Golden Basket Green Bay

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Website Assessment for
www.goldenbasketgreenbay.com

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Target Audience: Locals and tourists to Green Bay, WI, looking for an affordable place to eat.

Site Purpose: Entice visitors to come in and eat, or order online.

Speed

Load Speed: 7s mobile, 2s desktop

Images: Not optimised for speed. Nextgen format recommended. At the very least, images should be delivered in PNG format, with a longlife cache and lazyload.

CSS: Not minified

Notes: Active plugins are slowing your site speed. Divi page builder loads unnecessary Javascript. Cache needs to be longlife in order to reduce load time.

Optimization

1. Titles, meta description, and OpenGraph are all being used correctly. Well done! ✔

2. Image alt and title tags are not being utilized. These are important for <u>both</u> SEO and accessibility. X

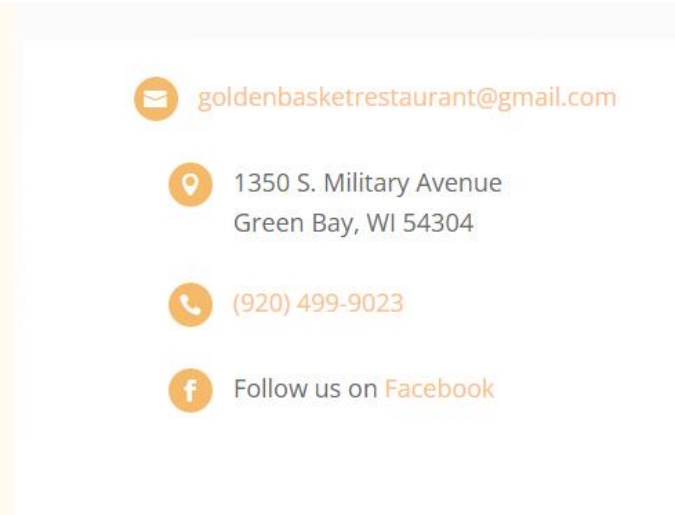3. Heading tags are not consistent across the page X

Accessibility

1. Image alt and title tags are not being utilized (*screen readers cannot determine content of images*)

2. Site is not high contrast enough for visually impaired visitors (*Contrast ratio of 1.59:1 - should be at least 4.5:1*)

3. Zoom has been disabled

4. Links lack names for screen readers

Device Responsiveness

Desktop ✔

Tablet ✔

Mobile ✔

Formatting & Visual Appeal

1. Heading css is not consistent. On the homepage alone, there are three different formats for the H2 tag. On the Contact page, the H1 and H2 tags are completely reversed.

2. Grey text on white background is incredibly difficult to read. White text on peach background, likewise.

3. Popup opening on every page reduces readability (*and increases annoyability*).

4. Testimonial block is cramped and off-center.

5. Layout on the Takeout page is awkward.

6. There's no organization on the Gallery page.

7. Too much unused space on homepage

Content

1. There's nothing in your copy to suggest what type of restaurant you are/what sort of food you offer. If I were to judge only on the copy seen on the homepage, I would think you specialize in soup.

2. The content on the homepage feels repetitive. The most detail is in the short block about the chef. I'd like to hear more about where you're located, how convenient your location may be, the area, the food you specialize in, and a written description of the atmosphere you reference briefly (*i.e. "old world charm", "cottage cozy", "northern lodge style", "Italian flavor", etc.*).

3. Again, the Menu page lacks descriptive text. "Food for the whole family" doesn't really tell me much. What *type* of food? American? Greek? Italian? Be more specific.

4. Menus are in PDF format, rather than on a page of their own. This could be an issue for mobile users.

5. Grammar on Takeout page is poor. Periods are our friends!

6. Your Specials menu is incorrectly labelled on the homepage as "Soups"

Usability & Navigation

No Issues. All links and elements work as intended.

Interactivity

Small animation effects on page, but primarily text elements.

Lacks engaging visual elements such as images and videos

Poorly used space. Too much white space requires additional scrolling on user's part with nothing to look at. Like the cause of higher bounce rates.

Credibility

Copyright date in footer is 2021. This should be dynamic, and change with each year. Outdated copyright dates are penalized by search engine bots.

No contact form on Contact page; only a free Gmail address.

Location and telephone information should be in the footer on every page to increase credibility.

Gallery looks amateurish. Should be organized better (*i.e. dinners, desserts, etc.*), or removed entirely.
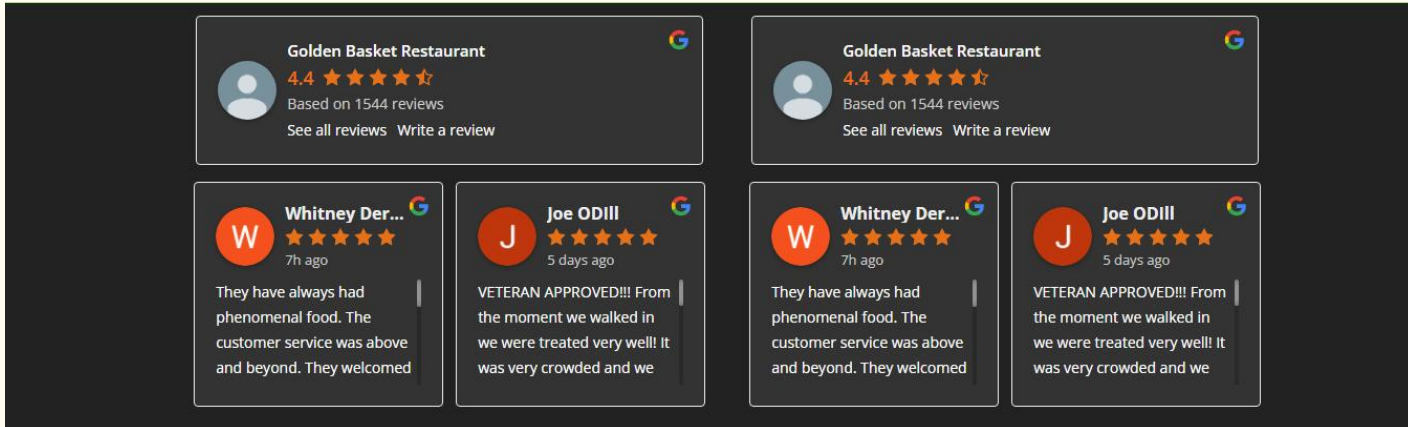
Recommendations

1. Add alt, title, and name tags to images and links for SEO and accessibility

2. Increase contrast of text and background colors for easier readability and to fix screen reader accessibility issues (*e.g. use black instead of grey for text on white background, and use a darker background in the header and menu items*).

3. Remove the following from the viewport meta tag: user-scalable=0

4. Make heading tags consistent across the site (*e.g. all H1 tag css should be the same, H2, etc.*)

5. Set images to lazyload in order to reduce page load time

6. Set popup to only load once per user visit.

7. Remove logo from testimonial block, and spread individual testimonials out to better fill space.

8. Add a contact form, rather than just an email address, to make it easier for users to contact you.

9. Add menus to the site on a dedicated page rather than PDF files. This increases usability for mobile users

10. Add video and additional images to your homepage to increase interactivity and engagingness

Recommendation Mockups

Change colors to create higher contrast for screen readers and readability

Remove logo from testimonial block, and add more reviews, evenly spaced, in order to better utilize the space

Recommendation Mockups

Change the layout of the Takeout page to better utilize the space