



Finding the Place Accessibility & SEO Happily Coexist





Hello!

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Let's plan our trip...

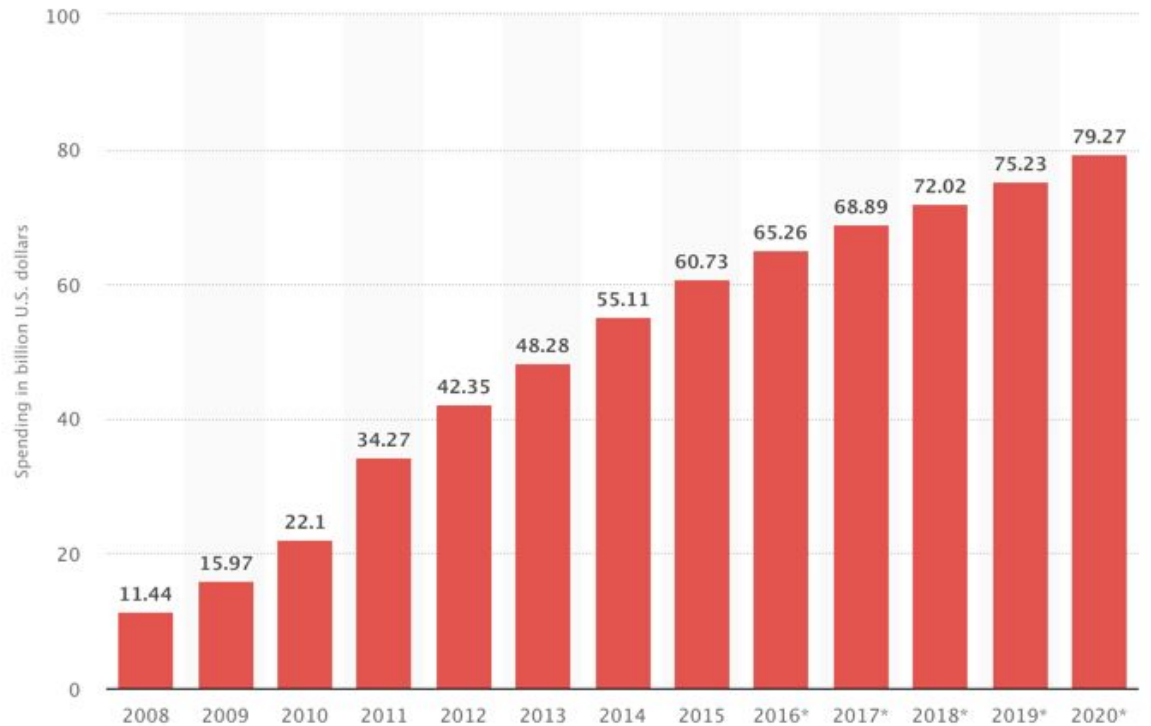


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Search engine optimization (SEO) is a marketing discipline that focuses on making strategic changes to a website to increase the overall search engine ranking

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

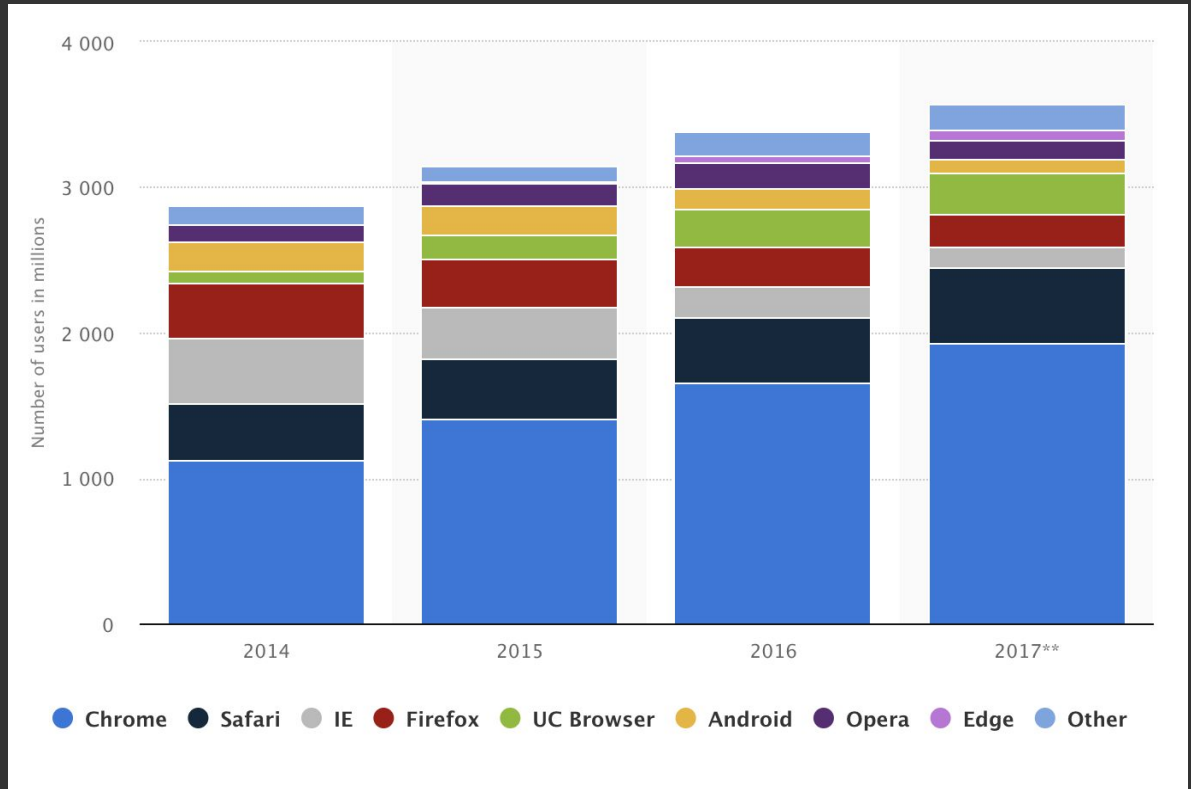


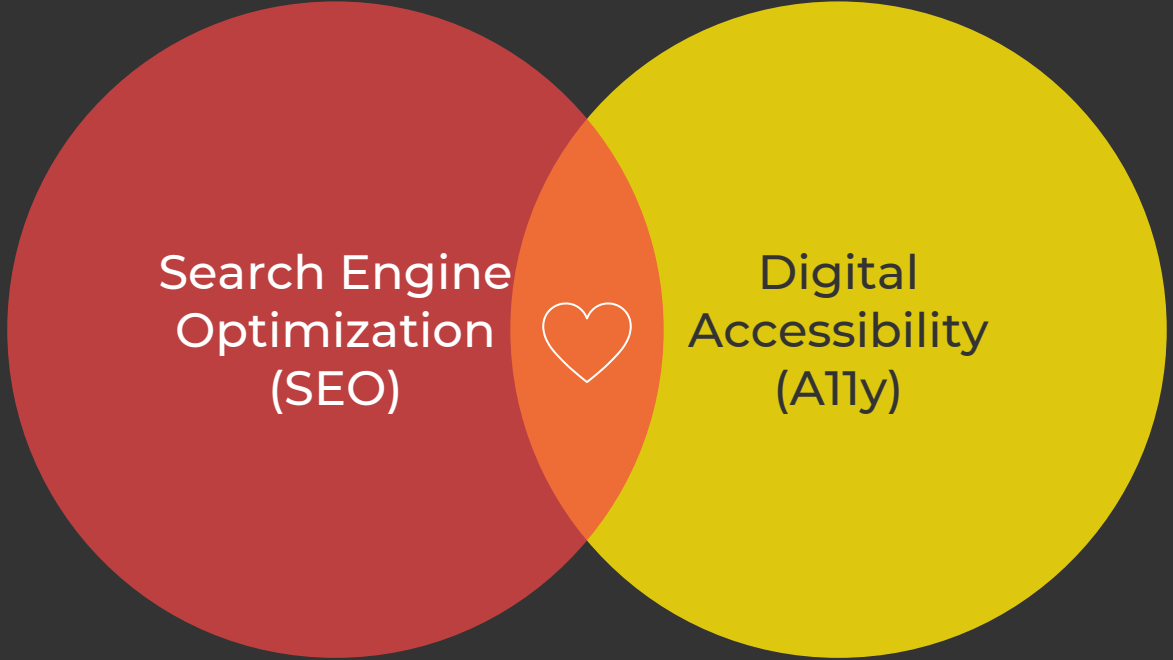
1,116,300,000+

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



User population of most popular internet browsers worldwide from 2012 to 2017 (in millions)





Search Engine
Optimization
(SEO)

Digital
Accessibility
(A11y)



Let's
explore...



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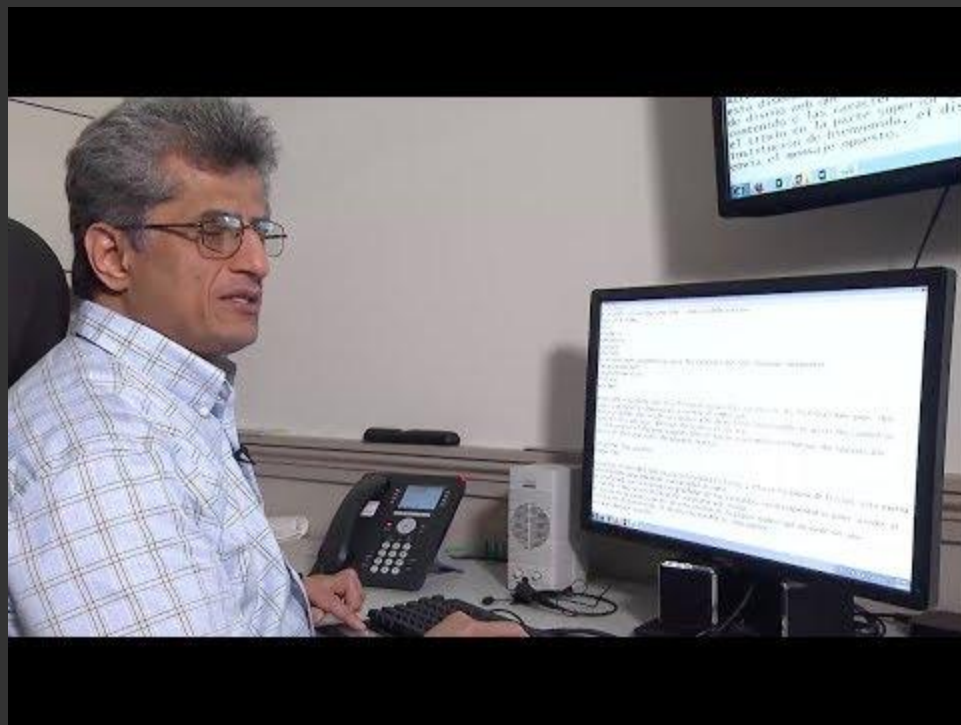
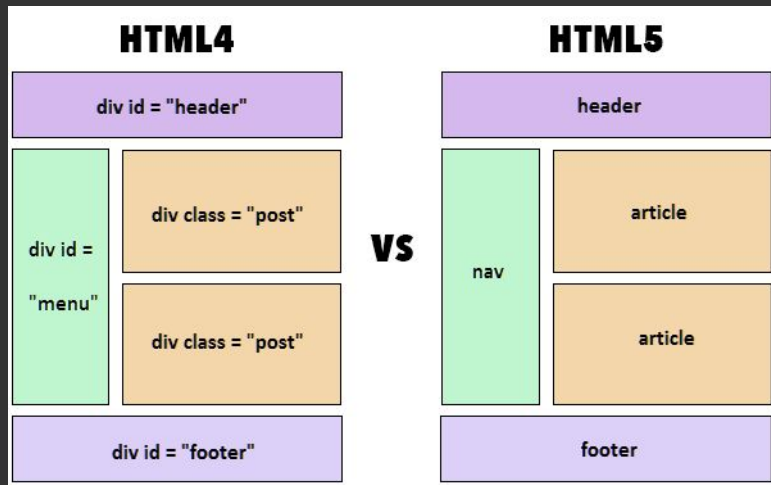
Structure





Structure

- Build your website architecture & navigation in a clear & consistent way
- HTML page elements are important
- Think of `<h1>` tags as "second page title tags"
- Use real heading tags – do not fake with styles





Links &
Media



Links & Media

- Provide alternative ways to access your media
- Be consistent & accurate with file naming
- Write alt text like a human & not a robot
- Check your site for broken links
- Provide descriptive link text


```
<section class="read-more-section">
  <h3>Example #1: Using aria-labelledby</h3>
  <h4 id="headline" class="bold">Storms Hit East Coast</h4>
  <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>
  <div class="break"></div>
  <h3>Example #2: Using aria-label</h3>
  <h4 class="bold">Black Bears Trapped in Cars</h4>
  <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>
  <div class="break"></div>
  <h3>Example #3: Using aria-describedby</h3>
  <h4 class="bold" id="info">Can I have a badge?</h4>
  <p>Badges? We ain't got no badges! We don't need no badges! I don't have to show you any stinking badges! <p class="visuallyhidden">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>
  <div class="break"></div>
  <h3>Example #4: Using visually hidden text</h3>
  <h4 class="bold">Mass Hysteria</h4>
  <p>Fire and brimstone, coming down from the skies. Rivers and seas boiling... Human sacrifice, dogs and cats, living together... <p class="visuallyhidden">This is a quote from the 1984 movie Ghostbusters.</p><p><a href="#" class="read-more">Read More<span class="visuallyhidden"> about mass hysteria in relation to movie quotes</span></a></p>
</section>
```





Content



Content

- Do not duplicate content
- Have multiple ways to find content
- Incorporate bullets, lists, & whitespace
- Use internal tagging links to group content
- Aim around the 9th-grade level for copy



Readability Analyzer

Estimates the readability of a passage of text using the Flesch Reading Ease, Fog Scale Level, Flesch-Kincaid Grade Level, and other metrics.

Passage to Analyze:

Michael is expected to bring life-threatening storm surge to portions of the Gulf Coast, life-threatening flash flooding due to heavy rainfall, and life-threatening winds Tuesday evening into Wednesday. Michael is forecast to move quickly into the Southeast U.S., bringing with it the threat of more inland flooding on Wednesday and Thursday

Re-Analyze



Download text

Upload a file to analyze

Files and text are never saved on our server.

Overall Readability

Paragraph

Other

Passage Statistics

Number of Sentences:

Words Per Sentence:

Characters Per Word:

Percentage of Difficult Words (Estimated):

Readability Scores

Flesch Reading Ease:

Gunning Fog Scale Level:

Flesch-Kincaid Grade Level:

SMOG Grade:

Dale-Chall score:

Fry Readability Grade Level:

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Structure

Content

Links &
Media





Thanks!

Any **questions?**

You can find me on:

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