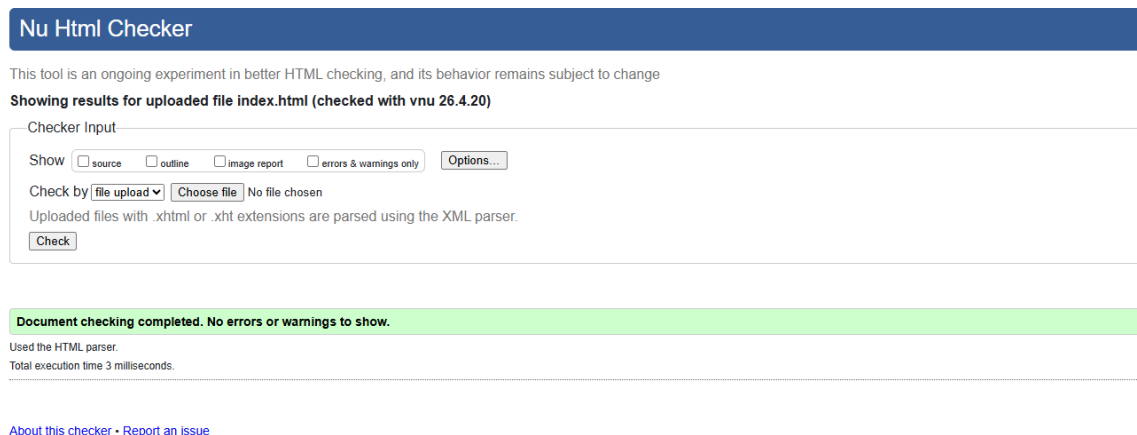


Figure 6. HTML validation error

This is a small issue which was resolved easily by adding the standart `<!DOCTYPE html>` declaration at the beginning of the HTML file. This correction ensures correct interpretation of the document by web browsers and full compliance with web standards.

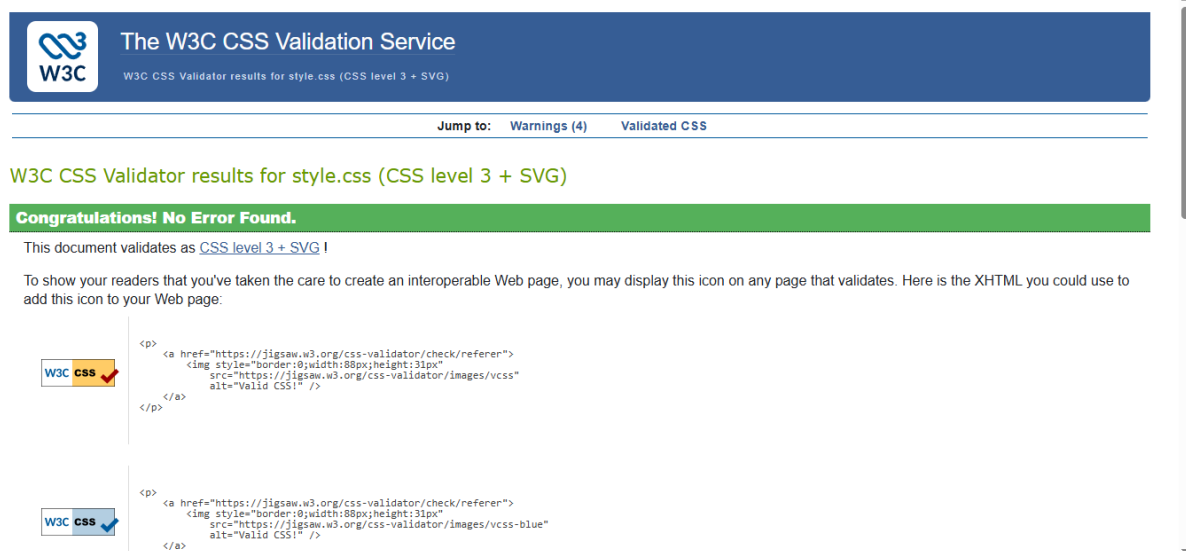


The screenshot shows the Nu Html Checker interface. At the top, it says "Nu Html Checker". Below that, a note states: "This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change". The main heading is "Showing results for uploaded file index.html (checked with vnu 26.4.20)". Under "Checker Input", there are checkboxes for "source", "outline", "image report", and "errors & warnings only", along with an "Options..." button. The "Check by" section shows "file upload" selected, with a "Choose file" button and the text "No file chosen". A note says "Uploaded files with .xhtml or .xht extensions are parsed using the XML parser." and a "Check" button is present. A green banner at the bottom of the input section says "Document checking completed. No errors or warnings to show." Below this, it says "Used the HTML parser." and "Total execution time 3 milliseconds." At the very bottom, there are links for "About this checker" and "Report an issue".

Figure 7. HTML validation result after correction

After applying the correction, the HTML code was revalidated and as it shows on Figure 7 the updated results confirmed that no further issues were present.

Following the successful validation of the HTML file, the CSS stylesheet was also validated successfully without any errors.



The screenshot shows the W3C CSS Validation Service interface. At the top, it says "The W3C CSS Validation Service" and "W3C CSS Validator results for style.css (CSS level 3 + SVG)". Below this, there are links for "Jump to: Warnings (4) Validated CSS". The main heading is "W3C CSS Validator results for style.css (CSS level 3 + SVG)". A green banner at the top of the results section says "Congratulations! No Error Found." Below this, it says "This document validates as CSS level 3 + SVG!". A note says "To show your readers that you've taken the care to create an interoperable Web page, you may display this icon on any page that validates. Here is the XHTML you could use to add this icon to your Web page:". Below this, there are two examples of XHTML code snippets. The first example shows a "W3C CSS" icon with a red checkmark and the text "Valid CSS!". The second example shows a "W3C CSS" icon with a blue checkmark and the text "Valid CSS!".

Figure 8. CSS stylesheet validation results

Evaluation

The next step is to analyze the quality of the website in terms of usability, accessibility and SEO.

1. Usability

Usability briefly can be explained as technical accessibility of the website – you have to access a site so you can use it. That means usability represents the easiness and efficiency of a website, including how quickly users can navigate, interact and understand its content. Following the official HTML standards a usable site has to be with clear structure, intuitive navigation and a consistent design. Users have to achieve their goals by using minimal effort. According to Jakob Nielsen individuals typically leave a website within seconds if they cannot quickly manage to find relevant information [1]. The study supports the thesis for the importance of simplicity and minimal cognitive load and finds suggest that users prefer predictable websites, which leads to improved user satisfaction and engagement.

2. Accessibility

Accesible websites ensure that the content is perceivable for all users, even people with disabilities. Accessibility refers to the design of the website and Nielsen shows that good design typically helps for increasing efficiency and eliminates frustration while using a site [1]. According to Jonathan Lazar accesibility is a financial opportunity for bussineses. When the website is easy accessible, there is a directly proportional relationship between the number of potential customers and the potential sales – both of them are higher and greater. [2] His study found that implementing accesibility guidelines enhances users satisfaction and he presents the importance of the usage of some key futures such as alternative text for images, proper contrast etc.

3. Search Engine Optimisation (SEO)

Search Engine Optimisation briefly can be explained as techniques used for improving the website's visibility in search engines. For example: the most effective SEO ensures that the website will be shown in 1-3 places in search engine results (check figure 9)

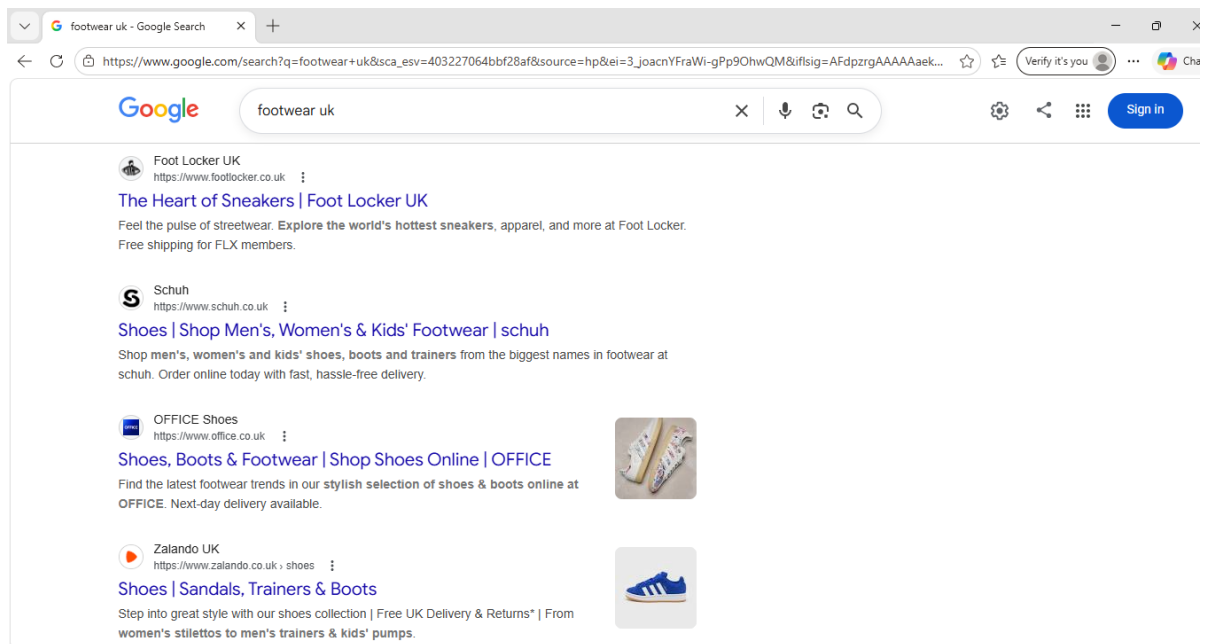


Figure 9. Effective SEO examples

As shown, in the searching engine there is only “footwear uk” and there are the first results – websites of the main traders in UK. Probably there are hundreds or thousands of other traders, but their SEO is not enough good to be listed in the first page of search engine results.

According to a study by Enge Eric et al. one of the crucial elements of building a good online marketing strategy for a website is to understand the psychology of the targeted audience. If you can manage to understand how the average users use search engines, you can effectively operate, reach and keep those users by organic traffic to your website [3]. In his thesis he says that there are some on-page SEO factors such as keyword usage, structured headings and metadata which play a crucial role in boosting the shown place of a website in the search engine results. These factors are part of On-page SEO, but there are two more core types:

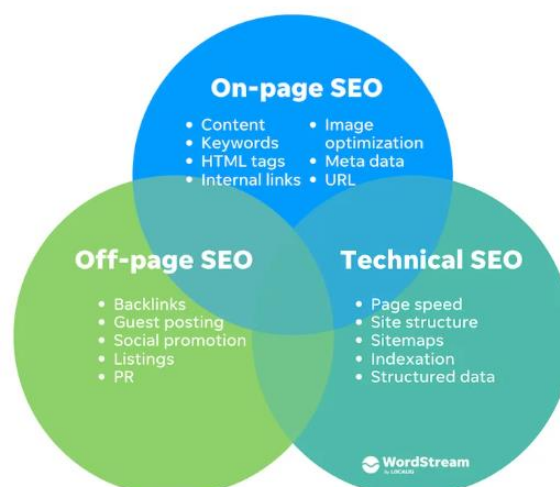


Figure. 10 Core SEO types, WordStream [4]

Evaluation of my site

In my opinion, the website demonstrates a good level of usability, as all navigation links between pages operate smoothly. The structure is simple and intuitive, users can find information easily. The design is clean and consistent, there are colours which represent the urban feeling, part of London. The content is consistent and prevents misunderstandings or user overwhelming.

There are opportunities for improvement – for example: in the first place - expanding the content in every section; implementing a search bar, creating a new page with users feedback after going to the recommended places or trying the recommended foods. The last idea for improvement can boost new users interest and trust, also this is an interactive tool which enhances users experience.

I used several on-page SEO techniques while developing the website, such as use of meaningful page titles, structured content, keywords directly linked to London and English culture. There's still a lot of work to be done on my website's SEO before it ranks on the front pages of search engines.

The website was evaluated based on the four main principles of WCAG 2.1:

- 1) Perceivable – the texts in the website are readable, images are clear, ensuring that content can be perceived by users.
- 2) Operable – navigation is simple and can be performed easily.
- 3) Understandable – the content is written in a clear and concise manner, making it easy to understand.
- 4) Robust – the website is stable and functional across a variety of browsers and devices.

In general, the website is accessible, however, I have some ideas for improving it, such as enhanced contrast and testing additional accessibility tools.

Comparison of two websites (UWTSD and UCL websites)

The comparison is based on practical evaluation using web development tools and established guidelines such as WCAG 2.1.

Area	UWTSD (London) website [5]	University College London (UCL) website [6]
Usability	The UWTSD website have clean and minimal layout with clearly defined sections and intuitive navigation. The structure allows users to quickly locate key information. Readability is enhanced through concise text and consistent formatting.	The UCL website presents a more difficult layout with so much information, presented on Home page. Navigation menus overlay the page and can be overwhelming. Readability is sometimes reduced due to longer text sections which may impact overall user experience.
Accesibility	The website was evaluated using the WAVE Web Accessibility Evaluation Tool by Chrome App Store. Results indicate that UWTSD generally follows WCAG 2.1 principles (check Figure 11).	The UCL website was also evaluated using the same tool, but the results were not shown in the same way because of the coding. The evaluation highlights issues such as contrast

		inconsistencies and occasional missing alternative text or headings. (fig. 12)
SEO	UWTSD demonstrates effective use of on-page SEO techniques, including clear page titles, structured headings (H1, H2), and relevant meta descriptions. Images include alternative text, supporting both accessibility and search engine indexing.	UCL also applies strong SEO practices, including structured headings and metadata. However, due to the size and complexity of the site, there may be inconsistencies in heading hierarchy and content structure across different pages.
Mobile Friendliness	UWTSD performs well on mobile devices, maintaining a simple layout that adapts effectively to smaller screens (fig. 13)	UCL is responsive and adapts to mobile devices too, however, some pages appear crowded.
Conclusion	Overall, while both websites are functional and informative, the UWTSD website provides a more user-friendly, and accessible experience. Its simplicity, clear structure, and consistent design make it more effective for users seeking quick and easy access to information.	

Table 1. Comparing UWTSD and UCL websites

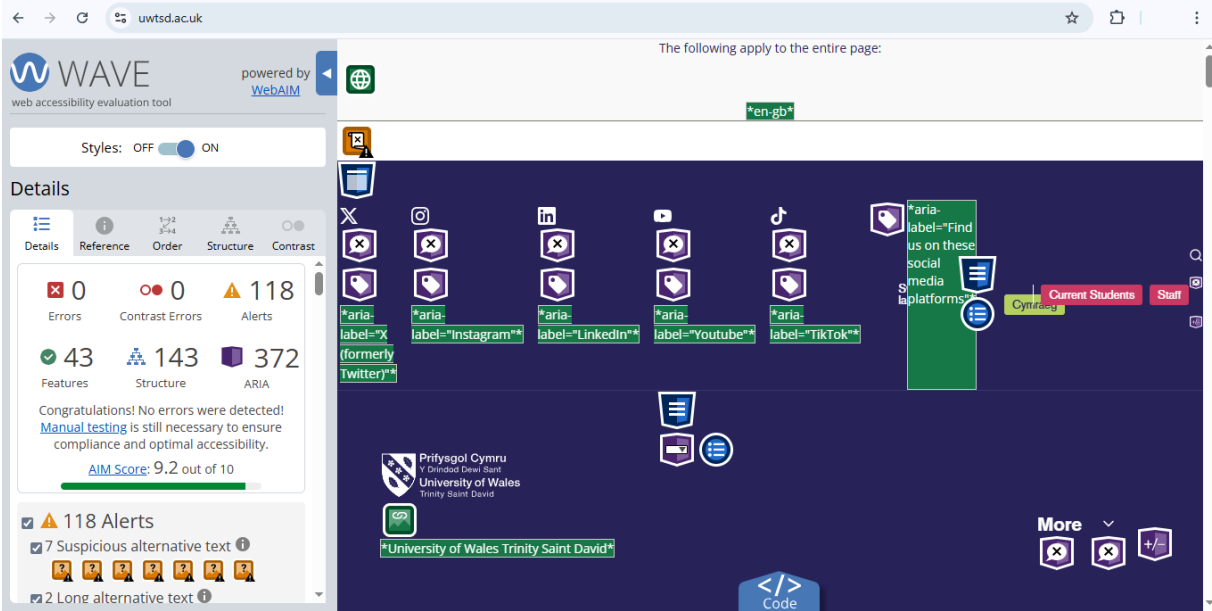


Figure 11. WAVE evaluation tool results – UWTSD website

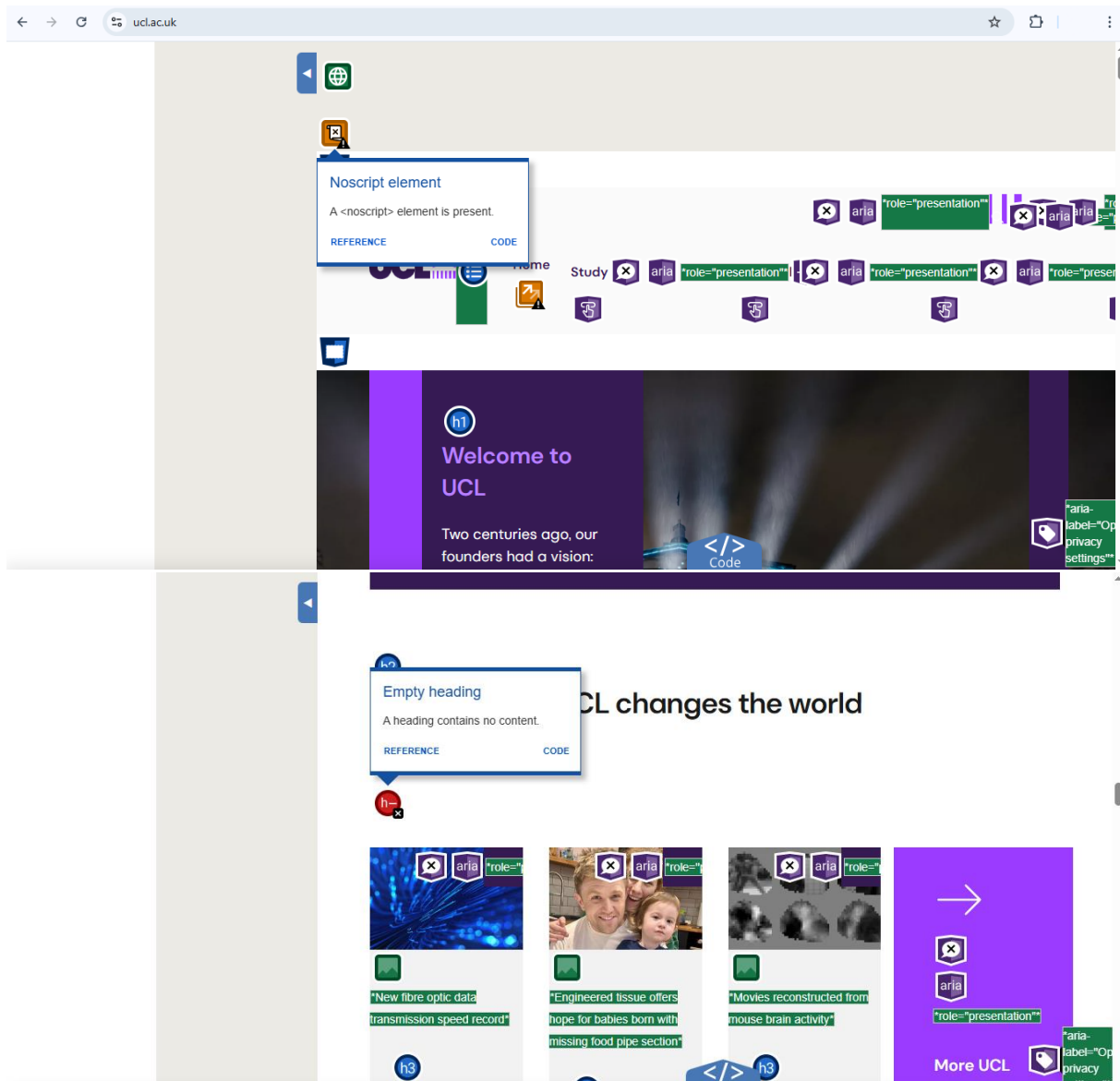


Figure 12. WAVE evaluation tool errors – UCL website

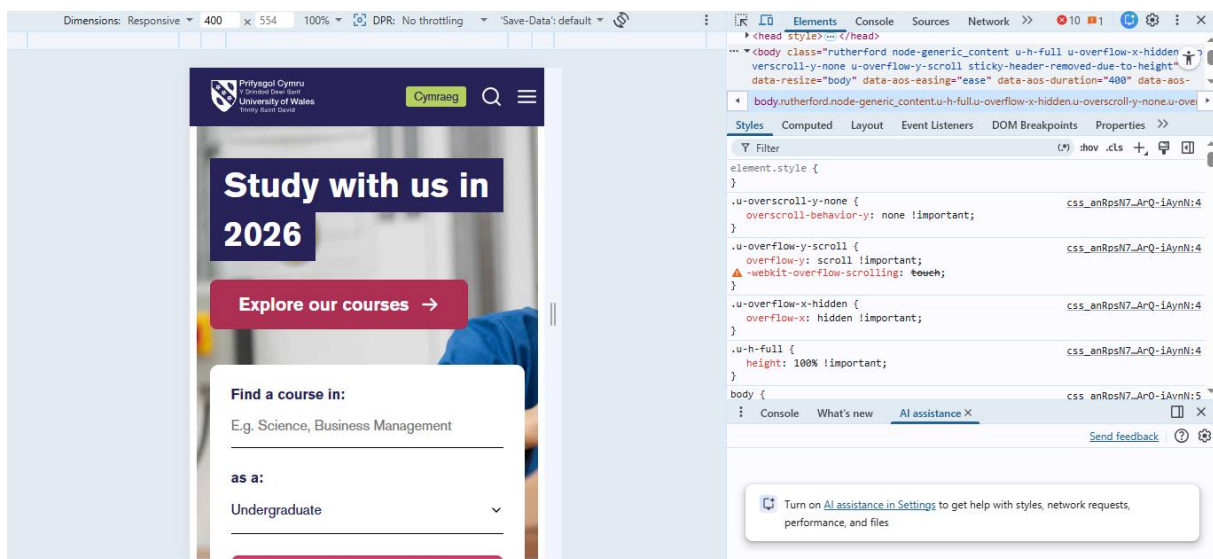


Figure 13. Mobile view of UWTSD website

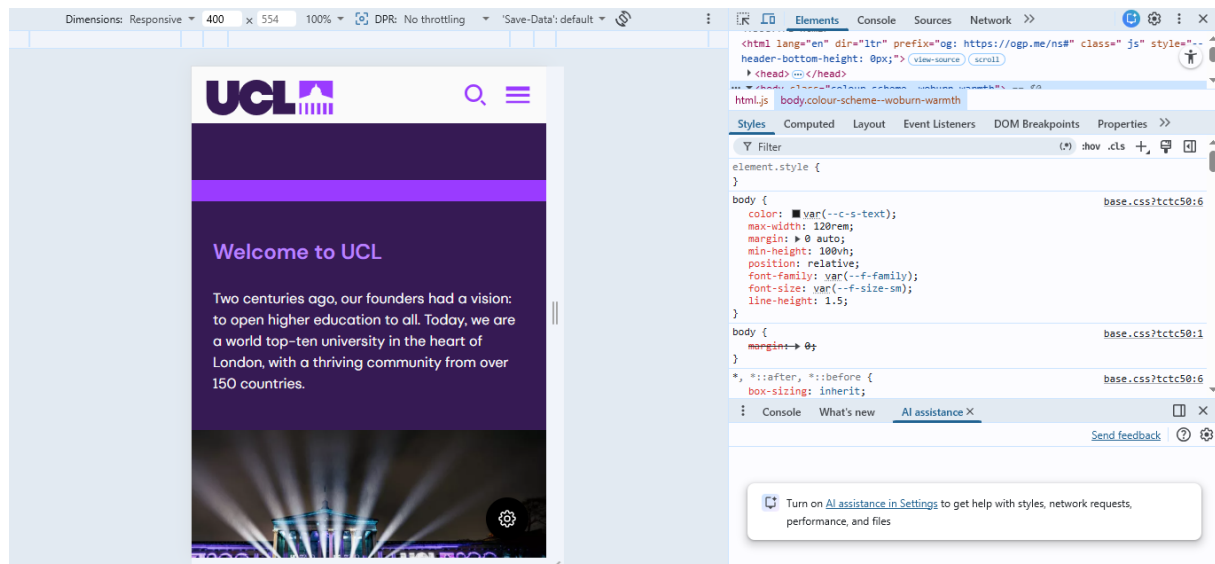


Figure 14. Mobile view of UCL website

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