

## Analysis of Tastecapade

### Technology:

1. The Website is built on PHP MVC Framework “CodeIgnitor”, which, for this kind of websites is a favourable platform.
2. JQuery UI - This is a front-end framework to handle user interactions, front-end rendering and basic animations.
3. Twitter Bootstrap 3: This website is also using mobile responsive front-end framework “Bootstrap”, which too is a no.1 choice to make websites mobile-ready. However, I don't see much use of Bootstrap other than a few classes in some <div>, which is obviously because website is in testing phase.
4. Apache Webserver 2.2: The website is using Apache Webserver 2.2 on a Linux based platform, which is idea for all applications running on PHP.

### Site Score

The above discussed websites ranks very lower in page speed, loading times and user experience with Google's tools. On a scale of 100, it scores only 15 for mobile devices and 20 for desktop/laptop devices. This will increasingly slow down the website in future and pose serious SEO problems. I can be available for extensive testing of website once it is finished, since we can not assume this as final at this stage. The developers should do their work, and a contract with the outsourcing company should be made, which includes the technical support, at least for a first few months, on problems which are (surely) to be encountered.

### Design:

Website's design is a traditional. It doesn't use any contemporary UI/UX concepts, which would make it much more appealing to the eye. Some of the old and settled methods of web design have changed now and in years after bootstrap and CSS3 was released, many websites have seen a complete overhaul. Well I do not recommend a complete overhaul of the design, but a few things can be made better. This semi-classical “Slider-Body-Footer” design pattern has changed in years 2014-15.

A new design has emerged especially for travel websites. It is: a highly visual story that's told in segments as a visitor scrolls down on the home page. The bottom is always a call to action in form of plans, packages, deals or booking links.

The other trend that is getting very popularity in UI/UX design is: placement of strong visuals on the first visible screen of the first page which a user can see without scrolling further. Almost all major websites today employ this technique.

Kindly refer to these websites for hot trends in web design these days:

<http://www.tourism.gov.my/en/us>

<http://www.visitbrasil.com/visitbrasil/opencms/portalembatur/en/aracaju-sol-e-praia.html>

<http://www.greenland.com/en/>

<http://www.travelbelize.org/>

<http://www.visitfinland.com/>

## **SEO**

Since SEO can not be checked before the website is live, there is no point in discussing it further, other than this SEO-life-saving drug: Microdata

Google looks for Microdata now a days and present the content of the websites in rich snippets, filling it with extra information instead of showing just a link and tile of a web page, if Microdata is present in website and embedded deep to the code level.

While this not the work of a normal Web Developer, and SEO with technology background can come to rescue.

In future, once this website is complete, I can go further an step and embed micro data on code level, so that we can be ranked better on SERP (search engine page ranking). Microdata is recognised by all major search engines like Google, Yahoo, Bing and Yandex.

We will build a whole SEO and marketing plan once the website is up and live. This SEO and SEM plan will discuss the challenges at length and provide a clear roadmap as well as action plan to address the SEO, SMO and SEM challenges.

Thanks You,

Zafar

