

Good Accessibility Is Good SEO: Big Wins for Both

Janna Fiester & Syd Hunsinger

HI, WE'RE SANDSTORM.



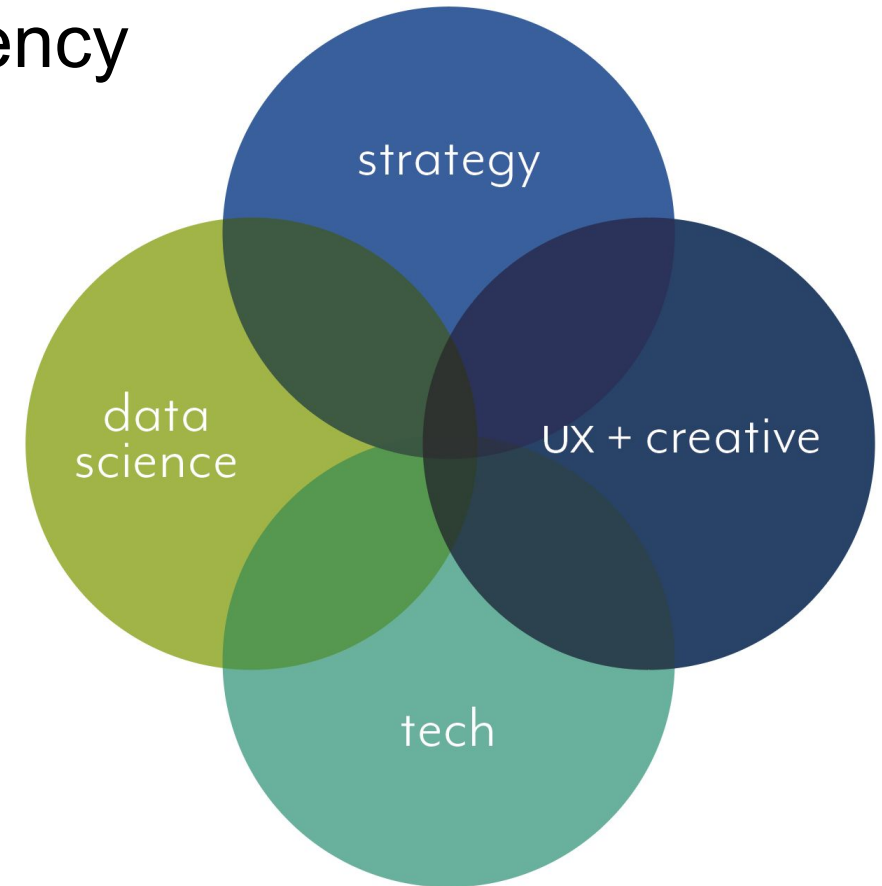
Janna Fiester
she/her/hers
Vice president of UX and Creative

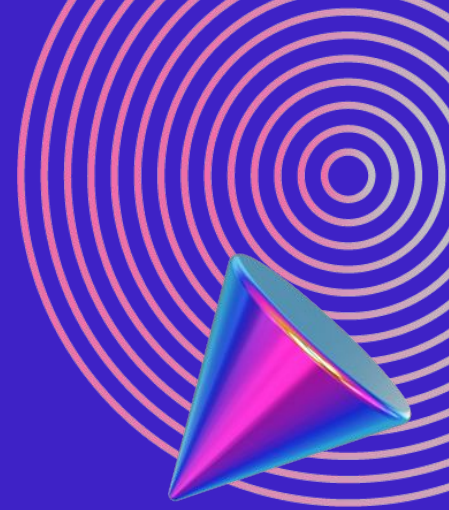


Syd Hunsinger
they/them/theirs
Product Owner, DEIB Specialist

ABOUT SANDSTORM

- **25+ yr old** digital experience design agency
- 15+ yrs building **digital experiences for associations & nonprofits**
- **4,600+ hrs** of usability & UX research
- **CPACC** (Accessibility) certified
- **DEIB Specialist** (Diversity, Equity, Inclusion, and Belonging)
- **WBENC certified** (women-owned)



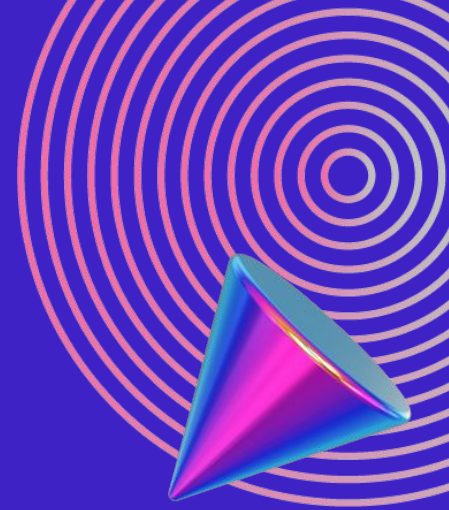


FUN FACT:

1 in 4 US adults, or **27% of the US population**, have a disability.

NOT SO FUN FACT:

**Only 2% of all websites meet
accessibility standards.**

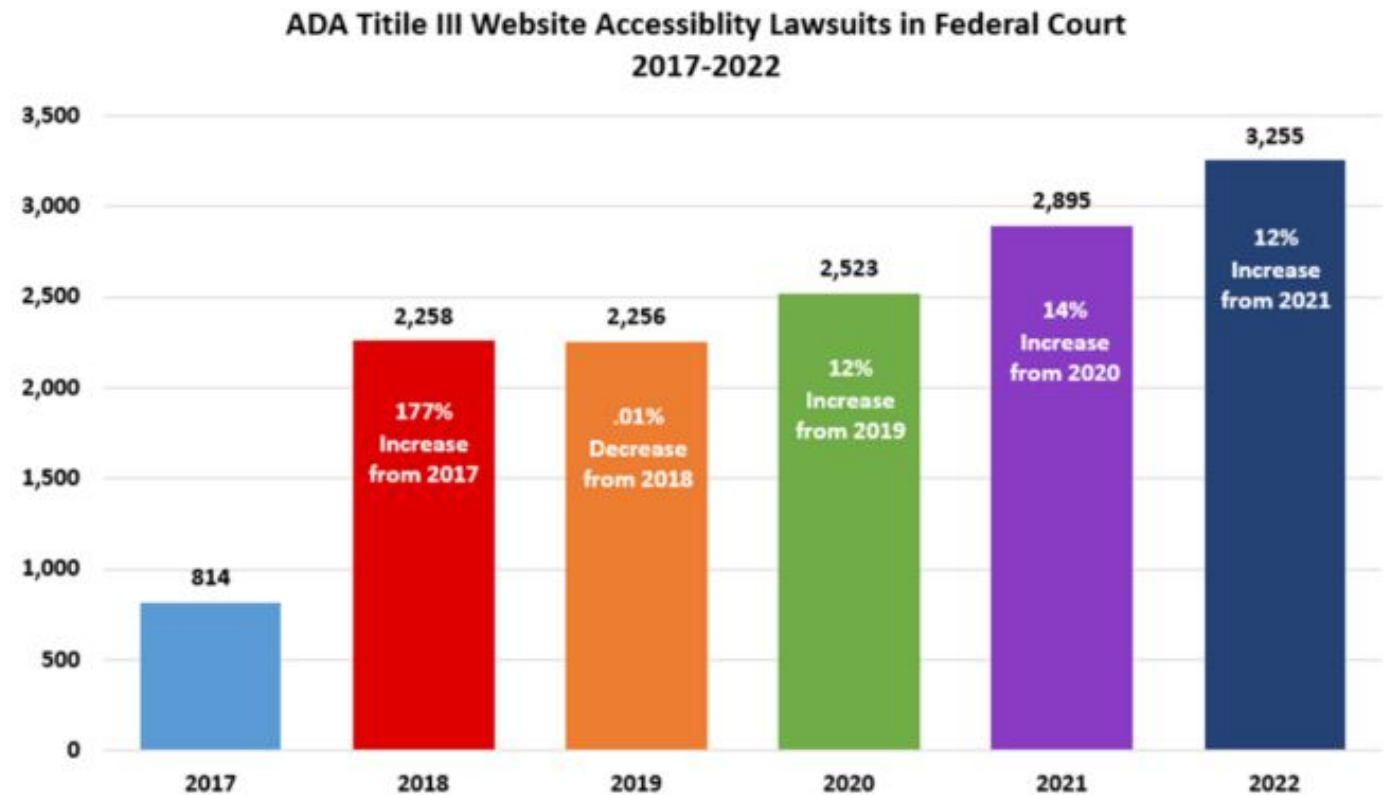


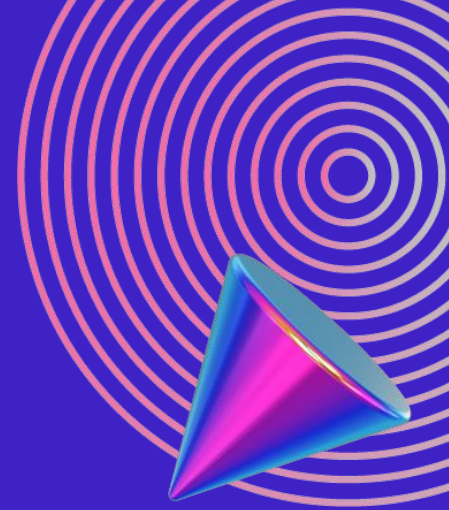
<https://www.adweek.com/media/only-2-of-sites-meet-accessibility-standards-lets-change-that/#:~:text=Today's%20websites%20fail%20to%20meet,This%20affects%20millions%20of%20people.>

NOT SO FUN FACT

Almost 300% increase
in website accessibility
lawsuits since 2017.

Those are the ones that
go to court. Cases that
settle are even more.





WE LOVE A TWO-FER

Many common accessibility issues
are **resolved in content** which can
also help your **SEO**.

<https://www.cdc.gov/ncbddd/disabilityandhealth/infographic-disability-impacts-all.html>

1. The importance of effective writing can't be overstated



FORMAT FOR SCANNABILITY

- ✓ **One-sentence paragraphs** are easier to read on the web. People generally skip big walls of text.
- ✓ **Begin with the end.** Put the most information first in a sentence, first in a paragraph, and first on the page.
- ✓ **Use lots of sub-heads.** These help people scan the page for the part they want to read. Make sure the subheads are descriptive.
- ✓ **Cut extra words.** The more unnecessary words you have, the more likely visitors are to miss the important ones.

Relevant
photos

Motivation
Inspiration for your
perspiration.



Music, Podcasts, and Audiobooks. Listen to whatever motivates you to move. Including 70 million songs on Apple Music.⁴



Activity Rings. Stay motivated to sit less, move more, and get some exercise. Day after day.



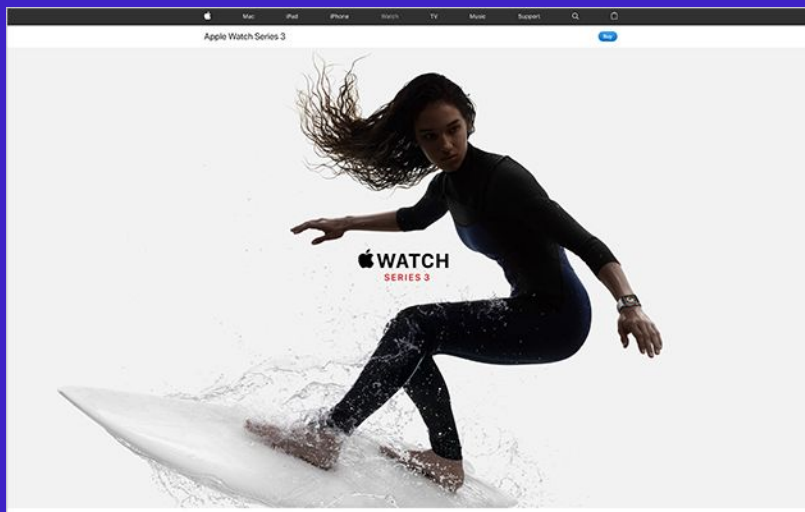
Activity Sharing. Share your Activity rings with friends and family to encourage each other.



Competitions. Invite friends to compete in a seven-day Activity challenge.

Catchy
headline

Scannable
subheads



Stay active. Stay healthy. Stay connected.

Monitor your health. Track your workouts. Get the motivation you need to achieve your fitness goals. And stay connected to the people and information you care about. With Apple Watch Series 3, you can do it all — right from your wrist.

Now starting at \$279

Three rings. One goal.

Stand, Move, and Exercise rings visualize the ways you move each day. See if you're sitting too much. Measure calories burned. And track how many minutes of exercise you've done. You can even share your rings with friends. Try new Activity competitions, and let smart coaching give you a nudge when you need it.

See how to close your Activity rings on Apple Watch.

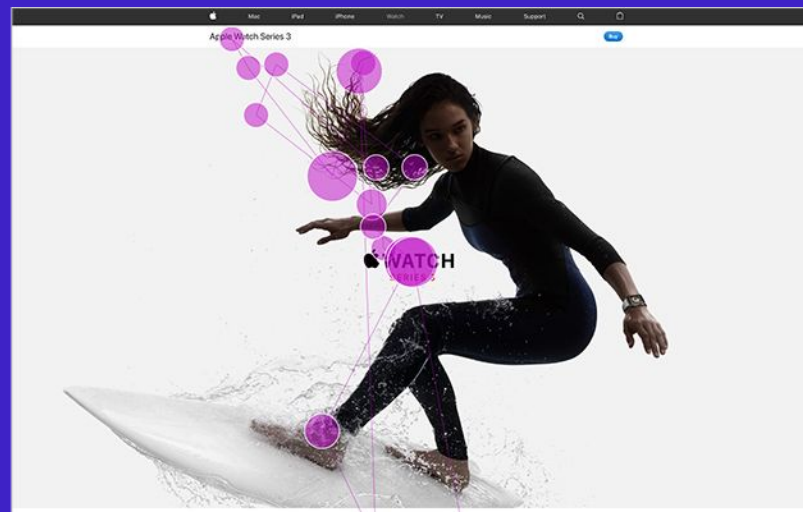


Take your workouts further.

Track popular workouts like yoga, cycling, swimming, and high-intensity interval training. Track your runs with advanced features for runners like cadence and pace alerts. Pair wirelessly with compatible gym equipment. And stay motivated by streaming Apple Music and Apple Podcasts.*

Keep your health top of mind.

Monitor your heart rate and get warnings when an unusually high or low heart rate is detected. Apple Watch can also screen for irregular heart rhythm that is suggestive of atrial fibrillation.* Emergency SOS lets you initiate an immediate call for help. The Breathe app can help you better manage everyday stress. And you can choose from a host of



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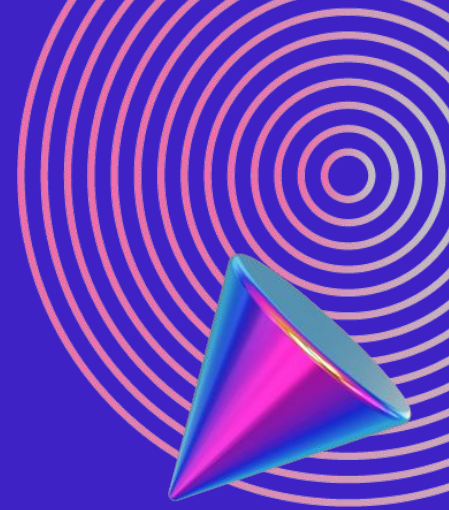


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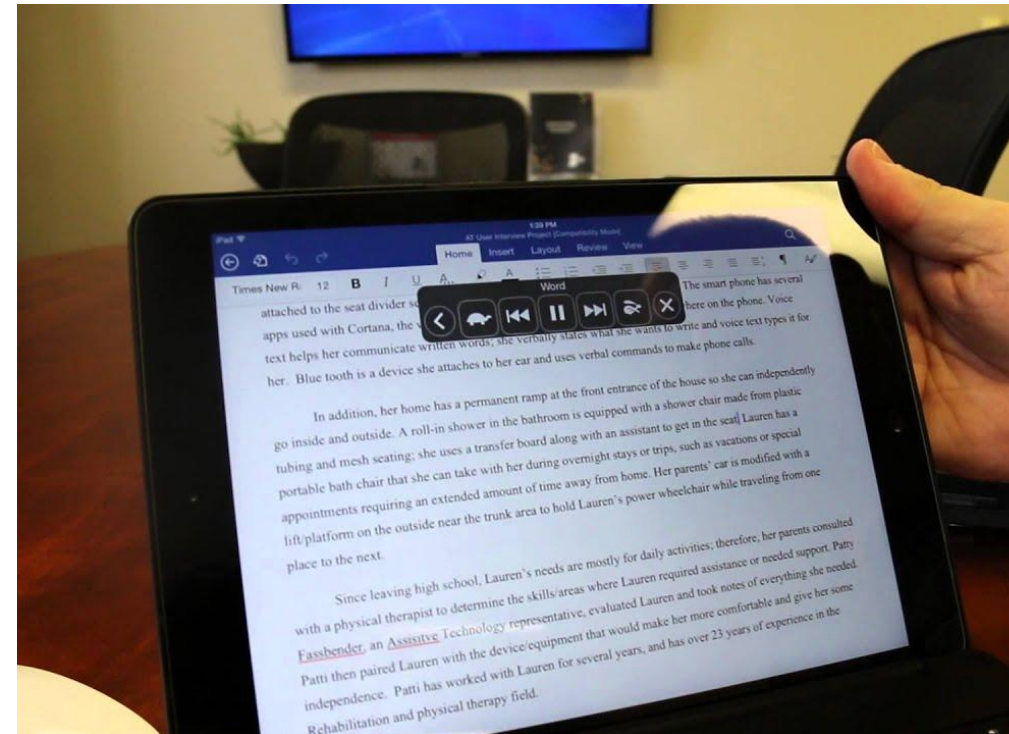


INCREASE READABILITY

- ✓ **Bullets, numbered lists and tables**
- ✓ If you can show **something in bullets or a table**, do.
- ✓ If you list a series in a paragraph, **make it a bulleted or numbered list instead.**
- ✓ **Bolding keywords** within each bullet (often at the beginning of the bullet) can make them even **more scannable.**

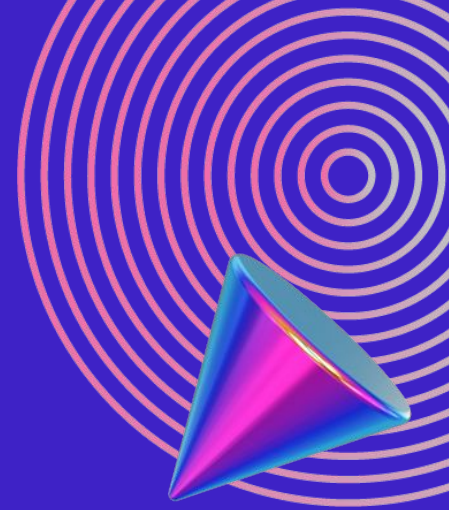
ACCESSIBILITY TOOLS

Screen readers render text and image **content as speech or braille.**



FACT:

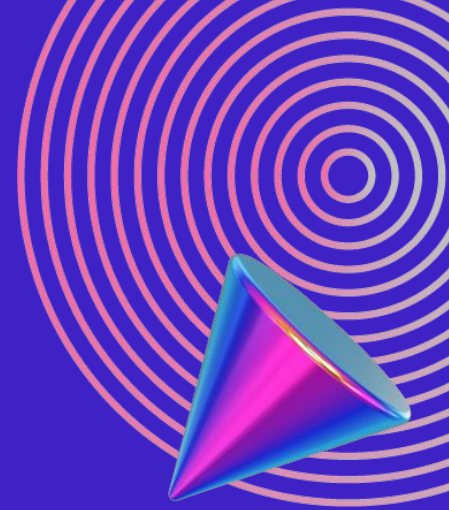
Fewer and fewer visitors are arriving
through the homepage.





TAKEAWAY:

Keep your content scannable
and free of jargon with short,
easy-to-read paragraphs



2. Utilize clear headings in a logical order



HEADINGS

A heading is a word, phrase, or statement that **starts a section of content, similar to a title.**

Heading tags are **HTML elements** used to define the headings to **differentiate from the rest of content on a web page.**

A TALE OF TWO CITIES.

IN THREE BOOKS.



BOOK THE FIRST. RECALLED TO LIFE.



CHAPTER I.

THE PERIOD.

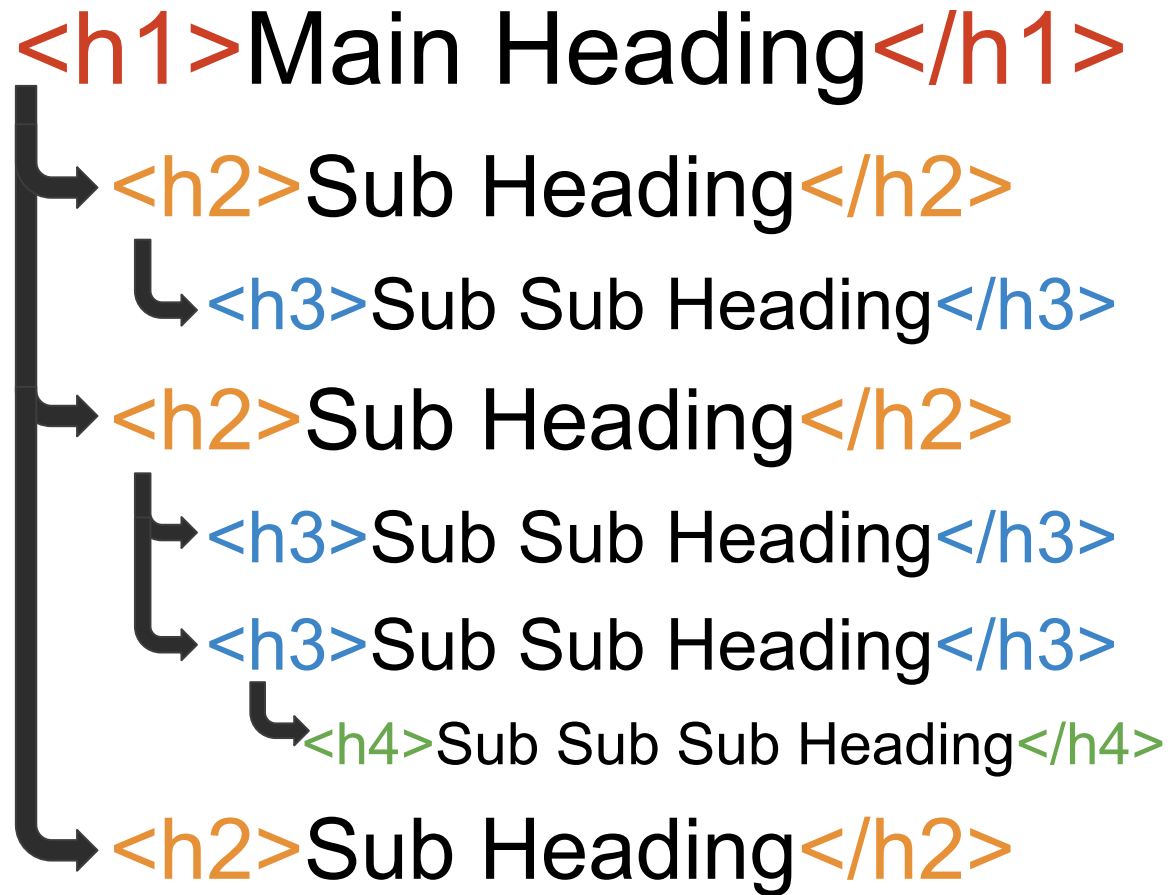
It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to Heaven, we were all going direct the other way—in short, the period was so far like the present period, that some of its noisiest authorities insisted on its being received, for good or for evil, in the superlative degree of comparison only.

Think Of It Like...

the structure of a book.

- `<h1>` is the title of the book
- `<h2>` is the chapter title
- `<h3>` is a subsection of the chapter
- `<h4>` is a subsection of the subsection of the chapter
- ...and so on

APPROPRIATE HEADING STRUCTURE



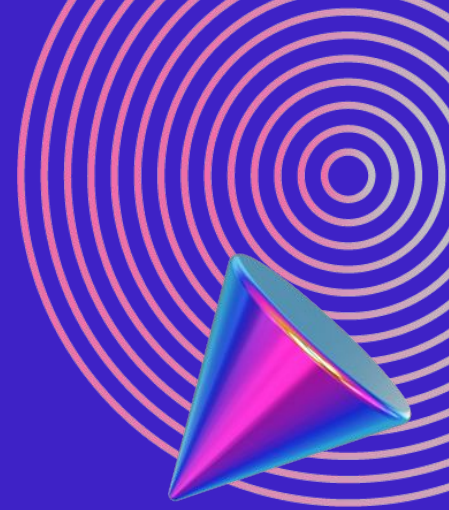
This is the page title - your developer does the <h1>

Content admins are responsible for <h2>, <h3> and onward



TAKEAWAY:

Good headings provide a scannable roadmap of the content for all users

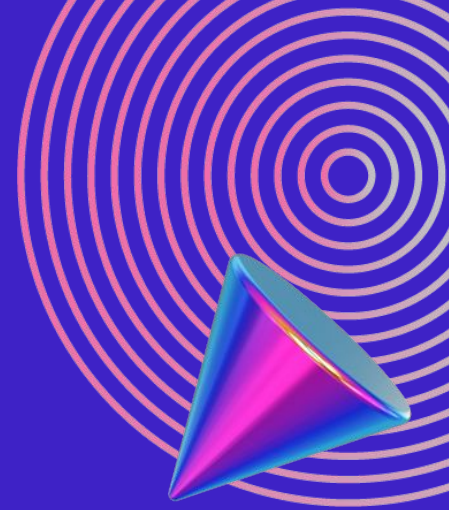


3. Accurate metadata benefits everyone



WHAT IS METADATA?

Metadata is simply data that describes other data.





sandstorm design capabilities



Sandstorm Design

<https://www.sandstormdesign.com> › capabilities

Capabilities: Human-Centered and Research-Driven

Capabilities: Human-Centered and Research-Driven ... **Reuse UI design patterns, code and OOD features for scale.** ... Sandstorm Design. 4422 N Ravenswood Suite #50



Sandstorm Design

<https://www.sandstormdesign.com>

Sandstorm Design

Brilliant ideas have no boundaries. We're here to share our insights— from 4200+ hours of UX research and analysis — to help you implement compelling ...

[Join Our Team](#) · [About](#) · [Capabilities](#) · [Our Work](#)



Sandstorm Design

<https://www.sandstormdesign.com> › Capabilities

Capabilities: User Experience

Starting with 1:1 in-depth interviews, we begin to identify **a user's content and functional requirements, purchasing rationale, behaviors, and trends.** We mold ...



Sandstorm Design

<https://www.sandstormdesign.com> › about

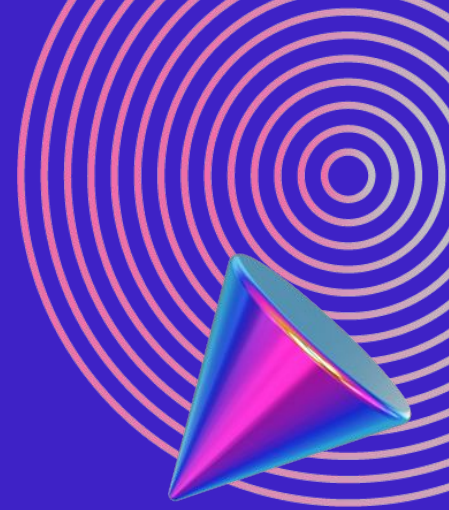
About Us: Shared Values Make All the Difference

Sandstorm Design. 4422 N Ravenswood Suite #50. Chicago, IL 60640. 773.348.4200. WBENC-Certified | [Privacy Policy](#). **Capabilities.** **Capabilities Overview** · [Brand](#) ...

Page
Address

Page Title

Meta Description



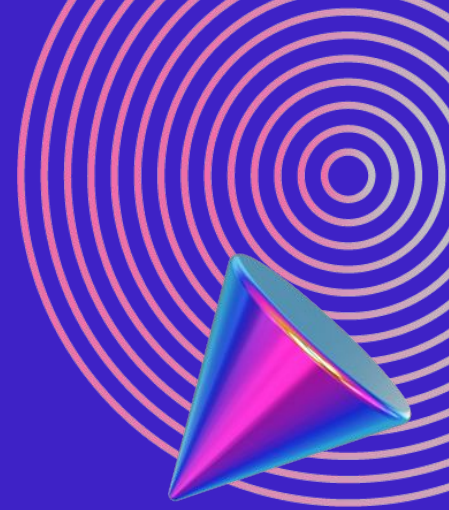
METADATA BEST PRACTICES

- ✓ **Title:** Under 60 characters. Includes primary key phrase
- ✓ **Meta Description:** Up to 300 characters and includes natural use of the primary keyword
- ✓ **Headings:** H1 includes primary keyword. Subheadings (H2, H3, etc.) include variation of primary keyword or secondary key phrase when appropriate
- ✓ **Page Address:** e.g./your-keyword-here, whenever possible



TAKEAWAY:

Page titles, meta descriptions,
and page addresses all inform
users they're in the right place,
so choose keywords carefully!



4. Alt text isn't just important; it's a necessity



THERE ARE THREE KINDS OF ALT TEXT:

Standard Alt Text

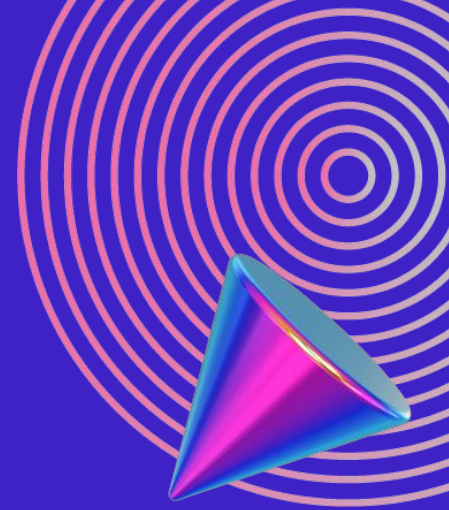
- **Less than 250 characters**
- Conveys the purpose of an image (e.g. “Search” vs “Magnifying Glass”)

Short Description

- **More than 250 characters**
- Conveys the purpose of an image
- Image is more complex
- Might involve a person or a group of people

Long Description

- **Can be as long as you need**
- Used for complicated images (e.g. infographics) or charts
- Need an HTML equivalent
- Also requires alt text

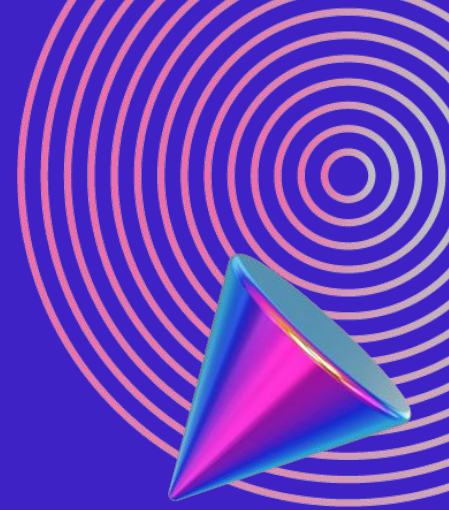


```
 == $0
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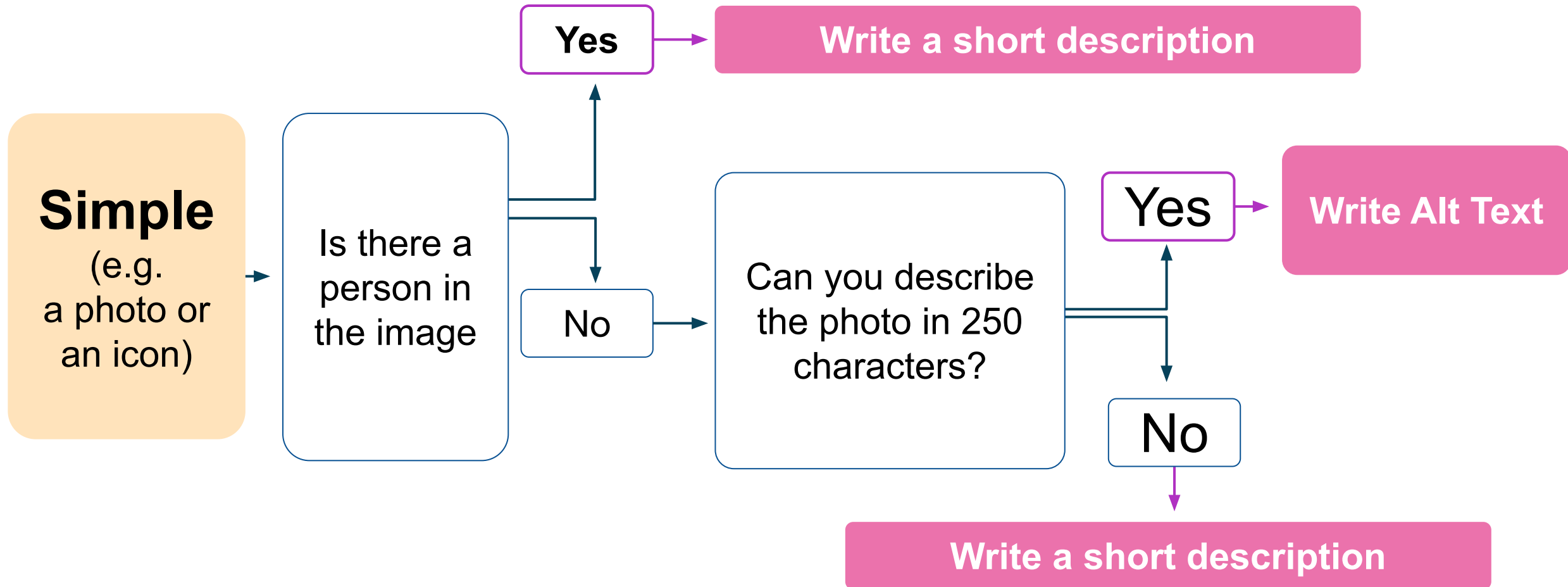
★ asae
mmc+tech
conference
marketing, membership, communications + tech

QUESTION:

Start by answering the question,
“Is my image simple or complex?”



FOR SIMPLE IMAGES



FOR COMPLEX IMAGES

Complex
(e.g. a chart
or graph)



Write Alt Text
and an image
description



* TAKEAWAY:

All images need to have alt text,
and you can use the target
keyword when it makes sense

5. Text-heavy images need an HTML equivalent



EXAMPLES OF TEXT-HEAVY IMAGES

- **Event Banners:** Images with event date, time, and location information
 - **Logo Collages:** Many sponsor or supporter logos on a single canvas
 - **Hero Images:** Banners at the top of overview pages, but with headline text on top
 - **Infographics:** In-depth graphic meant to help explain or visualize a lot of data
- ...and many more

HTML EVENT INFORMATION

Live text version of all event information:

- ✓ Title
- ✓ Date
- ✓ Location

[Home](#) > [Events](#) > 2024 ACG Nebraska | April Breakfast Meeting with Nikki Osborn

2024 ACG Nebraska | April Breakfast Meeting with Nikki Osborn

Share:

The banner features a blue background with a white grid pattern. On the left is a portrait of Nikki Osborn, a woman with long brown hair wearing a pink shirt. To the right of the portrait, the text reads: "April Breakfast Meeting" in large white font, "Nikki Osborn" in slightly smaller white font, and "Founder, Meridian Clinical Research" in italicized white font. Below this, the date "Thursday, April 25 2024" is displayed in white. In the bottom right corner, the "ACG Nebraska" logo is shown, with "ACG" in a bold sans-serif font and "Nebraska" in a smaller font, both in white.

April Breakfast Meeting
Nikki Osborn
Founder, Meridian Clinical Research
Thursday, April 25 2024
ACG Nebraska

Event Details

When:

April 25, 2024 7 AM - 9 AM CDT

Where:

Happy Hollow Country Club

1701 South 105th Street

Omaha, NE 68124

United States

[ADD TO CALENDAR](#)

LOGO COLLAGES

Official Sponsor of GrowthSM

Make logo collages accessible

- ✓ Upload individual logos
- ✓ Alt text for each logo
- ✓ Link to sponsor websites

FORV/S

 **GF DATA**
AN ACG COMPANY

 **Insperity**
HR that Makes a Difference™

Endorsed Partners

 **abacode**
Cybersecurity & Compliance

 **Grata**

 **Insperity**
HR that Makes a Difference™

Growth Leader

 **bakertilly**

 **GP**
Global Made Possible

 **PitchBook**

 **Sourcscrub**

HERO BANNERS

★ asae
mmc+tech
conference
marketing, membership, communications + tech

A photograph of a man in a dark blazer and glasses standing on the right, holding a microphone and a small device, addressing a group of people seated at long tables. The room has large windows with vertical blinds, and the scene is brightly lit. The text 'Advancing a More Just and Humane Society' is overlaid in large white font on the left side of the image.

Advancing a More Just and Humane Society

DISCOVER THE CROWN DISTINCTIONS >

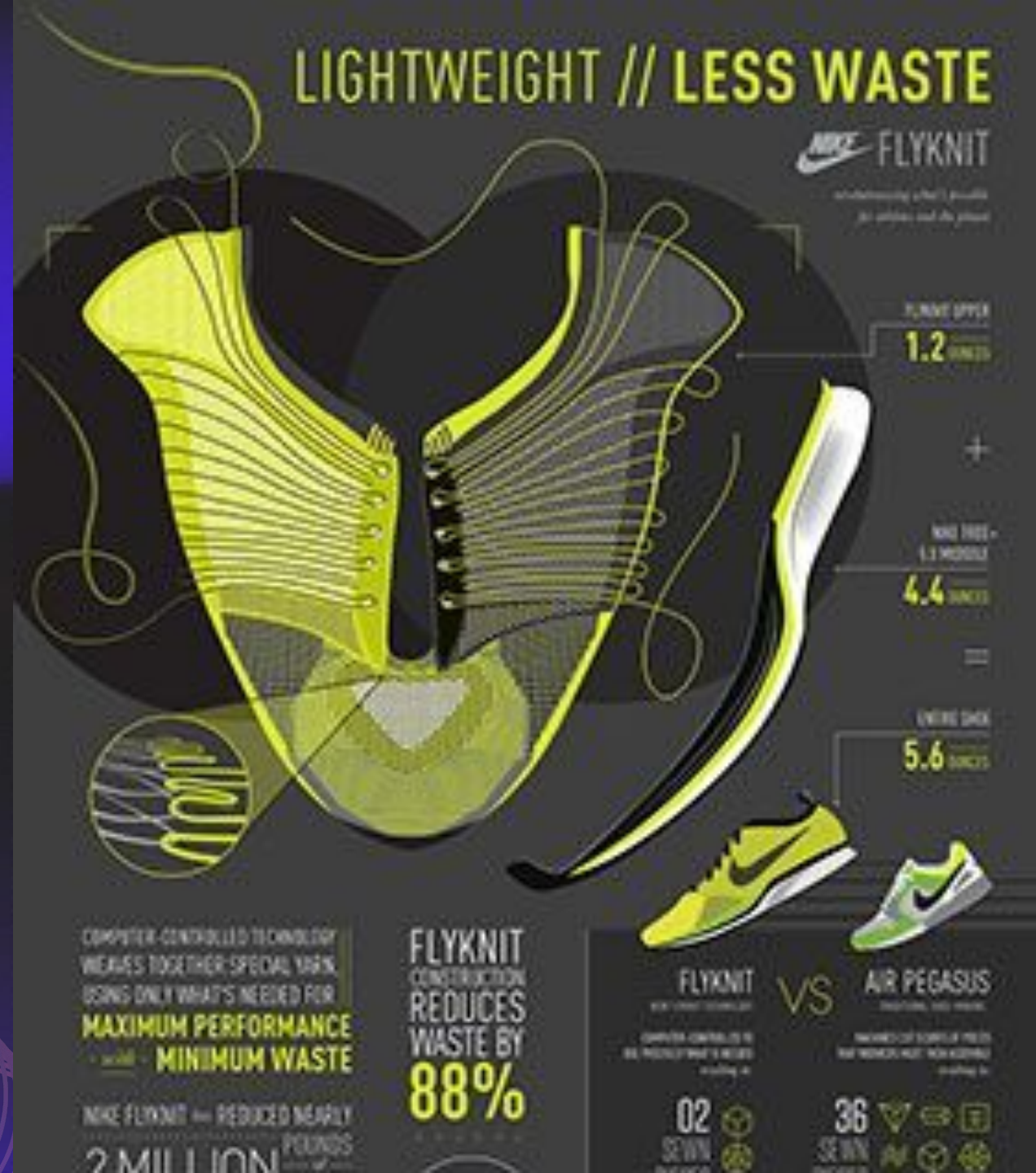
APPLY 

VISIT

REQUEST INFORMATION 

INFOGRAPHICS

Infographics are a prime opportunity to make use of a long description, which allows for HTML markup, or a transcript visible on the page to all users.



WHY MAGNESIUM?

GOOD HEALTH & WELL-BEING*



Like calcium, magnesium is found abundantly in the human body and is vital for our health and well-being.*



Image *

Alternative text *

Why Magnesium? - See Long Description

Short description of the image used by screen readers and displayed when the image is not loaded. This is important for accessibility.






 Why Magnesium Infographic.jpg (964.26 KB)

Remove

Alt Type *

Long Description (Screen Reader Only) ▾

Long Description

B I U    Styles ▾ Normal ▾         Source

Why Magnesium?

Good Health & Well-Being*

Like calcium, magnesium is found abundantly in the human body and is vital for our health and well-being.

SO Magnificent!

- Vital Mineral Nutrient
- Cofactor in 300+ Metabolic Processes*
- Works with Calcium to Maintain Bone Health*
- Supports Healthy Blood Glucose Management*
- Supports Energy Production*
- Promotes Restful Sleep*

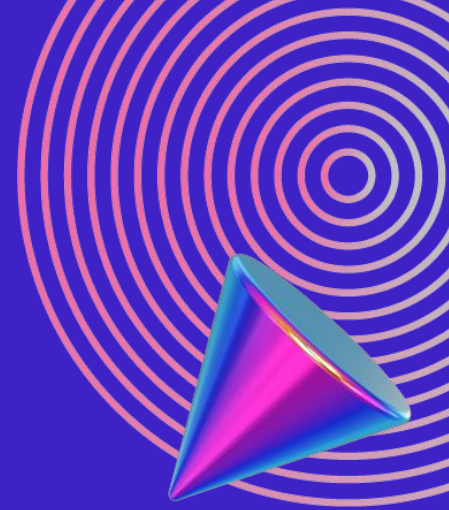
Did You Know?

Although magnesium is found abundantly in our body with a healthy diet, recent research has shown that magnesium



TAKEAWAY:

Leverage HTML content
wherever you can, as it
is easier for search engines
to index



6. Keyword stuffing doesn't help anyone



WHAT IS KEYWORD STUFFING

Keyword stuffing is a tactic where a **writer forces keywords unnaturally** into their content **to rank better for SEO.**

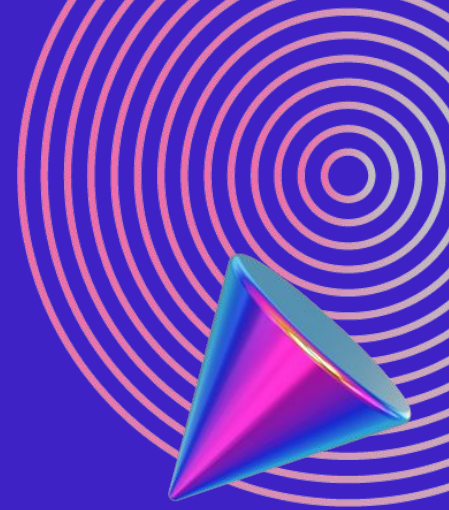
HERE'S AN EXAMPLE...

Here we have calculated **what time it will be 18 hours from 11am**. In other words, what is **11am plus 18 hours**? It does not matter if it is 11am today or any other day from the past or future.

To clarify, when we say **18 hours from 11am** we mean **18 hours after 11am** or **18 hours forward from 11am**.

We of course took into account that there are twenty-four hours in a day, which include twelve hours in the am and twelve hours in the pm. **18 hours from 11am:**

5 AM



TIP:

Choose one primary keyword for your page and find other naturally occurring keywords to highlight as you go.

USING KEYWORDS CORRECTLY

- ✓ Use the keyword phrase, keyword stuffing, liberally in the content, but **because it is the primary topic, this makes it seem very natural.**

<https://ahrefs.com/seo/glossary/keyword-stuffing>

Keyword Stuffing

What is Keyword Stuffing?

Keyword stuffing refers to the excessive use of a target keyword in on-page content with the intention of ranking for that keyword. Google considers keyword stuffing as a spam technique and lists it in its spam policies.

Examples of today's keyword stuffing include adding lists of phone numbers without added value, blocks of text that list cities and regions that a web page is trying to rank for, or repeating the same words or phrases so often that it sounds unnatural.

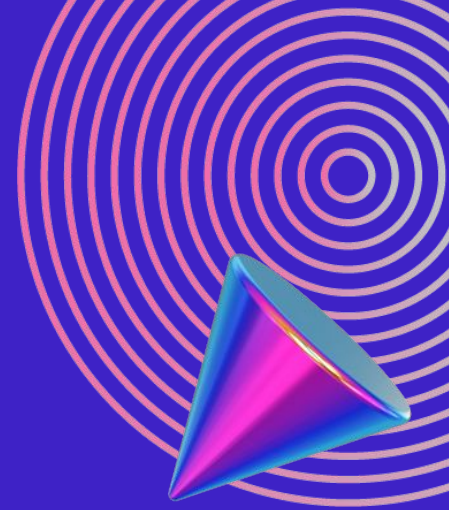
Also, keyword stuffing can be used in [anchor texts](#) and URLs.

Keyword stuffing used to be effective in the past when search engines relied on simpler methods and algorithms to find relevant content. Today keyword stuffing does not work that well.



TAKEAWAY:

For every 100 words you write,
use your target keyword 1 time



7. Link text needs to be clear and descriptive





More information
[here](#), [here](#) and [here](#).

Fill in this [form](#) by
the end of the day.

Check the security
policy by this [link](#).

A user in the den of bad links

GOOD TEXT LINKS = GOOD UX & ACCESSIBILITY

As for assistive technology:

- ✓ Screen readers can be **programmed to only read links**
- ✓ Speech recognition tools can be **programmed to open a link** after a specific voice command

GOOD AND BAD EXAMPLES

Get all the Advantages for a Lower Rate

[AI Group Program Application \(Firm\)](#)

JOIN NOW! Make a total commitment to professionalism!

Appraisal Institute Benefits Include:

- Discounts on [education](#) and [publications](#), including [books](#), [courses](#), seminars and [webinars](#)
- 24/7 online access to the Appraisal Institute's Y.T. and Louise Lee [Lum Library](#), which carries thousands of articles, research reports—and more
- Free guidance on professional practice issues through the Appraisal Institute Ethics & Counseling area

[Learn more](#) about the vast array of benefits that can sharpen your competitive edge.

Links for “education,” “publications,” “books,” “courses” and “webinars” are **good - short and descriptive.**



This “**Learn more**” link is ambiguous, and doesn't tell you where you'd go if removed from context.



EVEN MORE EXAMPLES



1 Visit <http://www.kent.edu/webteam/drupal-training-manual> for more information.



1 Visit the [Web and Social Media Services website](#) for more information.



2 To learn about accessibility guidelines and web standards, [click here](#).



2 Learn more about [accessibility guidelines and web standards](#).



3 Information for Current [Students](#). Information for New [Students](#).



3 Information for [Current Students](#). Information for [New Students](#).

GOOD TEXT LINKS = GOOD UX & ACCESSIBILITY

- ✓ **Use unique text link language**
 - AVOID click here and read more
- ✓ **Buttonize special links**
- ✓ **Group links together**
- ✓ **Download links need inform about the file format and size**



* TAKEAWAY:

Make sure your links don't just say 'read more' or 'click here'

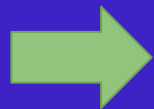
8. Links need predictable behavior



COMMON LINK BEHAVIOR

- ✓ **Buttons** inherently imply a user is taking an action.
- ✓ **External links** need an indicator so users know they're leaving.
- ✓ **Files** need to be identified, so users know a download will begin.
- ✓ **Crosslinking** between pages on the site

External
Link



Register for CTPF's Spring Town Hall Webinar

News | April 29, 2024

CTPF will offer a quarterly Town Hall webinar hosted by Executive Director Carlton W. Lenoir, Sr. on May 9, 2024, at 4:00 p.m. The webinar will offer a general overview of Fund operations and offer reminders for the spring. The webinar is expected to last about 40 minutes.

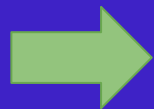
[Register in advance for this webinar](#) 

Watch this webinar about mastering skills and technology that can help track down those hard-to-find deals, and pave your way to a more successful career.

[WATCH NOW](#)

[Download the Deck](#) 

Document



SALE



Spike Lavender Oil

1 fl. oz.

\$11.24

Reg. \$14.99

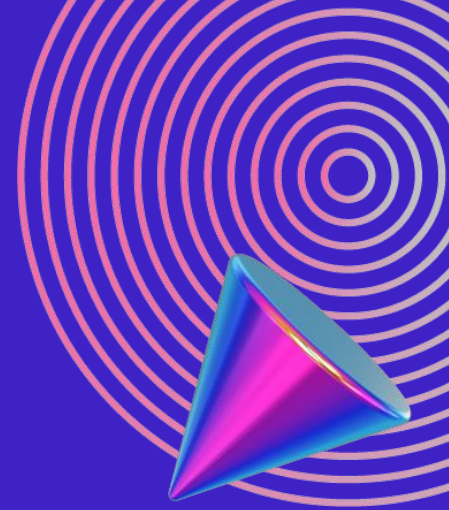
[Add to Cart](#)



Button

CROSSLINKING OPPORTUNITIES

- ✓ Access pages that are the **next level down**
- ✓ Go to the page that **comes next in the navigation**
- ✓ **Use tools** to execute what you've just discussed
- ✓ Find ways to **contact, purchase or share** on social networks



TIP:

When removing old content, ensure you have a redirect strategy in place.



* TAKEAWAY:

Clearly label buttons and links as
PDFs, external links, automatic
downloads, and so on

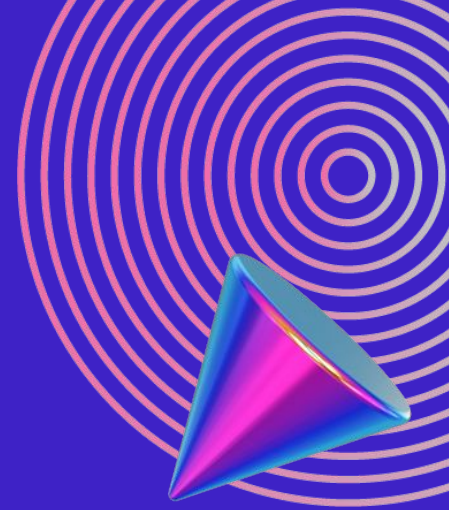
9. Colors need to have appropriate contrast ratios



WHY IS THIS IMPORTANT?

Some users have **trouble discerning color.**

Ensuring appropriate contrast means the are able to easily consume the content on your website.



FREE TOOL: CONTRAST CHECKER

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color

#757575

Lightness

Background Color

#FFFFFF

Lightness

Contrast Ratio

4.6:1

[permalink](#)



Related Resources

- [Contrast and Color Accessibility](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [Web Accessibility for Designers](#)
- [Link Contrast Checker](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

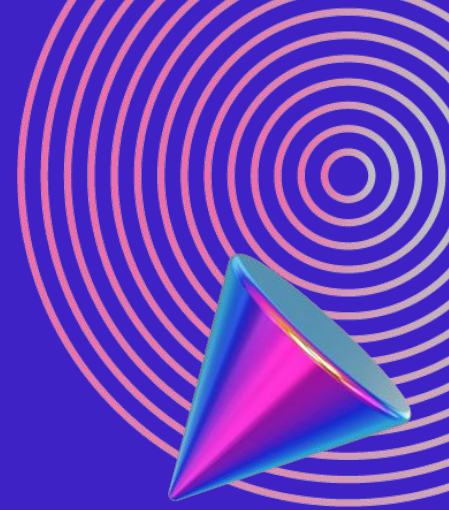
WCAG AA: **Pass**

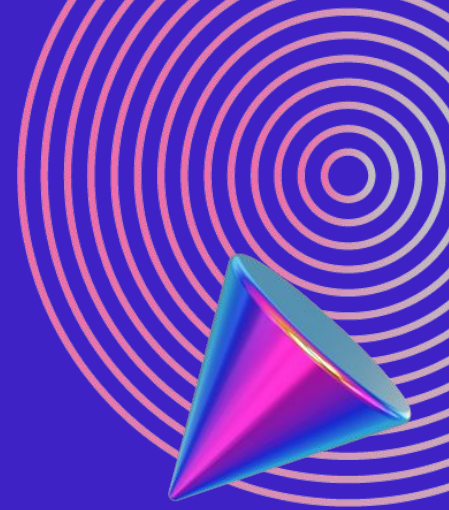


FREE TOOL: <https://webaim.org/resources/contrastchecker/>

GOOD NEWS:

Most colors are set by the default styles of your website and aren't easily changed...





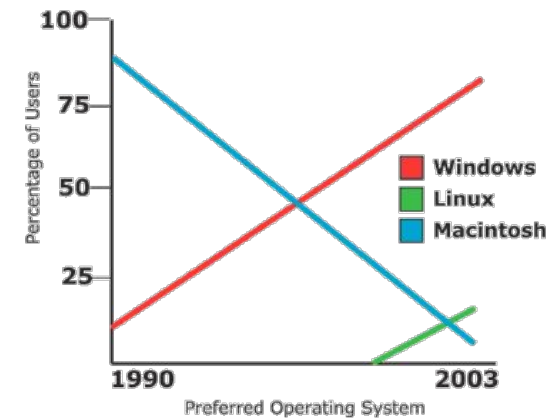
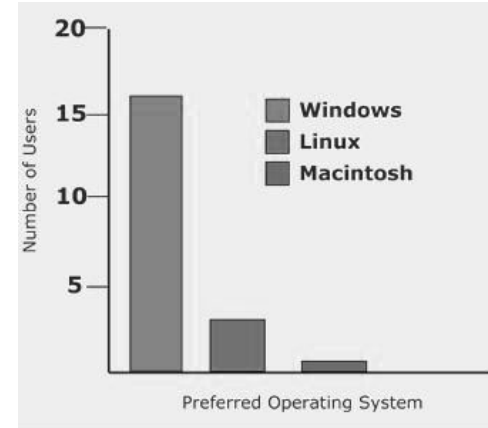
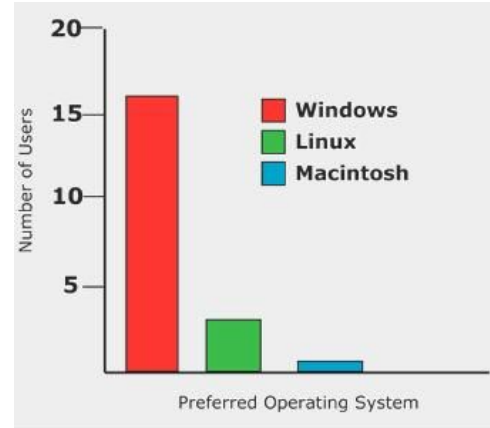
...but when it comes to images,
charts, and so on, content admins
still have impact.

ORTHOPAEDIC TRAUMA ASSOCIATION

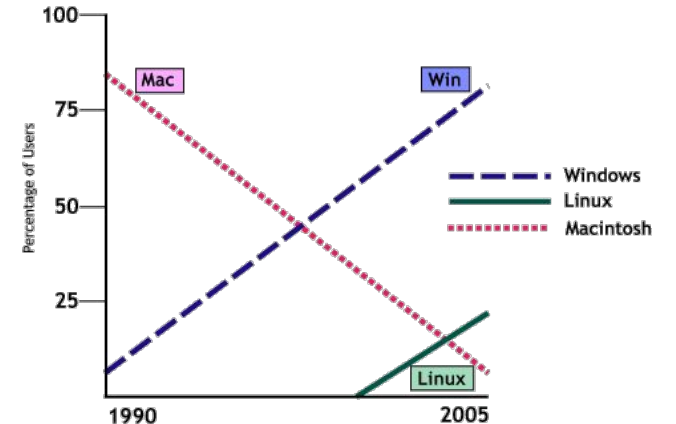
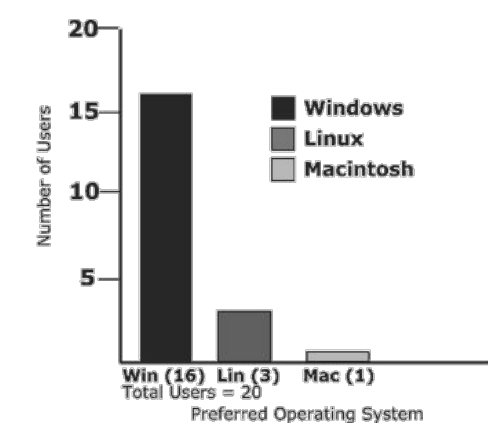
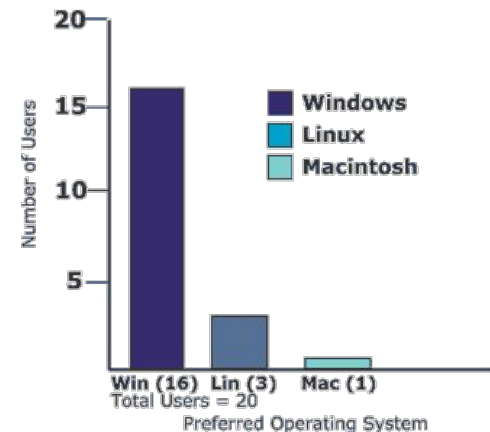
PROMOTING EXCELLENCE IN ORTHOPAEDIC TRAUMA
EDUCATION, RESEARCH, AND ADVOCACY

BEYOND JUST COLOR

X Inaccessible



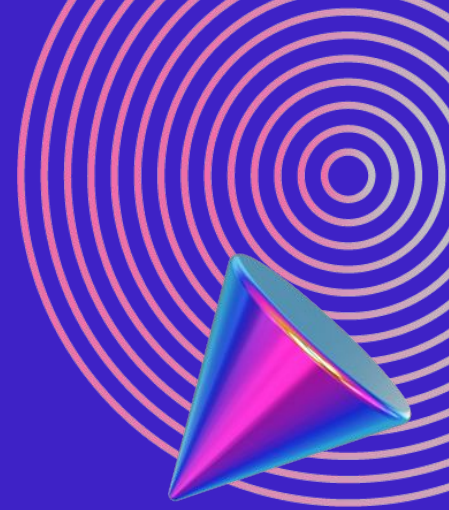
✓ Accessible





TAKEAWAY:

Check to make sure your
colors are easily legible for
all users



10. Regular review and maintenance is crucial



Your SEO & accessibility work is ongoing. Period.

- ✓ Continuously **develop new content** for your website
- ✓ **Update, optimize, or prune** old content
- ✓ Regularly **scan and audit your website** for accessibility issues

SEO METRICS TO MONITOR

- ✓ Landing Pages / Exit Pages
- ✓ Keywords
- ✓ Impressions
- ✓ Clicks
- ✓ Rankings
- ✓ Site search queries
- ✓ Broken Links

MONITOR FOR ACCESSIBILITY

- ✓ Color contrast issues
- ✓ Inappropriate markup
- ✓ Missing alt text
- ✓ Unnecessary PDFs
- ✓ Inaccurate aria labels
- ✓ Unusual link behavior
- ✓ Keyboard operability

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground

Hex Value
#FFFFFF

Color Picker

Alpha
1

Lightness

Background

Hex Value
#619009

Color Picker

Lightness

Contrast Ratio
3.81:1
[permalink](#)

Normal Text

WCAG AA: **Fail**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

✗ Incorrect Use Of <div>

```
<DIV><FONT face=Arial size=2>Paragraph 1</FONT></DIV>  
<DIV><FONT face=Arial size=2></FONT>&nbsp;</DIV>  
<DIV><FONT face=Arial size=2>Paragraph 2</FONT></DIV>
```

✗ Incorrect Use Of Alt (Alternate) Text

```
<p>  
  Ingredients for black bean soup:<br />  
  vegetable broth<br />  
  Black beans<br />  
  Crushed tomatoes<br />  
</p>
```



* TAKEAWAY:

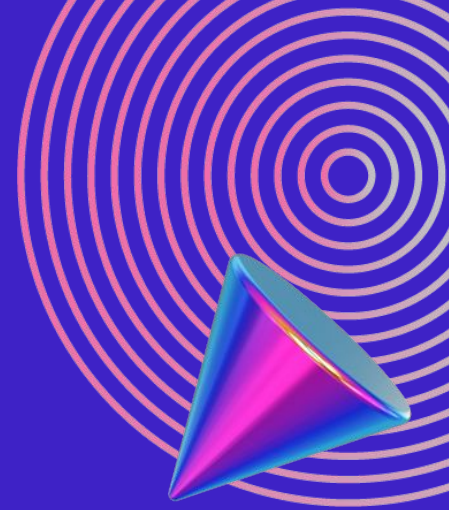
Neither your SEO nor your
accessibility efforts are
“one and done”

10 KEY TAKEAWAYS

1. Keep your content scannable with short, easy-to-read paragraphs
2. Good headings provide a scannable roadmap
3. Page titles, meta descriptions, and page addresses orient users
4. All images need to have alt text
5. Leverage HTML content wherever you can
6. For every 100 words you write, use your target keyword 1 time
7. Don't title links 'read more' or 'click here'
8. Clearly label buttons and links based on their behavior
9. Make sure your colors are easily legible for all users
10. Neither your SEO nor your accessibility efforts are "one and done"

REMEMBER:

Good usability is good accessibility.



LET'S CONNECT!

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Download the presentation and other resources here:

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