

SimonPointer.com

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Site analysis report: [futurespacemag.com](http://futurespacemag.com)

Simon Pointer  
December 2004

**Document Control**

|                                 |   |
|---------------------------------|---|
| <b>Author</b>                   | Simon Pointer   |
| <b>Date</b>                     | 17/12/2004  |
| <b>Revised</b>                  |   |
| <b>Document Reference:</b>      | futurespace_analysis.doc                                |
| <b>Document Electronic Ref:</b> | C:\inetpub\wwwroot\simonp\docs\futurespace_analysis.doc |
| <b>Issue:</b>                   | 1.0   |
| <b>Status:</b>                  | Draft   |
| <b>Distribution list</b>        | Sasha and Nick  |
| <b>Related documentation:</b>   | None  |

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## Document summary

### 1.1 Document purpose

This document reports and comments on the outcome of an in depth site assessment of the webs site known as futurespacemag.com by Simon Pointer. It gives recommendations and advice to owners, designers and developers across a number of core areas with a view to improving performance.

### 1.2 Document and analysis scope

This document is intended to be a reference document. It has been delivered following in depth site analysis by the consultant named above, and unless noted otherwise or clearly measured, it should be noted that the comments and recommendations given are subjective and open to opinion.

The scope of this report and project does not allow for in depth site testing across a broad range of platforms and user agents (browsers). However, analysis of the site at a code level in conjunction with skilled interpretation allows for comments directed at a range of systems and platforms.

For reference the analysis has been conducted on a PC system running windows XP service pack 2 and Internet explorer 6.0 with a fully installed JVM (Java virtual machine). The monitor used for assessment has viewable dimension of 18 inches, configured at a resolution of 1280 x 960 and set to 32 bit colour, refreshing at 85 hertz.

## Business background

Futurespace magazine and its web site - futuresapcemag.com, is a fledgling publishing company looking to fully embrace the publishing power of the internet, with the delivery of a significant on-line presence and business activity that is web central.

## Site overview and description

### 1.3 Site overview

Futurespacemag.com currently consists of 4 main component parts or sections:

- Home page
- Futurespace online
- The source book
- Media info

### 1.4 Home page

Is a simple visual page consisting of a flat (non dynamic) web page visually designed in accordance with the brand and subject matter. The page is laid out to the centre of the browser window and constrained to a fixed width of 750 pixels. The page structure does not contain any fixed height proportion so is flexible, however it has limited content and the current content area does not exceed more than 440 pixels.

### 1.5 Futurespace online

Futurespace online currently has no available content but refers the user to a registration form called register.htm which loads to a constrained pop up window for user completion.

## 1.6 The source book

The source book is also accessed from the home page, but these pages are served from a different server and location to the other areas of the site:

<http://www.ecrs.co.uk/futurespace/index.csp>

These pages are served to a new “pop up” window via a JavaScript function which removes all native browser controls, and constrains to a fixed width and height dimension:

```
onClick="newWin(this.href,'index2','790','530','yes');return false"
```

Once loaded the target landing page for the source book (index.csp) automatically refreshes to a second index page called index2.csp.

The source book contains listings of advertisers and reports on products and services. It contains 10 main channels of information from Architects to sound and vision with a number of advertisers having a page within each relevant section. Each section also contains a number of product or supplier based reports written by futurespace staff or independent feature writers.

The advertiser pages contain a small image gallery with up sized image browsing available (also loading to a new pop up window); users have facility to email the link to friend and to load a “print friendly” version of the page. They can also return to the keyword search page and to access related reports.

The sourcebook can be searched via a simple keyword search on the source book home page which delivers a results page of listings noting each item returned by the search, it's location in the source book and type of content i.e. Report or advertiser.

Each advertisers listing contains some images and information as well as their main contact details (name, address, email, and telephone) as well as their website URL. Email contact is driven via a simple “mailto” command which loads the users default mail client rather than using a form to feedback email. Any direct linking from futurespace to the advertiser's web site is currently disabled.

There is a small legal notices disclaimer accessed via the source book home page which also loads to a constrained pop up window.

## 1.7 Media info

The media info section is a series of flat html web pages – 9 in total, ranging through topics from the mission to downloads. It gives information to advertisers and media buyers about futurespace activities and rates, copy and ad information.

This section loads into the existing futurespace browser window on top of the main home page, and where possible the pages have been laid out as per the main home page, although some sections can scroll vertically by virtue of the amount of content being too great for the area available.

There are a number of information sources from downloadable .pdf files, and there is a news archive section, currently containing one news story summary, with a link to the full report which also loads to a new pop up window.

There is a registration feature available which utilises the same page (register.htm) noted above which once again loads to a new pop up. On this occasion the pop up is particularly poorly formed as it requires both vertical and horizontal scrolling to complete.

Basic futurespace contact information is available on all pages.

## 1.8 Identifying pages for assessment

This report will look at each area of the site to an appropriate page or feature level with the exception of the futurespace online area which currently has no content. The report will look at each site area in turn and deliver comment in the following subject areas:

- Content
- Visual design
- Page performance
- Structural encoding
- Search engine friendliness
- Accessibility
- Usability
- Legal issues

## About the assessment topics – general notes

### 1.9 Content

They say content is king, and as well as being the essence of any site it plays a number of other important roles needing to be well formed to do so.

On line users can be quite determined, single minded and even blinkered in their approach to finding the content they want. They expect site owners to point them in the right direction and make the content findable and available in fact often they need it to be almost blindingly obvious.

Content needs to be well formed and open enough: Primarily there needs to be a reasonable amount of text based content on all the relevant pages. Home and main section entry pages often suffer from a lack of simple visible content preferring one liners, lists, images, splash pages, navigation control and redirects rather than simple text based content areas.

Content particularly at a home or section page level should be written to include as many of the key words and terms that users may be thinking of using to find the content contained on these pages or within a site or site section.

Content should be well written and re purposed specifically for web users who find on screen reading difficult, slow and tiring. Web users are looking to digest content quickly and easily, and they look to scan pages for areas of interest rather than read too much. They expect the content itself to help them with this task, and format, layout, structure and style should be based on this simple need.

In the main it is site owners and managers who supply the content rather than designers or site developers. Site owners would generally do better to focus on this area and utilise some resource to ensure that it is well formed and useful to their users. If they supply well formed content it makes the job of the designers and developers much easier and will deliver good results for all in a number of areas.

### 1.10 Visual design

Visual design seems to be where many designers and site owners focus the bulk of their attention. The “look and feel” seems to be all consuming sometimes to the detriment of other equally or more important areas.

Visual design does play an important part for the site however. The visual elements are the ones that users, particularly first timers, tend to process first all be it at a fairly subconscious level. Before a user gets anywhere near processing actual content, the visual design should

give a number of instantaneous clues to the visitor, who will be looking to validate a number of things within a matter of seconds:

- Where they have “landed”
- Who is the company
- What is the site about
- Does it seem well organised
- Who owns it
- Can I search or navigate easily
- Does it look appropriate for the kind of content I expected
- Is it visually appealing and interesting enough for me to stay and explore

Like most areas of design, web design typically involves decisions about how best to achieve an end visual result. Unfortunately all too frequently there is a fixation purely on visual design elements rather than the varied and wide ranging needs of users. This sometimes occurs as a result of web designers coming from a very visual or print based background, or as a result of “brand owners” looking to tightly control on line presentation.

It is this controlling nature of visual design that often leads to sub surface issues for websites and their users. “Locking down” visual design and making it inflexible results in a huge range of issues for site users who find they are unable to scale pages or text according to their preferences. Many find pages are totally inaccessible as result of user agent (browser) anomalies or specialisms that cannot display the pages as the designer intended, as the user requires or in the worst cases display anything at all.

### 1.11 Page performance

Page performance is a major consideration for web users. Pages that are not well formed carry a much larger payload than may be necessary increasing download times and affecting usability. Pages that have to account for a variety of browsers and users in light of design choices (see above) will also be much heavier.

Slow performance will not be tolerated by users who will simply move on to the next page if pages fail to load to a point at which they are usable within a few seconds. Heavy weight or numerous images and multimedia files (including poorly conceived flash files) often increase weight, and are often substitutable for something else or lighter anyway.

Analysing performance is quite straightforward provided it is done with a “time” bias:

**Page weight (kilobytes) x download speed (kbps) = download time (seconds)**

*Notes:*

*Ensure you calculate total page weight of code plus images, flash items and all page assets.  
Use lowest common connection for download speed (currently about 30 kilobytes per second)  
Seek to make download time well within 10 seconds for every page.*

### 1.12 Structural encoding

The W3C is the web organisation that conceives, delivers and regulates a vast array of languages and technologies that exist for web site coding, to name a few:

- HTML
- XHTML
- XML
- CSS1
- CSS2

There is no defined compulsion to produce web sites that are standards compliant, and in fact many designers and developers do not. However producing a standards compliant site does ensure many significant advantages, here are just a few:

- Light weight mark up – usability increases as well as cost reduction for serving web pages
- Significant reduction in maintenance and management
- Far more accessible – see following topic
- Pages degrade gracefully in older user agents and browsers – no more browser issues
- Pages are future compatible – they will work in all future browsers
- Pages are compliant with emerging technologies
- Pages work across a vast array of user agents and non visual browsers
- Pages are search engine friendly
- Pages are better able to integrate other technologies such as XML feeds

Behind simply producing standards compliant code, is the philosophy that page structure should be kept separate from design and function. In other words, in a standards compliant world, mark up is purely structural, and all design elements from layout to visual appeal and formatting are delivered via style sheets of one type or another.

It is our recommendation that all site owners and developers employ a standards compliant approach wherever possible, as the advantages are significant. In this report we will examine if pages are or claim to be compliant to a standard, and also examine them from a more general view point of whether or not they are well formed.

### **1.13 Search engine friendliness**

The area of search is now highly specialised and unfortunately regarded by many as a bit of a black art. There is no doubt that there is a firm relationship between resources and performance in this area and those who tend to spend more do better.

Whilst there is a relationship between resources and success for search, we believe that where a sites' content is not too generic or subject to extreme competition it should be able to achieve a reasonable position in the free (or natural) listings for some predefined search criteria and in many engines.

All site owners want to achieve some results where the generic engines are concerned, and in the UK market where search is attributed to about 80% of all traffic it is fairly vital. There is little point however, in undertaking significant effort in this area with specialised companies when your site may not be achieving a basic level of performance.

Achieving this for many is as simple as following some basic rules and principals and at least ensuring that your site is open and ready to receiving indexing robots is a major first step:

- Ensure that servers are configured correctly to allow robots to spider your site.
- Ensure pages are well formed and accessible (readable) by engine robots.
- Seek to identify key entry pages that users might like to find in searches.
- Identify the key search terms you expect people to use to find pages and use these words across the tags and in the content as described below.
- Tag each entry page uniquely and appropriately for the content contained it.
- Ensure you have plenty of suitable content in all pages you are seeking to index.
- Where possible make sure entry pages are as simple and flat as possible (non dynamic).
- Where possible make sure that file names and URLs match your key search terms.
- Ensure all index able pages have a suitable title tag.
- Ensure all index able pages have a suitably defined description Meta tag.
- Ensure all index able pages have suitably defined key words and phrases Meta tag (50 max).
- Ensure all index able pages contain suitable amounts of index able content.
- Ensure all index able pages have a suitable title tag.
- Try to ensure that there are common words appearing across all tags including the URL.
- Try to build both incoming and outgoing links with other sites and pages of similar nature.

- Include a site map available at high and generic level in the site.
- Do not try to drive inappropriate traffic to inappropriate areas using key words alone.
- Do not include multiples of the same word/s within one specific Meta tag.
- Do not force engine robots to process lots of code prior to content and Meta data.
- Do not remove generic user controls like right mouse click and disabling back button.
- Do not use automatic or user actioned page refreshes and redirects.
- Avoid the use of Frames and iFrames and use the <no frames> tag if you do.
- Avoid hiding content behind client side scripts that require mouse based execution.
- Use the <no script> tag where content is only accessible via a script action.

In this report we will examine pages and site areas from a “friendliness” perspective and at a generic level rather than on an engine by engine basis. This will give owners an overview of site level issues and changes required to ensure that the site will be indexed by the main search robots. It is not intended as a proposal for specific search enhancement, and will not look at defining specific key terms, propose any pay per click solutions or give engine specific proposal and submission instructions.

Once a site owner has achieved an “engine friendly” site, they are in a good position to consider the level of success they wish to achieve based on a return on their investment in search performance, and may find they achieve perfectly adequate results in the natural listings as they are.

#### **1.14 Accessibility**

Unfortunately for web designers and developers, not all users see or use the web as ably as they do, and yet often no consideration is made for people who have specific access issues in the on-line space.

Currently we are bound under law to ensure that our sites do not discriminate against users who are less able than others – see legal section below. There are also sound moral and commercial reasons for needing to design and deliver accessible web sites. For example the total UK spend among all disability groups is reported to be in excess of £45bn.

Standards compliant designs greatly assist disabled users, but there are a number of other issues and areas that need to be covered to ensure that sites can be accessed. Most require just some thought and design consideration to achieve, and there is a definitive set of guidelines available from the W3C (<http://www.w3c.org/wai>).

Some of the main issues lie with people who struggle with sight, or are blind and use screen readers to access the internet. Some users require the use of highly magnified text or content. Some users are unable to see colours correctly and many (including the blind) have no ability to use a standard mouse. These users cannot click items or access areas that require the use of a mouse and that includes the ability to run javascripts or VBscripts that only contain mouse based event handlers like “onMouseOver”.

Some users are deaf or hard of hearing which gives issues if you use multimedia or anything that requires the use of an audible track to understand, and others simply struggle with complex language or mental processing skills.

This report will look into and cover any significant issues with regards to accessibility or any lack there of.

#### **1.15 Usability**

Usability is concerned widely to be the ease and intuition with which a user is able to interact with a computer based interface like a website. In an ideal world all websites would be user tested with a representative cross section of the intended target audience, but this is often not possible or beyond available budgets.

In this report we will give subjective comment on any usability issues base on some straight forward design and usability principals on how humans process and action information given on web sites.

### 1.16 Legal issues

In the UK we are bound by specific laws and statutes under UK jurisdiction, but can also be bound under or affected by the European wide legal framework. There are a number of legislative considerations all site owners need to be aware, which affect the ways in which we conduct business and communication on-line:

- The disability discrimination act (1995)
- The data protect act (1998)
- Contract law – commerce and non commerce
- Copyright and intellectual property legislation

The data protection act or DDA for short came into force in 1995, with web specific issues being added in 1999 and a definitive set of guidelines from the Disability rights commission coming into being in May 2002. This area has received large amounts of publicity in Oct 2004 when the 3<sup>rd</sup> part of the act became highly enforceable.

Companies and organisations are bound under law to ensure that their goods and services are accessible to all regardless of ability or disability. eCommerce would be considered access to goods and web sites within the public domain (that means most of them) are considered to be a service. Note the specific areas and issues under accessibility above.

Data collected about individuals (personal data) is protected under law, and organisations have a legal requirement to collect, store and use personal data in accordance with the act. Web sites should carry a data protection policy giving information on how data will be collected and what it will be used for, and users have a right to request any such data held about them on any electronic or paper based system. You should ask permission from users to use their information for marketing purposes and you should be able to prove that any such permission was either granted or denied.

Because of concerns about developers using cookies to store personal data on client machines for later use, cookies are also covered under the data protection act. You should allow and give information to users enabling them to control, accept or deny any cookies you want to place on their system. Your site should contain a cookie policy with instructions for the removal and control of cookies, as well as letting users know that cookies are in use on your site, and what they are used for.

Contract law may apply to some web site activity both for eCommerce and other non eCommerce areas. Typical contract law applies and works in the usual way, but consideration must be taken for the fact that the user is not on your premises and is not in direct contact with you. This means that if you expect users to be governed by any contractual obligations you must make this known to them at a suitable point and let them know that they are bound under certain conditions.

Most websites contain materials that site owners would consider as their intellectual property, which may include information, content, images, functionality, design etc. Site owners will be covered under the normal laws of copyright and trademarks that apply, and it would be deemed not legal to use or copy some one else' intellectual property with out their express permission.

Web sites should carry and clearly display any applicable terms and conditions for the use of the site and for the intellectual property contained within it, if site owners wish to be able to exercise a claim for any intellectual property. Most trademarks, images and specific designs need to be registered with the patent office (<http://www.patent.gov.uk>) before any individual or company can claim ownership of a design or trademark.

Site owners should also take care not to fall foul of trademark or intellectual property law, intentional or otherwise. Common areas of error include the use of marks and brands in key words and Meta data, the use of marks purchased on pay per click search activity, illegal use of protected images, use of images for the wrong purpose, and the incorrect application of a brand or trade mark.

## Site wide

### 1.17 Structural encoding

In general the pages in this site do not conform to any published standard of web encoding. A DTD referencing the standard to which the site has been encoded should be embedded into the top of every page like this:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
```

### 1.18 Search engine friendliness

There is no simplified robots tag or robots.txt file giving instructions to robot agents as to what do and what areas may be followed and/or indexed. We recommend that you include a simple robots tag into your page headers for all pages that you want to be indexed:

```
<meta name="robots" content="index, follow">
```

There may be pages that you do not wish the engine robots to index such as your registered user forms or legal policy pages, but you will need them to follow any links available. In this case use the following meta command:

```
<meta name="robots" content="noindex, follow">
```

Should you have pages that you wish robots to neither index or follow links from then use this Meta string:

```
<meta name="robots" content="noindex, nofollow">
```

There is currently no site map available within the site at any level, and inclusion of a text based site map accessible from all pages and with a navigable link from a high page position will aid spidering and link building long term.

You should consider the inclusion of a links page to build outbound link density and should try to place links in your links page on a reciprocal arrangement with other site and content providers

### 1.19 Accessibility

There are a number of accessibility issues at various points in the site, which will be dealt with in each relevant section.

There are number of forms in use across the site. For users of assistive technology it is vital that these are encoded correctly or these users will simply not be able make sense or them of fill them out.

In the main the issue with forms for assistive devises is that there is limited labelling of input items and the relationship between the input box and the instruction to complete it is lost. This needs to be addressed across the site, for more information on coding forms see:

<http://www.webaim.org/techniques/forms/#ensure>

## 1.20 Usability

There is extensive use of pop up windows across the site. The register form always loads to a new pop up window. A pop up window is defined as a new browser window which has all generic browser controls removed so can only be closed by the user. Pop ups have significant issues in range of areas:

- Many users use pop up blockers (native in windows service pack 2)
- They are inaccessible to assistive technology users
- They are considered to be poor usability
- Search robots hate them and may refuse to index as a result

It is recommended that all pop ups be removed from the site and that pages are allowed to load on top of the existing page except where linking to external content. In this case just use the new window command, and leave all the generic browser controls in place.

## 1.21 Legal issues

There are general notes on legal aspects above in section 8.8. A number of these apply across this site as detailed here:

- This site contains no terms and conditions page or statement and therefore can claim no terms apply to the use of the site or information contained in it.
- There is no cookie policy available to inform users of the use of cookies and their rights in this area.
- There is no copyright statement informing of any protected content or images.
- There is no privacy policy informing users that personal data may be collected about them, what it will be used for, how it will be stored, how they can request a copy, how they can opt out of subscription based materials.
- There are a number of issues with accessibility which are detailed with at a more in depth level in each sector.

## Home page

### 1.22 Content

Aside from images and main navigation links to the other site sectors there is no content on this page.

### 1.23 Visual design

The visual design of the home page seems well conceived and in keep with the sites purpose, the company brand or image and the expectations of the target user.

It is visually appealing, well ordered and a notion of “where have I landed” and “what is it like here” is acceptable and pleasant. Navigation is obvious and contacting the owner is straight forward.

The use of page collateral seems to place high value on blank or white space which is evident via a lack of content on the page, which has issues in itself – see below. However this seems to be in keeping with the sites purpose and the highly style conscious content elsewhere.

A large piece of page collateral is given over to the registration mark of “abc electronic”. We are not too sure what value this gives to the site or its’ users, but appreciate that this may be revenue generating. If not we would suggest removal of the logo or at least replacement with something smaller and less intrusive.

The page has been fixed to present centrally without the capability to resize or up size text as previously discussed and investigated elsewhere. Aside from other specific issues like accessibility we would question whether this approach makes best use of the page collateral available.

### 1.24 Page performance

The weight of the home page is summarised below:

|                                   |                      |
|-----------------------------------|----------------------|
| <b>Total WebPage Size</b>         | 5183 (bytes)         |
| <b>Visible Text Size</b>          | 540 (bytes)          |
| <b>Size of HTML Tags</b>          | 4643 (bytes)         |
| <b>Text to HTML Ratio</b>         | 10.91%               |
| <b>Number of Images</b>           | 11                   |
| <b>Largest Image Size</b>         | 9889 (bytes)         |
| <b>Size of All Images</b>         | 21526 (bytes)        |
| <b>Grand Total: Images + HTML</b> | <b>26709</b> (bytes) |

On an average dial up connect at 30 kbps this page will take approximately 1 second which is excellent for a page of this graphic nature.

### 1.25 Structural encoding

This page does not claim any conformance with any web standard, and neither does it deliver it – the results of a validation pass can be seen in section 16.1 of the appendix at the back of the report.

Although the use of styles for some areas of formatting are in place, at best they are purely class level styles and therefore not much better than html formatting and these will have a major overhead should changes be required:

```
<link rel="stylesheet" href="text_styles.css" type="text/css">
<td class="black10pt"><span class="grey10pt">advertising sales & information
@</span>.....
```

Even though there is some use of style based format there is still a large amount of HTML based format with limited attempt to split structural mark up from design or style:

```
<body bgcolor=#ddddd link="#CC0000" vlink="#CC0000" alink="#FF9900".....
```

Furthermore there is no consistent approach applied, and often there is a mix of style and HTML formatting within the same element:

```
<td valign="top" bgcolor="#FFFFFF" width="434" class="black10pt">.....
```

As well as the lack of relevant standard DTD in the page (see site wide issues above) there is also no identified language encoding tag.

```
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
```

This tag ensures that visitors and user agents know what language the pages are written in and can therefore display them correctly, it also is vital for assistive technology users – see accessibility.

### 1.26 Search engine friendliness

This is how your home page looks to a text only browser, screen reader or engine robot.

```

-----
-----
                                     futurespacemag [02.jpg]

      [spacer.gif] [spacer.gif]                                     [spacer.gif]
                                     [spacer.gif] futurespace online
                                     [spacer.gif]
                                     [spacer.gif] the sourcebook
                                     [spacer.gif]
                                     [spacer.gif] media info

[spacer.gif]
\[abce.gif\]
[spacer.gif]

                                     [spacer.gif]

      advertising sales & information @ email info@futurespacemag.-
com
      vox +44 (0) 7814 168643

                                     [clock.gif]

                                     \[made\_in.gif\]

```

One of its' main issues is purely a lack of any page content at all. Apart from links and images, there is no content on this page for robots to find and index. Some page content describing the use of the site, what it is about, and what's inside will help greatly. This content should contain a number of key words that need to be identified.

This page currently contains no Meta data at all, and the title tag is weak and non descriptive of the page or sites content:

**<title>futurespace : : home</title>**

We recommend the title tag be changed and that the following meta tags be added to the page asap:

**<meta name="Description" content="describe the page content here, use some of your key words and keep it short (30 words max).">**

**<meta name="Keywords" content="add coma delimited list of keywords here, that you have identified as relevant, and that are also in your content, description and title tags (50 words and phrases max)">**

There is no simplified robots tag or robots.txt file giving instructions to robot agents as to what do and what areas may be followed and/or indexed see above in site wide section.

There is a JavaScript tag which removes the capability for the user to action the "right mouse click"

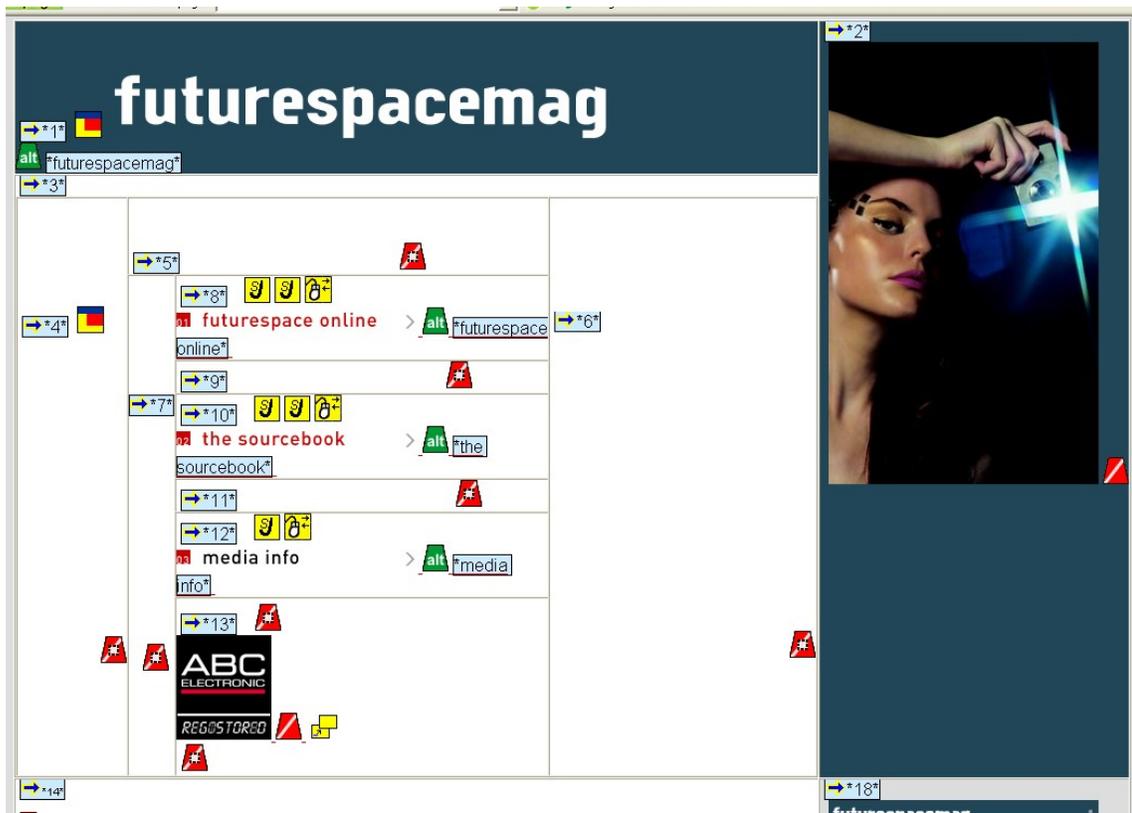
```
function noRightClick() {
  if (event.button==2) {
    alert('all content & images © futurespacemag.com 02')
```

Robots are sensitive to removal of generic browser and user tools. Whilst this seems to have been done to facilitate intellectual property protection it frustrates users – see usability, and may be damaging your indexing capability with search robots.

### 1.27 Accessibility

There are a number of access issues for this page, which should be corrected asap from a legal stand point, but in doing so will also greatly aid search friendliness.

Because the site makes extensive use of tables for layout rather than structural mark up and css positioning, tables are linearised by screen readers and assistive technologies, which means users may see content in a meaningless order. The following image indicates the read order of the page.



The read order indicated by the icons with an arrow, number and asterisk, where the number indicates the read order. This can be adjusted using the tabindex mark up command to make more sense when read by a screen reader.

The above chart also shows numerous missing alternative text tags that should be included alongside all images. People who cannot see rely on their browser reading the alt tag to them eg:

```
<alt="futurespacemag">
```

Where spacer images have been used for layout you should use the `alt=""` code to indicate that the alt text is null, and all alt tags should be meaningful to someone who cannot see or interpret the image.

A lack of any language encoding makes the page inaccessible – see structural mark up.

There are a number of JavaScript commands being used across the site. Commonly on the home page there are some swap image commands as well as the removal of the right click already discussed. All script commands have been coded only with mouse based event handlers, which makes them inaccessible to people not able to use a mouse.

Many assistive technologies and older browsers are unable to process or execute JavaScript at all. Where JavaScript is necessary alternative means of navigation or function should be provided within the `<noscript>` tags as outlined in section 8.5 above.

### 1.28 Usability

Attributed to its simplicity this page is pretty usable for the average visual browser user, but the removal of the ability to right click will greatly frustrate users.

### 1.29 Legal issues

There are no specific legal issues for this page that have not been covered under accessibility and at a site wide level

## The source book

### 1.30 Content

The source book content is rich and if restructured according to the notes below would be a good place to start with building search capability.

### 1.31 Visual design

Comments as per home page

### 1.32 Page performance

The page weight of the source book landing pages becomes heavier than the home page. However it needs to be remembered that this area consists of 2 pages `index.csp` and `index2.csp` to which it refreshes.

|                                   |                      |
|-----------------------------------|----------------------|
| <b>Total WebPage Size</b>         | 7979 (bytes)         |
| <b>Visible Text Size</b>          | 1670 (bytes)         |
| <b>Size of HTML Tags</b>          | 6309 (bytes)         |
| <b>Text to HTML Ratio</b>         | 21.42%               |
| <b>Number of Images</b>           | 10                   |
| <b>Largest Image Size</b>         | 50640 (bytes)        |
| <b>Size of All Images</b>         | 55302 (bytes)        |
| <b>Grand Total: Images + HTML</b> | <b>63281</b> (bytes) |

The weight of the `index.csp` page is summarised:

|                                   |                      |
|-----------------------------------|----------------------|
| <b>Total WebPage Size</b>         | 24008 (bytes)        |
| <b>Visible Text Size</b>          | 4801 (bytes)         |
| <b>Size of HTML Tags</b>          | 19207 (bytes)        |
| <b>Text to HTML Ratio</b>         | 20.49%               |
| <b>Number of Images</b>           | 25                   |
| <b>Largest Image Size</b>         | 2366 (bytes)         |
| <b>Size of All Images</b>         | 7157 (bytes)         |
| <b>Grand Total: Images + HTML</b> | <b>31165 (bytes)</b> |

To assess performance here we have to add both pages together and include the refresh time and call to server for the pages thus.

Index.csp = 2 secs  
 Refresh call = 0.5 secs  
 Index2.csp = 1.5 secs

So total download time is approximately 4 to 5 seconds which in itself is good, but the refresh does not help this, and also confuses users who think the page has loaded first time and then have to wait for the index2 page to load.

### 1.33 Structural encoding

The home page of the source book does include a DTD for structural encoding:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
```

However this DTD is not well formed, is lacking its language encoding element, and does not actual validate against the formal grammar claimed. Validation sees some 114 errors in the code structure.

It should also be noted that the inclusion of a formal grammar DTD without code written tot eh standard may have a significant effect on user agents that try to display the pages according to the standard.

### 1.34 Search engine friendliness

In addition to the notes above on the home page will also apply here there is another fundamental flaw having a major impact on engine indexing.

This section of the site loads to a new pop up window with all its issues previously noted and discussed. On top of a pop up load however this page has an auto fresh running on the page.

The primary page for the source book loads index.csp from a different server and host

<http://www.ecrs.co.uk/futurespace/index.csp>

Once loaded this page automatically refreshes and calls a second page to load into the pop up window on top of the first:

<http://www.ecrs.co.uk/futurespace/index2.csp>

This combined practise of loading to a pop up and refreshing the page automatically means that this entire section of the site will not indexed by engine robots.

The pages here suffer from the search issues as the home page detailed above, but for slightly different reasons. The content issue remain at the higher level, but the use of Meta data is more sporadic. The source book home page for example uses the following Meta data:

```
<meta name="description" content="futurespace,futurespacemag,the sourcebook">
<meta name="keywords" content="futurespace,futurespacemag,the sourcebook">
```

There is no title tag at all here, and the keywords and description tags are not particularly well formed or useful from a search point of view, and in fact are the same, which may cause the robot to feel it is being spammed and block these pages from being indexed at all.

The source book contains a plethora of links to advertisers' web pages which would greatly boost outbound link density for the site, but all these links have been disabled. We would suggest enabling these links both from a view point of building link density as well as allowing advertisers to see increased click through from futurespacemag.

### 1.35Accessibility

This section of the site suffers the same accessibility issues described in the site wide and home page sections.

### 1.36Usability

Outside of the issues highlighted the source book area has some good usability features, navigation is good and clear and there are some useful tools for users.

### 1.37Legal issues

There are no specific legal issues for this page that have not been covered under accessibility and at a site wide level

## Media info

### 1.38Content

This is also a rich seam of content that should be utilised for search purposes.

### 1.39Visual design

The visual design is as per the other areas already covered although in this case simpler flatter pages are in use, which have a number of significant advantages outlined below.

### 1.40Page performance

Using the heaviest page in the media section sees the flowing results in page weight:

|                           |               |
|---------------------------|---------------|
| <b>Total WebPage Size</b> | 14359 (bytes) |
| <b>Visible Text Size</b>  | 6575 (bytes)  |

|                                   |                      |
|-----------------------------------|----------------------|
| <b>Size of HTML Tags</b>          | 7784 (bytes)         |
| <b>Text to HTML Ratio</b>         | 46.28%               |
| <b>Number of Images</b>           | 23                   |
| <b>Largest Image Size</b>         | 3023 (bytes)         |
| <b>Size of All Images</b>         | 20713 (bytes)        |
| <b>Grand Total: Images + HTML</b> | <b>35072</b> (bytes) |

Once again page weight is good and size has been kept to a minimum of about 1.5 seconds.

#### 1.41 Structural encoding

The media section pages include a DTD for structural encoding:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
```

However as with the source book this DTD is not well formed, is lacking its language encoding element, and does not actual validate against the formal grammar claimed. Validation sees some 33 errors in the code structure.

It should be noted that as with the source code section the inclusion of a formal DTD without the code written to the standard may have a significant effect on user agents that try to display the pages according to the standard.

#### 1.42 Search engine friendliness

The content level of these pages are the most search friendly on the site. They are flat and openly accessible to robots which can easily index the content elements. Here's the engine view again:

```
-----
-----
                                     [media_01b.gif] [media_02.gif]

[sourcebook.gif] [acro_sml.gif]
click here to download this information in .pdf format
CONCEPT
futurespace magazine has incorporated a new media strategy. Media
brands have experienced a paradigm shift from a "me too" approach
to
more complex structures as consumers get "hooked" on media
brands.
This can be from, say, text messaging in an opinion poll to on-
line
subscription web access.
futurespace magazine adopts a positive, intelligent and cultured
vision to new media and brand consumption. Our ethos is to ex-
cite,
inform and place at the centre of our media matrix a more savvy,
educated and inclusive Future Pioneer. Data is king in the age of
information, and this commodity is of value to the Future Pio-
neer.
This is the web media component to our brand and the future of
your
```

advertising. Our media vision positions the Future Pioneer at the centre of our media brand experience.

The sourcebook will offer the ability for the Future Pioneer to consume data, from specialist writers and consultants. They will have your contact information and advertising module, to create their own futurespace.

Say some Future Pioneers wanted to source a new furniture designer to create that bespoke interior product in a new loft apartment in an up and coming urban city like Leeds, but alas they are working in New York. They will access the advertising module from the sourcebook, and when they like what they see they will email a mobile media message to a friend for gossip or to purchase. The sourcebook will develop technology partnerships from the database directory structure and open up the ability to experience the future first and to change the way they consume products and ideas.

WHAT'S IN THIS SOURCEBOOK?

1. Design and technology guides. From appointing an architect to getting the lowdown on the latest cutting-edge urban car, our expert writing will inform Future Pioneers before they buy. The sourcebook will let them know their DVD from their RIBA. This is the code to decipher the world of the future.
2. Contact directory user driven advertising medium. Your chance to advertise in a datadriven directory. A basic advertising module, containing source information to pop-up graphic windows in sections and categories. From Architects to Fashion, from Gucci to Pasta, a mix of the big and the small but always the modern and the future can be bought.
3. My sourcebook. The ability for the Future Pioneer to store your source information as part of the buying experience.

WHAT'S THE DEAL?

The basic advertising module contains source information, user-driven "popup" graphic windows and user-driven "pop-up" contact data and will cost £399 per calendar month. This data can be stored and used by Future Pioneers however they determine, from emailing a request for more information from you to making a purchase. As technology partnerships grow, a further comms module will be available for an additional £399 per calendar month. This price is fixed and not dependent on a limited hit purchase. An additional £199 production fee

payable in advance secures your limited module on the directory as the space is limited. A discount of 5% off rate card is available for all 6 month contracts. All rates are subject to VAT.

HOW MANY PEOPLE WILL VISIT?

futurespace magazine will invest in magazine editorials on the online section every month to attract readers and users prior to the print launch. These editorials will be augmented by innovative use of web technologies. Our "drip feed" approach of free quality editorial will add "pull" to the site. We have a commitment to going ABC digital and will be able to authenticate site traffic. Our marketing research suggests that we can expect over 100,000 unique UK traffic and over 1,000,000 hits per month.

NOW MAKE YOUR FUTURE HAPPEN  
Call on +44 (0)115 845 0130

advertising sales & information @ email [info@futurespacemag.com](mailto:info@futurespacemag.com)  
vox +44 (0) 115 845 0134

[menu\_top.gif]  
[the mission](#)  
[bit01.gif]  
[the brand](#)  
[bit01b.gif]  
[the media](#)  
[bit02.gif]  
[the consumer](#)  
[bit03.gif]  
[the news](#)  
[bit04.gif]  
[the register](#)  
[bit05.gif]  
[the advertisers](#)  
[bit06.gif]  
the sourcebook  
[bit07.gif]  
[the downloads](#)  
[menu\_bot.gif]

Re assessment of the meat tags as with the other areas will see a huge improvement in indexing and is probably going to be the quickest win on the site. Again there is title tag, and in this case also a description and key words tag.

```
<title>futurespace : : the sourcebook</title>
<meta name="description" content="futurespacemag.com">
<meta name="keywords" content="futurespacemag.com">
```

Once again however they are poorly formed and not based on the content in the pages. As with the other sections and site wide there is also no robot Meta tag included.

### **1.43Accessibility**

This section of the site suffers the same accessibility issues as the other areas discussed, although the more basic page coding and content contained makes it more accessible than other page areas.

### **1.44Usability**

Outside of the issues highlighted the media area has some good usability features, navigation is good and clear and there are some useful tools and information areas for users and potential advertisers.

### **1.45Legal issues**

There are no specific legal issues for this page that have not been covered under accessibility and at a site wide level.

## Appendix 1

### 1.46 Home page code validation

A DOCTYPE Declaration is mandatory for most current markup languages and without one it is impossible to reliably validate this document. I am falling back to "HTML 4.01 Transitional" and will attempt to validate the document anyway, but this is very likely to produce spurious error messages for most non-trivial documents.

#### DOCTYPE Fallback in effect!

The DOCTYPE Declaration in your document was not recognized. This probably means that the Formal Public Identifier contains a spelling error, or that the Declaration is not using correct syntax. Validation has been performed using a default "fallback" Document Type Definition that closely resembles HTML 4.01 Transitional, but the document will not be Valid until you have corrected the problem with the DOCTYPE Declaration.

**This page is not Valid HTML 4.01 Transitional!**

Below are the results of attempting to parse this document with an SGML parser.

1. **Line 1, column 0: no document type declaration; implying "<!DOCTYPE HTML SYSTEM>"**

```
<html>
```

The checked page did not contain a document type ("DOCTYPE") declaration. The Validator has tried to validate with the HTML 4.01 Transitional DTD, but this is quite likely to be incorrect and will generate a large number of incorrect error messages. It is highly recommended that you insert the proper DOCTYPE declaration in your document -- instructions for doing this are given above -- and it is necessary to have this declaration before the page can be declared to be valid.



2. **Line 5, column 29: required attribute "TYPE" not specified**

```
<SCRIPT LANGUAGE="JavaScript">
```

The attribute given above is required for an element that you've used, but you have omitted it. For instance, in most HTML and XHTML document types the "type" attribute is required on the "script" element and the "alt" attribute is required for the "img" element.

Typical values for `type` are `type="text/css"` for `<style>` and `type="text/javascript"` for `<script>`.



3. **Line 36, column 29: required attribute "TYPE" not specified**

```
<script language="javascript">
```



4. **Line 48, column 29: required attribute "TYPE" not specified**

```
<script language="javascript">
```



5. **Line 63, column 14: an attribute value must be a literal unless it contains only name characters**

6. `<body bgcolor=#ddddd link="#CC0000"`

```
vlink="#CC0000" alink="#FF9900" onload="pr
```

You have used a character that is not considered a "name character" in an attribute value. Which characters are considered "name characters" varies between the different document types, but a good rule of thumb is that unless the value contains *only* lower or upper case letters in the range a-z you must put quotation marks around the value. In fact, unless you have *extreme* file size requirements it is a very very good idea to *always* put quote marks around your attribute values. It is never wrong to do so, and very often it is absolutely necessary.



7. **Line 66, column 59: required attribute "ALT" not specified**

8. `.../pix/02.jpg" width="250" height="410"></td></tr>`

```
<tr> <td valign="top" bgcolo
```



9. **Line 67, column 134: required attribute "ALT" not specified**

10. `.../home/spacer.gif" width=65 height=302></td><td`

```
colspan=2>
```



11. **Line 68, column 59: required attribute "ALT" not specified**

12. `</td><td`

```
rowspan=7>
```



14. **Line 69, column 60: required attribute "ALT" not specified**

```
15. </td></tr>
```

```
<tr> <td rowspan=6>
```



17. **Line 70, column 58: required attribute "ALT" not specified**

```
18. ...s/home/spacer.gif" width=1 height=236></td><td>
```

```
<a href="register.htm" onclie
```



19. **Line 74, column 69: required attribute "ALT" not specified**

```
20. ...edia/images/home/spacer.gif" width=187 height=12></td></tr>
```



21. **Line 83, column 69: required attribute "ALT" not specified**

```
22. ...edia/images/home/spacer.gif" width=187 height=12></td></tr>
```



23. **Line 88, column 80: required attribute "ALT" not specified**

```
24. ...es/home/spacer.gif" width=1 height=30><BR><A
```

```
HREF="http://www.abce.org.uk" TA
```



25. **Line 88, column 183: required attribute "ALT" not specified**

```
26. ...ce.gif" WIDTH=88 HEIGHT=97 BORDER="0"></A><BR><IMG
```

```
SRC="media/images/home/spa
```



27. **Line 88, column 249: required attribute "ALT" not specified**

28. `...es/home/spacer.gif" WIDTH=1 HEIGHT=16></td></tr>`



29. **Line 89, column 147: required attribute "ALT" not specified**

`...s/home/spacer.gif" width=434 height=1><br>`



30. **Line 92, column 151: required attribute "ALT" not specified**

31. `...me/clock.gif" width="250" height="40"></td></tr>`



32. **Line 94, column 130: required attribute "ALT" not specified**

33. `...if" width="60" height="18" border="0"></a></td></tr>`