

## Website Optimization Analysis | American Fidelity | March 2025

This deliverable provides a comprehensive web optimization analysis for the American Fidelity website. The review focuses on accessibility, user experience, design aesthetics, and content consistency. By benchmarking against industry standards and comparable sites, this analysis identifies actionable recommendations to enhance usability, visual appeal, and ADA compliance.

### 1. Navigation & Header Improvements

#### **Problem:**

The primary navigation menu includes dropdown arrows that are non-interactive and lack sufficient visual feedback. Hover states change link text color only, which may not meet accessibility requirements for users with visual impairments. Additionally, inconsistencies exist between dropdown item colors and overall site branding.

#### **Recommendations:**

- Add visual hover cues such as underlines or bold effects alongside color changes for better ADA compliance.
- Ensure that all dropdown arrows change color in sync with text on hover.
- Verify consistent color contrast across all navigation elements.
- Align navbar colors with official brand palette; confirm intentional deviations.
- Resolve z-index issue with 'A History of Service, Trust, and Reliability' section that overlaps the navbar.

**Estimated Development Time:** ~1 hour

### 2. Home Page Updates

#### **Problems:**

- Multiple hero and section images appear blurry or low resolution.
- The 'Helping Thousands Who Serve' section incorrectly displays 5 stars despite a 4.5-star rating.
- The 'Policy Conversion' banner uses low-contrast text (black on dark blue) and obstructs the footer view.
- Inconsistent spacing and alignment throughout the homepage affect readability.

#### **Recommendations:**

- Replace low-resolution images and confirm compression settings do not degrade quality.
- Correct star rating display to reflect actual average.
- Redesign the 'Policy Conversion' banner for improved readability and user control—include an 'X' close option.

- Adjust spacing between content blocks and center text for balanced layout.
- Add hover underlines for all links and CTAs to improve ADA compliance.

**Estimated Design & Development Time:** ~3 hours

### 3. Accessibility & ADA Compliance

**Problem:**

Several accessibility issues were identified across the website, including inconsistent hover contrast, missing alt text, and non-compliant button colors. These hinder usability for individuals with visual impairments.

**Recommendations:**

- Implement monthly ADA compliance scans using Acquia Optimize, similar to practices on other accounts.
- Audit the Media Library to ensure all images have descriptive alt text.
- Review and adjust color contrast ratios for interactive elements and text on colored backgrounds.
- Standardize hover behaviors (underline + color change) for all navigation and CTA elements.

**Estimated Ongoing Effort:** Monthly QA scans (~45 minutes per scan)

### 4. Visual Design & Branding Consistency

**Problem:**

The website employs multiple shades of blue inconsistent with the brand logo and lacks the red accent color featured in the American Fidelity branding. Inconsistent use of colors and typography reduces cohesion and professional appearance.

**Recommendations:**

- Standardize color palette across site elements using official brand hex codes.
- Introduce red accent elements where appropriate for brand alignment.
- Replace blurry hero and section imagery to maintain high visual standards.
- Evaluate whether Elementor remains an efficient tool; consider transitioning to native block editing with developer-built templates.

**Estimated Design Time:** ~2 hours

### 5. Content & Structural Improvements

**Problems:**

- Review sections ('Thousands of People Like You') contain excess white space and misaligned components.
- Review carousel lacks hover interactivity and visual balance.

- Limited number of reviews reduces credibility and engagement.

**Recommendations:**

- Adjust layout to reduce unnecessary white space and align elements consistently.
- Add visual contrast to review backgrounds to separate them from content blocks.
- Introduce hover effects for review navigation arrows.
- Expand the number of displayed reviews for stronger social proof.

**Estimated Development Time:** ~2 hours

## 6. Technical and UX Fixes

**Problems:**

- Several pages exhibit mismatched slugs (e.g., Universal Life Insurance labeled as 'permanent-life-insurance-2').
- External policy conversion link opens without navigation bar, disrupting user flow.

**Recommendations:**

- Correct all mismatched slugs for clarity and SEO alignment.
- Integrate external pages into the main site or open them in a new tab.
- Add a consistent navbar or back navigation to external links for seamless UX.

**\*\*Estimated Development Time:\*\*** ~1 hour

## 7. Next Steps

- Review proposed updates and confirm prioritization for development scheduling.
- Once approved, implement changes in the staging environment for QA review.
- Conduct post-launch testing to verify ADA compliance, responsiveness, and content integrity.