



Finding the Place Accessibility & SEO Happily Coexist





Hello!

I am **Carie Fisher**

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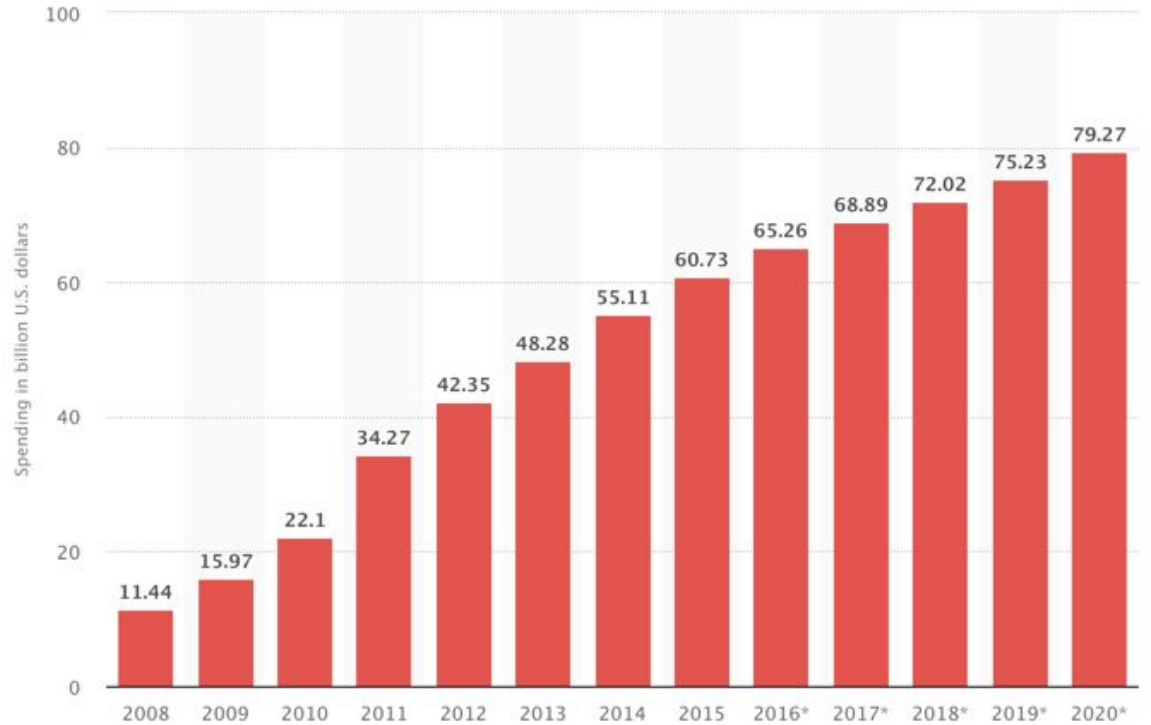
Let's plan our trip...





Search engine optimization (SEO) is a marketing discipline focused on growing visibility in organic (non-paid) search engine results. SEO encompasses both the technical & creative elements required to improve rankings, drive traffic, & increase awareness in search engines.

Search Engine
Optimization
spending (in
billion US dollars)
for 2008-2020



\$650,920,000,000

estimated search engine optimization spending
total in the US from 2008 to 2020





Digital Accessibility (A11y) is the ability of a website, mobile application, or electronic document to be easily navigated & understood by a wide range of users, including those users who have visual, auditory, motor or cognitive disabilities.

1,116,300,000+

or 15% of the world's population
has some type of disability



2,232,600,000+

or 30% of the world's population
has some type of disability



56,700,000

or 19% of the US population who identify as disabled

39,600,000

or 13% of the US population who are over 65

96,300,000

or 32% of the US population in total



\$200,000,000,000

annual spending by people who identify as disabled in the US

\$81,000,000

annual spending from people over 65 in the US

\$200,081,000,000

annual discretionary spending in total

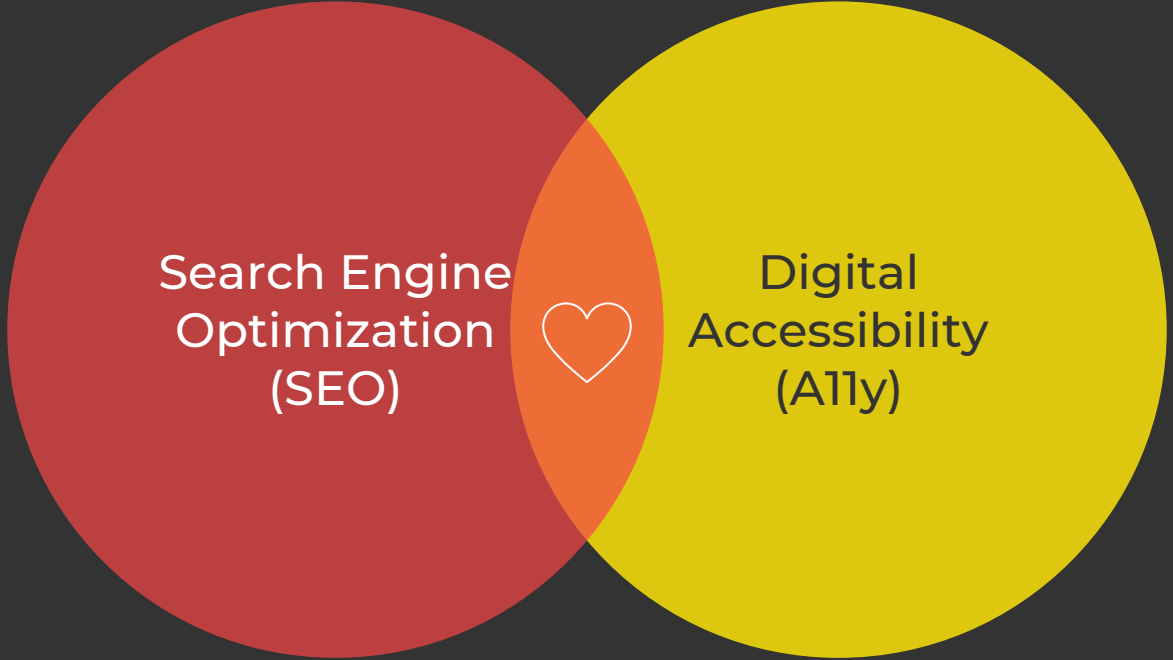




Accessibility overlaps with other best practices including search engine optimization. Case studies show that accessible websites have better search results, reduced maintenance costs, & increased audience reach, among other benefits.

World Wide Web Consortium (W3C)

“



Search Engine
Optimization
(SEO)

Digital
Accessibility
(A11y)



Let's
explore...



deque

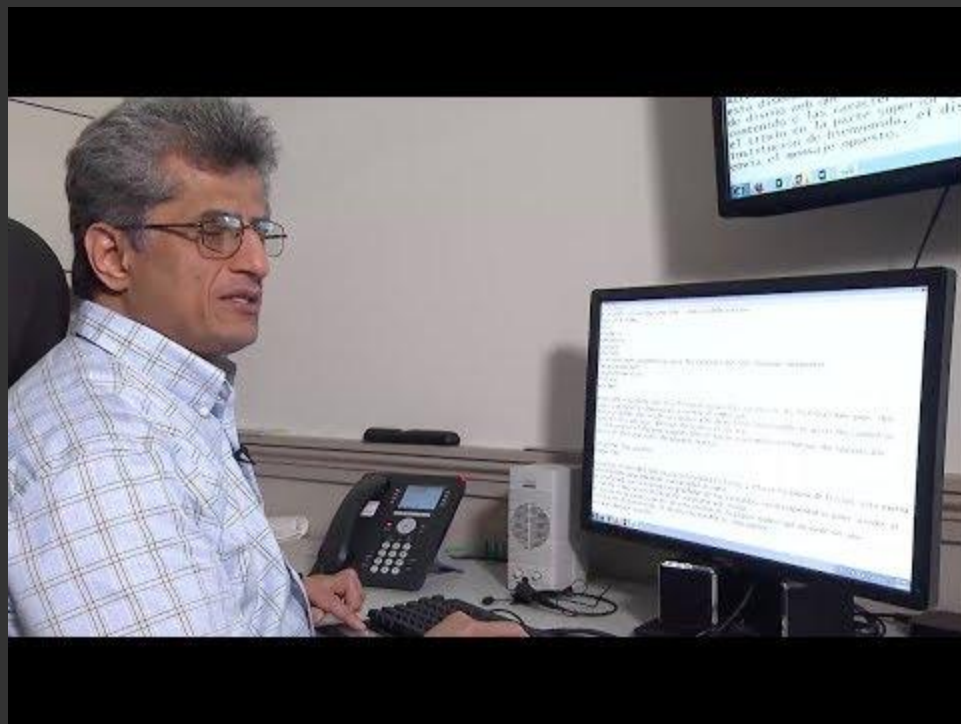
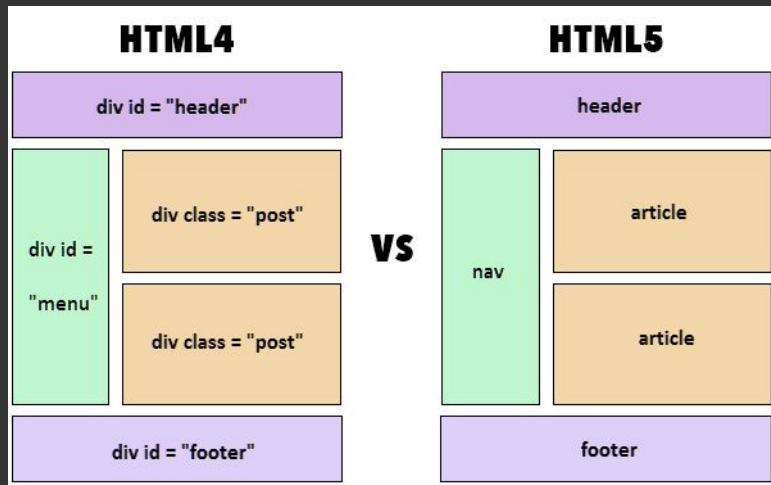
Structure





Structure

- Well-organized architecture is paramount
- Make your navigation clear & consistent
- Have multiple ways to find content
- Avoid using styles alone to convey meaning
- HTML page elements are your friend – use them



Headings

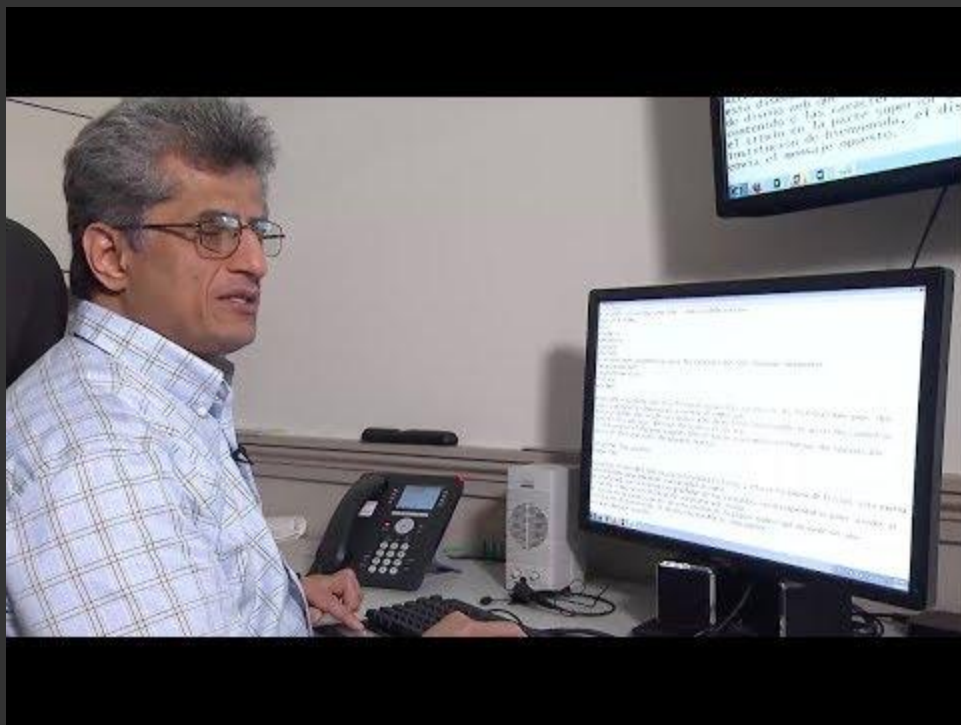
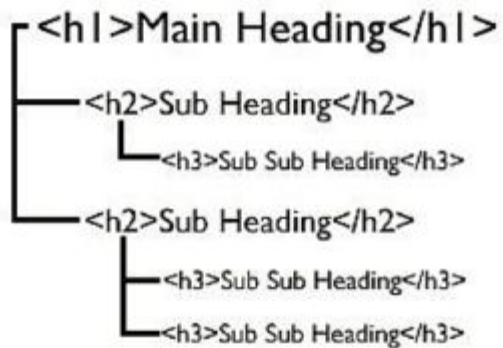




Headings

- Avoid using styles alone to convey meaning
- Use actual heading tags - h1 to h6
- Heading tags should always be in order
- Avoid skipping levels
- Think of `<h1>` tags as "second page title tags"

Headings = Outlines





Links



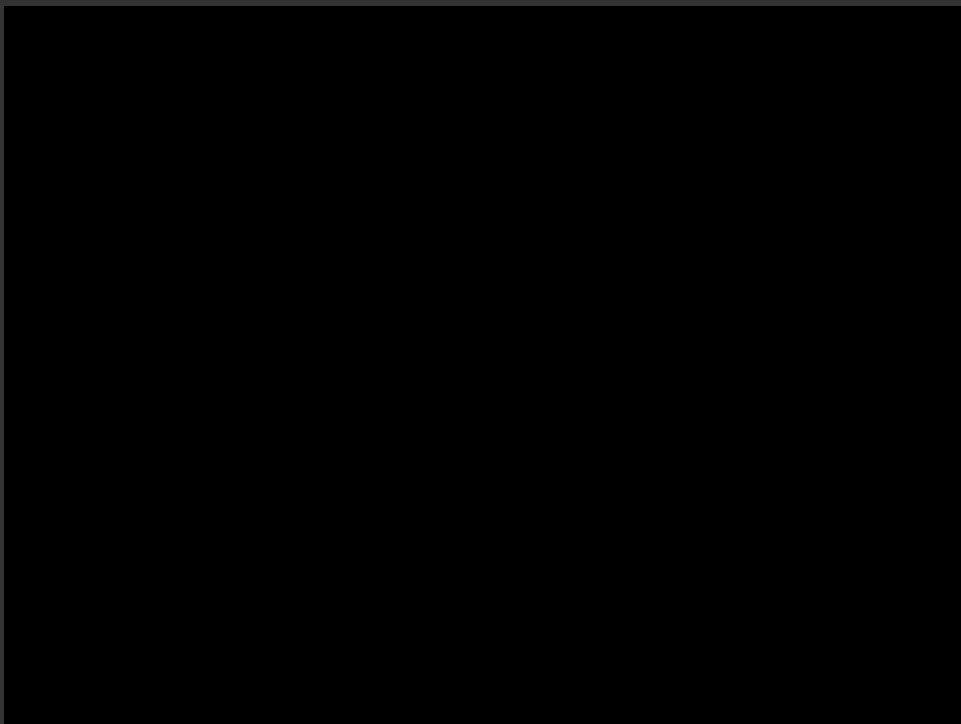
Links

- No broken links
- Use internal tagging-type links
- Provide descriptive link text
- Skip the title attributes on your links
- Avoid phrases like “click here” & “read more”

```

1 <section class="read-more-section">
2   <h3>Example #1: Using aria-labelledby</h3>
3   <h4 id="headline" class="bold">Storms Hit East Coast</h4>
4   <p>Torrential rain and gale force winds have struck the east
   coast, causing flooding in many coastal towns. <a href="#" aria-
   labelledby="headline" class="read-more">Read More</a></p>
5   <div class="break"></div>
6   <h3>Example #2: Using aria-label</h3>
7   <h4 class="bold">Black Bears Trapped in Cars</h4>
8   <p>Over the past three weeks there have been 15 reports of black
   bears getting themselves trapped in vehicles. There are several
   ways to prevent this from happening to you. <a href="#" aria-
   label="Learn more about trapped black bears" class="read-
   more">Read More</a></p>
9   <div class="break"></div>
10  <h3>Example #3: Using aria-describedby</h3>
11  <h4 class="bold">Can I have a badge?</h4>
12  <p>Badges? We ain't got no badges! We don't need no badges! I
   don't have to show you any stinking badges!
13  <p class="visuallyhidden" id="info">This is a quote from the
   1948 movie The Treasure of the Sierra Madre.</p><p><a href="#"
   aria-describedby="info" class="read-more">Read More</a></p>
14  <div class="break"></div>
15  <h3>Example #4: Using visually hidden text</h3>
16  <h4 class="bold">Mass Hysteria</h4>
17  <p>Fire and brimstone, coming down from the skies. Rivers and
   seas boiling... Human sacrifice, dogs and cats, living together...
18  <p class="visuallyhidden">This is a quote from the 1984 movie
   Ghostbusters.</p><p>
19  <a href="#" class="read-more">Read More<span
   class="visuallyhidden"> about mass hysteria in relation to movie
   quotes</span></a></p>
20 </section>

```





Media



Media

- Limit the use of complicated media
- Provide alternative ways to access your media
- Be consistent & accurate with file naming
- Keep your alternative text to ~125 characters
- Write like a human & not a robot


```
1 BAD example
2 
3
```



5

GOOD example

6

```

```





Content



Content

- Do not duplicate content
- Use strong & emphasis tags for highlighting
- Bullets & lists help break up your content
- Use white space to help with focus
- Aim around the 9th-grade level for copy

Structure



Headings



Links



Media



Content





Thanks!

Any **questions?**

You can find me on:

- Twitter & Medium @cariefisher
- Drupal & GitHub @cehfisher