Improving a Commercial Website – Trossachs.co.uk

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Abstract

Trossachs.co.uk is a local commercial website showing the beautiful scenery, historical and cultural atmosphere about Loch Lomond & Trossachs National Park, it also has adverts about accommodation, restaurants and other businesses around different villages in Scotland, with the purpose of making it easier for potential visitors to find the information that they want.

The existing website has some drawbacks. First of all, it was not very user friendly. When clients want to find accommodation nearby to a particular village by clicking on the accommodation tab, instead of giving relevant information around the specified village, it will return a tediously long page including all the unnecessary accommodations in the database split by several repeating navigators within the page. This makes the page not only looks messy but also takes a long time to load, therefore, it might cause users to lose the patience to stay on the website.

Secondly, it did not match the search engine optimized criteria very well. Almost all the information is obtained from the database, which means the URL of each page will be dynamic and not search engine friendly.

Another issue is the website was developed by old fashioned technology and layout (tables, tr, td), which are not convenient to maintain or update, also not an optimal way to display dynamic content on the web pages.

The target was to optimize the existing website to make sure of matching search engine optimization, better user friendliness and neater page performance. For achieving these objectives, PHP, MYSQL, JavaScript, JQuery, DIVS and CSS are used in the project. Due to the existing website was not using any framework, it requires more care to re-structure and improve the system during programming.

As the result, the improved website has fulfilled all the issues that were planned in the beginning. It uses template and dynamic information to create new static pages for each village, providing optimized search engine friendly URL and meta-info. Users can obtain relevant information easily from different village pages with a plain tabber. A additional read-more page for extending the accommodation entries provides a content-rich place to demonstrate their new features and attractive pictures.