9
00:01:53.260 --> 00:02:02.210
Joanna Jackson: We will go ahead and get started. Now that we've got Janna here. We've got some more folks starting to flood in.

10
00:02:03.398 --> 00:02:08.419
Joanna Jackson: Syd is gonna be sharing their screen. And we're just gonna do some

11
00:02:08.490 --> 00:02:10.289
Joanna Jackson: intros really quickly.

12
00:02:12.144 --> 00:02:16.771
Joanna Jackson: So my name is Joanna Jackson. I am a

13
00:02:17.890 --> 00:02:33.800
Joanna Jackson: business development, and UX specialist with Sandstorm. I am a Caucasian female presenting person, and I have my hair pulled back, and a ponytail with glasses and a green jacket on.

14
00:02:35.520 --> 00:02:45.009
Joanna Jackson: I'll go ahead and hand it over in just a second to our speakers. But I just want to say, welcome to our Good Accessibility is Good SEO webinar.

15
00:02:45.040 --> 00:03:06.119
Joanna Jackson: As we're going through this, if you have questions for the speakers, please submit them in the Q&A channel, and we're gonna address as many as we can at the end. If we don't get to your questions at the end, we will send out additional responses for some of the questions we may not have gotten to. But you know, as questions pop up, go ahead and submit them in the Q&A.

16
00:03:08.780 --> 00:03:13.640
Joanna Jackson: And if you have general comments, you can feel free to share those in the c hat channel for the group.

17
00:03:13.800 --> 00:03:27.719

Joanna Jackson: Today's presentation will have auto captions, and the session is being recorded. Next week we'll provide a human corrected transcript and a link to the recording. Immediately after the presentation today we will share today's deck as well as a curated

18
00:03:28.190 --> 00:03:42.170
Joanna Jackson: list of resources to help you with web accessibility. So you'll get some access to our web accessibility. Hub, that we've made for you today. Thank you all so much for attending again. We are excited that you're here

19
00:03:42.420 --> 00:03:44.360
Joanna Jackson: over to you, Syd.

20
00:03:44.960 --> 00:03:46.869
Syd Hunsinger: Wonderful. Well, Hi, everybody

21
00:03:47.380 --> 00:03:49.020
Syd Hunsinger: nice to have you here today.

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00:03:51.140 --> 00:03:55.390
Syd Hunsinger: Let's see. I'll let Janna introduce her for herself first, st cause she's 1st on the slide. So.

23
00:03:55.640 --> 00:03:56.280
Janna Fiester: Okay.

24
00:03:56.680 --> 00:04:19.180
Janna Fiester: I'm sorry. Had a little bit of technical difficulties. So thank you all for bearing with us. My name is Janna Feaster. I'm Vice President of UX and Creative at Sandstorm. My pronouns are she/her. I am a Caucasian female, with shoulder length, curly hair. I typically wear glasses, but not today, and I am wearing a black short sleeve dress over to you, Syd.

25
00:04:20.230 --> 00:04:40.359
Syd Hunsinger: Hi! My name is Syd Hunsinger. My pronouns are they/them and I am a Product Owner and DEIB specialist here with Sandstorm, and I am a non-binary, light skinned person with a medium dark hair that is cut short, and today I'm wearing glasses and a striped shirt so

26
00:04:40.960 --> 00:04:42.550
Syd Hunsinger: lovely to meet you.

27
00:04:43.720 --> 00:04:54.040
Janna Fiester: Let's go ahead and talk a little bit more about Sandstorm. Sandstorm has been in business for over 25 years. Our headquarters is in Chicago. But we have team all over the United States.

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00:04:54.160 --> 00:05:01.569
Janna Fiester: For 15 of those years we've been building digital experiences for associations, nonprofits and healthcare organizations.

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00:05:01.810 --> 00:05:19.130
Janna Fiester: We believe in research. And we conducted a lot of user research. We have over 4,600 hours of usability and UX research that we bring to every project. So we already come to the table, knowing what many users need, and we can make great decisions together, based off that research.

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00:05:19.360 --> 00:05:22.769
Janna Fiester: We also are very committed to certification.

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00:05:23.000 --> 00:05:26.660
Janna Fiester: Many of our staff are CPACC certified for accessibility.

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00:05:26.870 --> 00:05:32.640
Janna Fiester: We are also specialists in diversity, equity, inclusion, and belonging, which is a DEIB specialty.

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00:05:32.810 --> 00:05:41.299
Janna Fiester: and we also have WBENC Certification, which is a woman-owned business so we are very committed to continuing our education.

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00:05:41.850 --> 00:05:47.150
Janna Fiester: So why don't we go ahead and dive in with some stats so that we can ground ourselves on where we are today.

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00:05:47.800 --> 00:05:56.589
Janna Fiester: So first, one in four, US adults or 27% of the US population has a disability

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00:05:56.900 --> 00:06:00.370
Janna Fiester: and that disability covers a wide range of people.

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00:06:00.500 --> 00:06:16.040
Janna Fiester: It can be people that are disabled and they have physical disabilities, visual impairments, spinal cord injuries, cognitive disabilities, ADHD, PTSD. But we also want to remind people of temporary disabilities like when you have a broken arm

38
00:06:16.120 --> 00:06:23.719
Janna Fiester: or there's a glare on your screen, or disabilities that emerge as we age, such as our dexterity changes and our vision changes.

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00:06:23.890 --> 00:06:33.180
Janna Fiester: and the issue we have with this, is that most of our websites, and as we can see, only 2% of those websites meet accessibility standards.

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00:06:33.510 --> 00:06:40.909
Janna Fiester: Thinking of all the websites there are in the world, and only 2% actually meet those standards. So we have a lot of work to do.

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00:06:41.250 --> 00:06:46.970
Janna Fiester: That is also being addressed to through the legal world. So let's go to the next slide.

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00:06:48.190 --> 00:07:03.650
Janna Fiester: Since 2017 there's been a huge increase in lawsuits for accessibility. So on the right side of the screen, you see a bar chart that has website accessibility lawsuits in Federal court from 2017 to 2022.

43
00:07:04.060 --> 00:07:17.679

Janna Fiester: In 2017 there were 814 lawsuits. In 2022 there were 3,255 lawsuits. That is an increase of almost over 300% and those are the ones that actually go to court.

44
00:07:17.750 --> 00:07:21.820
Janna Fiester: The ones that settle outside a court will even make this stat higher.

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00:07:21.860 --> 00:07:28.299
Janna Fiester: So not only do we have an ethical reason to be accessible. We have a legal reason, too.

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00:07:30.050 --> 00:07:41.669
Janna Fiester: The nice thing about Sandstorm is that we have, through our research, have come up with some different ideas about accessibility and SEO, and many times those can be resolved with content.

47
00:07:41.820 --> 00:07:54.270
Janna Fiester: So what we're gonna walk through today is how many of those common accessibility issues can be resolved with your content and also give you a good SEO boost. That's what we call at Sandstorm, a good "twofer" we always love a good two for one.

48
00:07:54.770 --> 00:08:02.969
Janna Fiester: So let's get started with our 10 key takeaways for good accessibility and good SEO, Syd, would you like to take us through Number One?

49
00:08:04.110 --> 00:08:33.539
Syd Hunsinger: Sure thing. So point number one is that the importance of effective writing can't be overstated because writing on the web is a lot different than other types of writing that you may have been taught in school or if you're in different industries. Online content needs to be really clear, really simple, and really easy to read. A way we teach people to think about that is to format for scannability.

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00:08:33.539 --> 00:08:34.570
Syd Hunsinger: So

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00:08:34.640 --> 00:09:01.860

Syd Hunsinger: the bottom line is that when somebody comes to your site they're not gonna read every single word that you have on your web pages. They're gonna scan to find what's most important for them. So you need to write and format your content so that it's really easy for them to do that. So we've got some best practices here on this slide, where one sentence paragraphs are actually highly recommended for the web. Think about when you're on mobile, and there's a huge wall of text,

52
00:09:01.860 --> 00:09:05.433
Syd Hunsinger: That's a barrier to consuming your content.

53
00:09:05.950 --> 00:09:11.960
Syd Hunsinger: People will tend to skip those large walls of content. So keep your paragraph short and snappy.

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00:09:12.140 --> 00:09:26.930
Syd Hunsinger: You wanna make sure you begin with the end. It's kind of the reporter style, I suppose, where you put the most important in the front and then put any additional background information that might be helpful if they're interested a little bit lower down the page.

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00:09:28.050 --> 00:09:34.216
Syd Hunsinger: You also wanna make sure you're using a lot of subheads. This is, as Janna said, a good "twofer", because

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00:09:34.590 --> 00:09:41.409
Syd Hunsinger: for accessibility reasons, a screen reader or other such technology will actually read out the headers on your page.

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00:09:41.490 --> 00:09:46.650
Syd Hunsinger: So somebody who's tapping through with that kind of technology can know when to stop

58
00:09:46.680 --> 00:09:58.289
Syd Hunsinger: on that section of content cause it's interesting to them. But also for SEO. We highly recommend that you make use of those search engines. Love them. They're a great place for you to put

59

00:09:58.660 --> 00:10:16.649
Syd Hunsinger: keywords or target keywords in your content. We love subheads here. And last, but not least, make sure you're cutting extra words. You want to be ruthless with this because, like I said, they're not reading every single word on your site. So you want to make sure that the words you are using are the actual important ones.

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00:10:17.820 --> 00:10:44.819
Syd Hunsinger: So on this slide you'll see a screenshot for a page for the Apple Watch. This is highly scannable. You'll notice that there actually aren't that many words on the page at all. You've got your catchy headline, a few scannable subheadings, and photos that help supplement each one of those points. So someone who's just scanning through this page is actually gonna get a lot out of this little bit of content.

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00:10:46.260 --> 00:10:57.179
Syd Hunsinger: Another apple watch example, it's a very similar page where you've got a nice big hero image, the headline, your scannable subheads, and supplemental photos.

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00:10:57.610 --> 00:11:21.290
Syd Hunsinger: Then on the right hand side, you'll notice there's actually some eye tracking data in the form of those violet circles that go down the page. So you can actually notice how we're guiding the user's eye down the page from those catchy headlines to the photos. Kind of bouncing back and forth as they go down that page. We're essentially guiding their eye.

63
00:11:23.400 --> 00:11:24.230
Syd Hunsinger: So

64
00:11:25.710 --> 00:11:52.929
Syd Hunsinger: how does this work? It's all about readability. All that means is how difficult or easy it is for someone to read something. So breaking up your content into those smaller paragraphs is one way to increase readability, but there are a few other ways. So bullets, numbered lists, and tables are a great way. If you can show something in one of those formats, you absolutely should. A good example would be: If you've got a list of items, break those out into a bulleted list.

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00:11:52.950 --> 00:12:07.470
Syd Hunsinger: then, if your bolded list actually has some extra words in it, it's not just a 1 or 2 word thing, you can bold the most important words in those lists to make it even more scannable, as their eye is moving down the page.

66
00:12:09.680 --> 00:12:12.937
Syd Hunsinger: Not to make things even more complicated, but

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00:12:13.380 --> 00:12:23.389
Syd Hunsinger: fewer and fewer people are actually arriving through your site through your homepage. So you wanna make sure that any of these pages that you're optimizing for accessibility and SEO

68
00:12:23.420 --> 00:12:46.880
Syd Hunsinger: are consistent in the tone and voice of your brand and that they have enough context about you and what the page is for that. They don't need to browse or venture away to get what they need from the specific page. So you wanna make sure that they can understand the purpose of what you've given them or what they found in the search results without needing lots of extra context.

69
00:12:48.750 --> 00:13:17.479
Syd Hunsinger: Keeping your content simple and easy to read helps everyone. So on the slide on the right hand side there are 2 photos: One is of a braille display, and the other is of a tablet that's using a screen reader. So as a user tabs through your website, these sorts of displays are gonna read out your subheadings. We kind of mentioned that a little bit before, so they'll know if a particular section is something they want to stop on and read further. So

70
00:13:17.630 --> 00:13:26.400
Syd Hunsinger: you wanna make sure that they don't need to read through all of the content, or listen through all of the content in order to find what they're looking for. Make it really easy for everybody to scan.

71
00:13:26.880 --> 00:13:35.240
Syd Hunsinger: So our takeaway from this particular point is to keep your content scannable and free of jargon, with short, easy to read paragraphs.

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00:13:36.510 --> 00:13:38.450
Syd Hunsinger: Over to you, Janna.

73
00:13:38.760 --> 00:13:47.070

Janna Fiester: So let's dive into headings a little bit more because our takeaway number 2 is utilize clear headings in a logical order.

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00:13:48.150 --> 00:14:00.910
Janna Fiester: So with our headings, as mentioned before, we use those to break up those big areas of content. But really, what are they? Well, they're words or phrases or sentences, that kind of set up that section of content or that next paragraph, if you will.

75
00:14:01.130 --> 00:14:14.179
Janna Fiester: But then, we also think about headings, when we build websites, we also think of heading tags, and those are HTML elements that help to find the heading within the content and also break it up within the page.

76
00:14:14.370 --> 00:14:21.349
Janna Fiester:That's a little confusing. Let's move on to the next slide, because we like to think about it more as a structure of a book.

77
00:14:21.570 --> 00:14:31.760
Janna Fiester: So in this case your H1 is the title of the book, your H2 would be your chapter, your H3 = Subsection, H4 = your subsection subsection, and it can keep going on.

78
00:14:32.070 --> 00:15:00.010
Janna Fiester: On the right side we have a screengrab from the book, "A Tale of Two Cities". So in this case the H1 would be the book title, "A Tale of 2 Cities". H2 - We go with the same idea of the chapter. That would be your chapter one, "The Period". It starts moving you down logically through the page so the user understands what they're reading whether they are reading it on the screen or using assistive technology, as well as those search engines understand what's going on the page.

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00:15:01.140 --> 00:15:04.249
Janna Fiester: So let's talk about those H1s and H2s a little bit more.

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00:15:04.970 --> 00:15:10.439
Janna Fiester: We need to make sure that we have an appropriate heading structure, and it needs to be logical.

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00:15:10.560 --> 00:15:17.880
Janna Fiester: On the screen we have a visual that shows the relationship of an H1 (main heading), H2 (subheading), so on and so forth.

82
00:15:18.530 --> 00:15:29.370
Janna Fiester: Luckily for all of us. The H1 is usually that page title, and that's defined and established from the development of the site within your CMS. So usually you do not have to worry about that.

83
00:15:29.560 --> 00:15:56.530
Janna Fiester: It's those H2s, H3s, and so on, that can get a little tricky. As a content administrator, you need to make sure that they follow a logical order. Your H2 followed by an H3, H4, and so on. You never want to do an H2 going to an H5 to an H4, because that doesn't make sense in a logical manner. Your users will get confused as well as those search engines will get confused, and you will not get the SEO juice that that great page of content could give you.

84
00:15:57.120 --> 00:16:05.899
Janna Fiester: Our takeaway for this section is good headings provide a scannable roadmap of content for all users and those search engines.

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00:16:06.370 --> 00:16:08.209
Janna Fiester: Syd, take it to number 3.

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00:16:09.680 --> 00:16:27.469
Syd Hunsinger: Great. Well, number 3 is all about metadata, and accurate metadata benefits everyone. So what is metadata? It is simply data that describes other data. My favorite example is to think about all of those images that live on your hard drive. If you

87
00:16:27.470 --> 00:16:41.340
Syd Hunsinger: right click and you get info on that file, you'll see file type, you'll see its size, who the creator was, and so on. In that case, all of those things are the metadata that is describing that image.

88
00:16:41.340 --> 00:16:46.750
Syd Hunsinger: For your website, the Metadata just describes the pages that are living on your site.

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00:16:47.144 --> 00:17:11.629
Syd Hunsinger: A good way to think about this: Probably if you've dabbled in SEO even a little bit, you've heard about this somewhat. This slide features a screenshot of Google search results for the query "Sandstorm Design Capabilities". This is where you can see metadata and action. So you have your Page Address, which is the actual URL of your page,

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00:17:12.020 --> 00:17:26.460
Syd Hunsinger: Page Title, which is the title of your page, and the Meta Description, which is usually hidden on the front end of your website, but it will be indexed by search engines, and it shows in the results when you make a query.

91
00:17:27.160 --> 00:17:32.770
Syd Hunsinger: For the purposes of SEO and accessibility these types of metadata are most important as

92
00:17:32.980 --> 00:17:38.110
Syd Hunsinger: they're the intro- they're like the window of your site. They intro

93
00:17:38.140 --> 00:17:45.029
Syd Hunsinger: folks to your pages this way. So users will know that this is what they want to click on. This is what they're looking for.

94
00:17:45.960 --> 00:17:59.849
Syd Hunsinger: So for your website, some best practices around metadata look like: Your title should be under 60 characters, and if you are targeting a particular key phrase, you want to make sure you're using that in the title.

95
00:18:00.240 --> 00:18:07.070
Syd Hunsinger: Your Meta description can be up to 300 characters, but you don't want to just stuff the keyword into that. You want to actually write

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00:18:07.190 --> 00:18:13.829
Syd Hunsinger: a coherent, logical sentence that makes sense and uses the keyword naturally in that sentence.

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00:18:15.070 --> 00:18:29.307
Syd Hunsinger: For your headings: This would include your H1, but oftentimes that is the same as the page title, so you might not have to think about it here, but in your H1 and all of your sub headings where it makes sense, use your keyword.

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00:18:30.040 --> 00:18:36.779
Syd Hunsinger: Again, search engines are looking at those, so wherever you can make use of it, and it sounds natural. Certainly do.

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00:18:37.130 --> 00:18:48.239
Syd Hunsinger: And last, but not least: The page address. If you are able to use the exact key phrase as the URL, for this example, it would be your /keyword/here.

100
00:18:48.270 --> 00:18:54.569
Syd Hunsinger: as long as it makes sense for that page, certainly go ahead and use that as the URL, otherwise as close as you can get, should work just fine.

101
00:18:56.040 --> 00:19:04.260
Syd Hunsinger: This metadata is also important for accessibility as it helps users know they are finding the right information, and they're in the right place on your website.

102
00:19:05.420 --> 00:19:14.759
Syd Hunsinger: So our takeaway for this point is that page titles, meta descriptions, and page addresses all inform users they're in the right place, so make sure you're choosing your keywords carefully.

103
00:19:16.910 --> 00:19:18.709
Syd Hunsinger: Alright, Janna! Back to you.

104
00:19:18.710 --> 00:19:25.020
Janna Fiester: Take away number 4: Alt text isn't just important. It is necessary.

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00:19:25.130 --> 00:19:30.269
Janna Fiester: So alt text, also known as alternative text, is a written description of an image

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00:19:30.350 --> 00:19:38.250
Janna Fiester: and it's usually read aloud by a screen reader. So people who are visually impaired can understand what information that an image is trying to convey.

107
00:19:38.500 --> 00:19:48.219
Janna Fiester: Alt text can also be read by search engines so it gives you an opportunity to put in a keyword phrase, if you will, when it makes sense. Don't stuff it. We'll talk about that in a few minutes.

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00:19:48.540 --> 00:19:56.829
Janna Fiester: It also loads in place whenever someone doesn't have enough bandwidth to be able to download the images so they can still understand the image when they can't see it.

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00:19:57.250 --> 00:19:59.830
Janna Fiester: So let's talk about the 3 types of alt text.

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00:20:00.440 --> 00:20:05.319
Janna Fiester: So first, we have standard alt text, short description, or a long description.

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00:20:05.630 --> 00:20:21.150
Janna Fiester: Standard alt text is usually less than 250 characters, and it must convey the purpose of the image. If you all think to your website and go to the search bar that's at your home page, sometimes there's a little magnifying glass icon in there.

112
00:20:21.360 --> 00:20:36.810
Janna Fiester: Your alt text for that would not say "magnifying glass icon". It would actually talk about what that icon is doing. It would have to have "search" in that alt text, so it conveys the use or the purpose of that icon for the user to be able to understand it.

113
00:20:37.700 --> 00:20:47.080
Janna Fiester: Next, we have our short description, which is usually more than 250 characters, and it conveys the purpose of the image. You just don't describe it, you describe the purpose of it.

114
00:20:47.320 --> 00:20:59.820

Janna Fiester: So the image is usually a little bit more complex, and usually also includes people. That's where you want to make sure you have enough room to describe what the purpose is of that image with those additional characters.

115
00:21:00.410 --> 00:21:02.489
Janna Fiester: and finally, our long description.

116
00:21:02.510 --> 00:21:06.700
Janna Fiester: This one, you got some freedom- it can be as long as you need it to be.

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00:21:06.750 --> 00:21:17.919
Janna Fiester: These are used for complicated images like infographics or charts because you want to be able to tell what that infographic or chart is saying through words, and that's where the long description does that for you.

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00:21:17.940 --> 00:21:24.129
Janna Fiester: You'll also want an HTML equivalent which Syd will talk about shortly, and it also requires alt text.

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00:21:25.120 --> 00:21:26.890
Janna Fiester: Let's show this in action.

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00:21:27.660 --> 00:21:36.390
Janna Fiester: On this slide, we have an image that we used for our UNICEF U.S.A. case study on the Sandstorm website. In the upper left hand

121
00:21:36.420 --> 00:21:42.680
Janna Fiester: corner is the image, and in the lower right hand corner is a screen grab of the actual code.

122
00:21:42.900 --> 00:21:55.609
Janna Fiester: In this case, for the alt text, we wanted to be able to describe this image, so people would be able to understand it. And the description is a group of 8 smiling children from the Samburu tribe in Kenya

123

00:21:55.640 --> 00:21:59.480
Janna Fiester: sitting on a tree trunk wearing color for clothing.

124
00:21:59.900 --> 00:22:25.179
Janna Fiester: So what's nice about this image? It gives context to what we're talking about with the case study. But it also reflects, if you will, the mission of UNICEF U.S.A. You can infer or think that these children, these smiling children that are located in India, Kenya, are people that UNICEF U.S.A. has actually helped and is making their mission come to fruition. So that's another nice "twofer" from a brand perspective.

125
00:22:27.430 --> 00:22:39.979
Janna Fiester: So when you're thinking about your alt text, many times you're like "Well, which one do I use? I have 3 options. What should I do?" The madness around it. Well, you ask yourself a simple question: "Is it a simple image, or is it complex?"

126
00:22:40.600 --> 00:22:42.679
Janna Fiester: Let's take a look at a simple image.

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00:22:42.800 --> 00:22:54.319
Janna Fiester: So 1st off, a simple image could be an icon or a photo. 1st question: Does it have an image of a person in it? If they say yes, then write a short description. If you say no,

128
00:22:54.360 --> 00:23:04.099
Janna Fiester: then you have to ask yourself: "Can you describe the photo in 250 characters?" If yes, write alt text, if no write a short description.

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00:23:04.130 --> 00:23:16.219
Janna Fiester: This is kind of nice so that you do have some flexibility to be able to tell what that image is in relation to the content. And also, whenever you can, maybe slide in a good keyword in there for some more additional SEO juice.

130
00:23:17.690 --> 00:23:30.789
Janna Fiester: But for a complex image, basically, if it's complex like a charted graph, write that alt text. Write that image description. You're going to need it to be able to convey that information to the users who cannot see it or have not been able to download it.

131

00:23:32.290 --> 00:23:42.850
Janna Fiester: So our takeaway for this section is all images need to have alt text, and you can use target keywords when it makes sense. But again, don't stuff those, and we'll know why in just a couple of minutes.

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00:23:42.990 --> 00:23:44.140
Janna Fiester: Go ahead, Syd.

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00:23:45.630 --> 00:23:54.600
Syd Hunsinger: So Janna kinda hinted at this a couple of moments ago. But for Number 5 we're talking about why, text heavy images need an HTML equivalent.

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00:23:54.700 --> 00:23:55.810
Syd Hunsinger: So

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00:23:55.880 --> 00:24:17.130
Syd Hunsinger: what is a text heavy image? We see a lot of these examples across many of our clients. So, for example, event banners where you have a hero image with the event title, the location, information, the date information, all embedded in the image itself. That's one example of a text heavy image.

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00:24:17.160 --> 00:24:24.820
Syd Hunsinger: Another might be a logo collage that you create for sponsors or supporters where they're all on a single canvas.

137
00:24:25.582 --> 00:24:30.650
Syd Hunsinger: Sometimes we get hero images that have a headline embedded in the photo.

138
00:24:30.890 --> 00:24:39.279
Syd Hunsinger: And then, of course, you've got your infographics where it's an in-depth graphic that visualizes a lot of different data. They're usually quite long with lots of text.

139
00:24:39.470 --> 00:24:43.990
Syd Hunsinger: And sure there are many other examples, but these are certainly the most common.

140
00:24:44.890 --> 00:24:54.810
Syd Hunsinger: So when we talk about an HTML equivalent of these images, we simply mean that there's a version on the site that a search engine can scrape.

141
00:24:54.850 --> 00:25:01.699
Syd Hunsinger: to index that content properly. So this could be in the form of one of two ways.

142
00:25:02.000 --> 00:25:06.810
Syd Hunsinger: You can have a description where it exists on the front end

143
00:25:06.930 --> 00:25:08.910
Syd Hunsinger: alongside the image,

144
00:25:09.020 --> 00:25:17.760
Syd Hunsinger: or it could be a long description that's hidden from the front end, but a screen reader would be able to access it as well as search engine robots.

145
00:25:18.660 --> 00:25:21.025
Syd Hunsinger: So let's take a look at

146
00:25:21.943 --> 00:25:31.210
Syd Hunsinger: an HTML equivalent for each of these examples. For this slide we have a screen grab from one of our clients, the Association for Corporate Growth.

147
00:25:31.638 --> 00:25:47.180
Syd Hunsinger: We don't normally recommend a text heavy banner image like this. That's why we're telling you to make an HTML equivalent. But, in this case it's okay since there's some context around it in the form of that HTML text. You have the live text of the event title,

148
00:25:47.310 --> 00:25:50.720
Syd Hunsinger: the date of the event, as well as where it's taking place.

149
00:25:52.890 --> 00:26:10.690

Syd Hunsinger: For logo collages: This is again from the Association for Corporate Growth. We gave them the ability to easily upload the logo separately and have them all automatically display in these nice grids like this, so it gives each one its own unique alt text, as well as some other great features, like

150
00:26:10.690 --> 00:26:24.190
Syd Hunsinger: being able to actually link out to either the clients or the sponsors website, or if they have a detail page with some additional information about that sponsor, they can link over that. A user could click one instead of

151
00:26:24.300 --> 00:26:27.499
Syd Hunsinger: just being met with a canvas of all the logos.

152
00:26:29.250 --> 00:26:37.600
Syd Hunsinger: For Hero Banner: we have this great example from the Crown Family School of Social work, Policy, and Practice over at the University of Chicago.

153
00:26:37.610 --> 00:26:44.089
Syd Hunsinger: This is actually live text over that banner image so if you were to highlight the text, you could copy and paste it.

154
00:26:44.160 --> 00:26:56.799
Syd Hunsinger: Again, doing it this way allowed us to give them some extra features where there's actually a separate button underneath the header around the hero text with a CTA to anything that they might want to promote at that time.

155
00:26:59.450 --> 00:27:02.729
Syd Hunsinger: and last, but not least, infographics.

156
00:27:02.750 --> 00:27:11.409
Syd Hunsinger: Again our prime opportunity to make use of a long description. The example on this slide is from Nike. It's for their fly knit sneakers,

157
00:27:11.470 --> 00:27:22.290
Syd Hunsinger: but we have a good example from our client over at Now Foods showing the Alt text, the long description, and the image all working in concert together.

158
00:27:22.440 --> 00:27:28.970
Syd Hunsinger: There's a screenshot of their "Why Magnesium?" about why it's good for your health and well-being and infographic

159
00:27:29.660 --> 00:27:39.129
Syd Hunsinger: on the left hand side. On the right hand side, at the top, there's another screenshot of their back end where you can there is the alternative text field

160
00:27:39.140 --> 00:27:54.509
Syd Hunsinger: where it says, "Why Magnesium? See long description". So you're giving users that opportunity to pause and decide if they do wanna read or listen to the screen reader read out the entirety of that long description.

161
00:27:54.630 --> 00:28:15.169
Syd Hunsinger: Then the last screenshot on the bottom right is just a basic WYSIWYG field with everything on that infographic marked up with HTML, so it's got headers, it's got bullet points. It would allow a screen reader user to tab through those headings the same way they would on a page.

162
00:28:15.300 --> 00:28:22.420
Syd Hunsinger: A search engine is also scraping that. So they're indexing all that content and giving you the good SEO juice for that.

163
00:28:23.850 --> 00:28:32.409
Syd Hunsinger: Our takeaway from this is: Make sure you leverage HTML content wherever you can, as it's accessible, and it's easier for search engine standards.

164
00:28:34.710 --> 00:28:35.390
Syd Hunsinger: Great.

165
00:28:36.130 --> 00:28:40.679
Janna Fiester: Okay, Takeaway number 6: Keyword stuffing doesn't help anybody.

166
00:28:40.830 --> 00:28:43.750

Janna Fiester: So let's figure out what keyword stuffing is first.

167
00:28:44.160 --> 00:29:00.859
Janna Fiester: Keyword stuffing is when a writer forces keywords unnaturally into the content to potentially rank for better SEO. Just imagine jamming all these same phrases over and over in the content to where it doesn't really make sense. You can kind of tell.

168
00:29:00.950 --> 00:29:03.840
Janna Fiester: So let's see an example of this.

169
00:29:03.930 --> 00:29:11.259
Janna Fiester: In our world of Covid, we also think about time zones a lot when we are trying to set up a meeting.

170
00:29:11.270 --> 00:29:31.169
Janna Fiester: Recently, a Sandstormer put in a Google search to figure out what would be 18 hours after 11:30 pm. So instead of figuring it out, let's just see what Google gave us. And they started combing through the results and on the right side is actually results that were found on a time zone calculator page.

171
00:29:31.200 --> 00:29:45.099
Janna Fiester: In this case we can tell that the people we're trying to, if you will, "stuff" this phrase into the little content above the actual calculator. So you're bearing the result that I'm looking for with all this crazy content.

172
00:29:45.110 --> 00:30:05.989
Janna Fiester: In the content, you know, "here we have calculated what time it will be 18 hours from 11 am. In other words, what is 11 am plus 18 hours? It does not matter if it's 11 am today, or any other day, from the past or future". It keeps going on! It's almost really kind of comical. And all I really want as a user is to get to that "5 am" lower on the page.

173
00:30:05.990 --> 00:30:30.220
Janna Fiester: What this does is it makes it actually very hard for the user to find the content they're looking for. But they're reading this and they're just like "Wait a minute. This feels kind of spammy. Who is this organization? Do I actually want to use this website if this is what I'm seeing?" It's impacting the brand experience. And also it's very silly. So don't do this. It's very silly.

174
00:30:31.770 --> 00:30:56.660
Janna Fiester: Our tip for this to make you stop doing it: Do not keyword stuff. Choose one primary keyword for your page and find other naturally occurring keywords to highlight as you go. Especially in those subheads, as Syd mentioned. Again, SEO or search engines love it because they get more context for the page. They get an understanding. Your users will understand the focus of the page and be able to engage as long as it's done

175
00:30:56.720 --> 00:31:00.359
Janna Fiester: in a natural manner. Let us show you an example for that.

176
00:31:01.530 --> 00:31:08.510
Janna Fiester: So on the screen is a screen grab of a page about keyword stuffing.

177
00:31:08.530 --> 00:31:15.600
Janna Fiester: Very interesting that we chose this right? From Ahrefs, which is one of the best SEO tools in the market.

178
00:31:15.720 --> 00:31:39.999
Janna Fiester: They were able to use their primary topic, in this case keyword stuffing, but then be able to use it throughout the content in a way where it feels real. It feels like real content that you're not trying to sell me something and it feels intentional. Not only is your H1 keyword stuffing your H2 is "What is keyword stuffing?" So you automatically get some nice SEO juice. Then, later on in the content,

179
00:31:40.000 --> 00:31:57.369
Janna Fiester: "Is keyword stuffing important for SEO?" So you're almost answering the questions with that keyword phrase. It's very focused and it's very intentional. No jargon to really hurt their user reading the content, or those search engines from understanding what's the goal of this page.

180
00:31:58.620 --> 00:32:05.299
Janna Fiester: So our takeaway for this is: For every 100 words you write, use your target keyword one time.

181
00:32:10.350 --> 00:32:36.269

Syd Hunsinger: Point number 7 is that link text needs to be clear and descriptive. I'm just gonna go to the next slide so you can get a sense of what we mean by this. This is "Daniel in the Lions' Den" by Peter Paul Rubens. But, we've added some flair to it in the form of speech, bubbles over top of several of the lions. One is saying, "more information here, here and here" with all the "here's" being hyperlinked,

182
00:32:36.480 --> 00:32:41.870
Syd Hunsinger: "Fill in this form by the end of the day" with the word "form" hyperlinked,

183
00:32:42.150 --> 00:32:47.529
Syd Hunsinger: and then "Check the security policy by this link" with the word "link", hyperlinked.

184
00:32:47.850 --> 00:32:59.439
Syd Hunsinger: These are not great examples of good link text, and this is all summarized by the caption over top of this painting, which says, "a user in the den of bad links".

185
00:32:59.670 --> 00:33:08.319
Syd Hunsinger: If you take nothing away from this presentation, nothing else, take away that you shouldn't be using link text like this.

186
00:33:08.520 --> 00:33:18.620
Syd Hunsinger: Why is that? A big reason is for users that are using assistive technology. When they're tabbing through your site with a screen reader,

187
00:33:18.790 --> 00:33:47.309
Syd Hunsinger: your links are becoming focusable items and that screen reader is going to read them out so that the user knows if it's something they want to click on. When they just hear "here, here and here", back to back, they have no context to know what they're gonna click on or where that link is, gonna take them. And after that, those speech recognition tools that often go along with a screen reader can be programmed to open a link after a specific voice command.

188
00:33:47.350 --> 00:33:52.920
Syd Hunsinger: You wanna make sure that they have all the context they need, so that they know if that link is something that they want to open.

189

00:33:54.670 --> 00:34:12.510
Syd Hunsinger: This slide features a screenshot from an association that we worked with called Appraisal Institute, and they actually had good examples of both good and bad link text all in one page, which is nice for our purposes today. This is their group affiliation program and it's talking a bit about

190
00:34:12.580 --> 00:34:24.560
Syd Hunsinger: an application for that program, as well as what the benefits from joining would include. The first bullet features some link text for discounts on education and publications

191
00:34:24.610 --> 00:34:30.330
Syd Hunsinger: including books, courses, seminars, and webinars. Though those

192
00:34:30.791 --> 00:34:37.750
Syd Hunsinger: links are all very short and snappy, they're in context on what they're getting discounts on.

193
00:34:37.800 --> 00:34:52.290
Syd Hunsinger: It's a good enough context, it's really clear. And if someone were to click on "education" (because anybody in the real estate appraisal profession knows that Appraisal Institute is really well known for their education)

194
00:34:52.449 --> 00:34:57.850
Syd Hunsinger: if they open that link, reasonably, they can assume that they're gonna go to their education listings.

195
00:34:58.460 --> 00:35:10.210
Syd Hunsinger: Whereas, a little bit further down that page we have "learn more about the best array of benefits" with "learn more" links. That is a vague link that doesn't indicate where they might go if they were to open that link

196
00:35:10.390 --> 00:35:14.210
Syd Hunsinger: on this page. So, good and bad all in one page.

197
00:35:14.230 --> 00:35:19.930
Syd Hunsinger: We do have some other examples. These ones are from Kent.edu.

198
00:35:20.723 --> 00:35:34.119
Syd Hunsinger: "Visit http://www." and so on, and so forth "for more information". You don't want to just drop a link as it is, with no link text at all

199
00:35:34.120 --> 00:35:52.260
Syd Hunsinger: because again, as I just tried to read the link out to you, a screen reader will do the same thing for someone who's using that technology. You want to make sure that they don't have to sit through all that. They can instead just hear "visit the web and social media services website" as a link instead.

200
00:35:53.900 --> 00:36:03.960
Syd Hunsinger: Example number 2 is another "click here", example. We would rather have that be "learn more about accessibility guidelines and web standards" with that last phrase

201
00:36:04.030 --> 00:36:09.439
Syd Hunsinger: being the hyperlink. So if you were to click that, you would be going to look at those guidelines.

202
00:36:09.560 --> 00:36:17.719
Syd Hunsinger: The last example says: "Information for current students and information for new students", with only the word "students"

203
00:36:17.750 --> 00:36:26.460
Syd Hunsinger: both times being highlighted. That's almost the same thing as hearing "here here and here", back to back. It doesn't offer much context.

204
00:36:26.480 --> 00:36:35.700
Syd Hunsinger: So a very simple fix for this one would be to hyperlink "current students" and "new students", so that that very subtle context is there.

205
00:36:35.870 --> 00:36:38.619
Syd Hunsinger: Users would know where they're going if they were to click that.

206
00:36:40.730 --> 00:36:51.165

Syd Hunsinger: Make sure your link text is unique. Again, we don't wanna have "click here", "read more". If there's nothing else you take away, take that into your heart and take it with you when you leave.

207
00:36:51.767 --> 00:37:01.339
Syd Hunsinger: If you have any special links, you want to "buttonize" those. Janna will talk a little bit more about that later. But, that would be something that a user takes an action on like submitting a form.

208
00:37:01.890 --> 00:37:10.950
Syd Hunsinger: Where it makes sense, group links together. For the Appraisal Institute example: all those offerings were grouped together in the same bullet point even.

209
00:37:11.400 --> 00:37:24.460
Syd Hunsinger: And then, if you have any download links on your site for things like PDFs and so on, make sure you include the file, format, and the size, so that the user knows they're gonna initiate a download. Again, Janna will talk a little bit more about that in a second.

210
00:37:25.660 --> 00:37:29.729
Syd Hunsinger: Make sure your links don't say "read more" or "click here".

211
00:37:29.790 --> 00:37:31.400
Syd Hunsinger: Take this with you when you leave.

212
00:37:33.410 --> 00:37:41.940
Janna Fiester:I'm gonna take it with us, too. That's awesome. Okay. For our takeaway number 8:

213
00:37:41.970 --> 00:37:55.919
Janna Fiester: Links need predictable behavior. We want a user, As Syd mentioned before, we want them to understand where they're going to go before they click. If they don't, they're going to get lost and then they're going to leave your site and they'll never come back.

214
00:37:56.050 --> 00:37:58.329
Janna Fiester: Let's dive into this a little bit more.

215
00:37:59.210 --> 00:38:07.189
Janna Fiester: We need to make sure that those links help the user understand and know what to expect before they click on it. We don't want to have surprises.

216
00:38:07.220 --> 00:38:18.429
Janna Fiester: So first: Buttons. Those are usually when people take an action, as Syd mentioned, they are completing a form. Like "I need to submit this form" or "I'm adding something to my cart". They're taking an action.

217
00:38:18.830 --> 00:38:27.740
Janna Fiester: External links are links that will take you off site to another site. We want to make sure that we have an indicator so users understand that they're going to be leaving your site.

218
00:38:28.580 --> 00:38:39.110
Janna Fiester: Files need to be identified, as Syd mentioned, usually with the type in the file name, but also so that it's clear that you're going to be downloading it. Making sure that link is clear enough that you are going to be downloading something.

219
00:38:39.630 --> 00:38:49.529
Janna Fiester: And you want to make sure you have a lot of cross-linking between your pages so that we can make a really good experience for that user and also increase our SEO opportunities.

220
00:38:50.490 --> 00:38:56.610
Janna Fiester: First, let's dive in to show some examples of an external link, a document link, and a button.

221
00:38:56.620 --> 00:39:11.769
Janna Fiester: On the screen we have 3 screen grabs from Now Foods. The one at the top left is showing an external link, and the link itself is "register in advance for this webinar". And next to that link is an icon for an external icon link.

222
00:39:11.770 --> 00:39:28.090
Janna Fiester: So, the user will understand not only that if they click this, they're going to register in advance for this webinar, but with that icon, they know that they're going to be

actually leaving the site. So you can almost say that's another good "twofer" really making it clear what's going to happen for that user.

223
00:39:28.530 --> 00:39:32.179
Janna Fiester: Below that, we have an example of a document link.

224
00:39:32.586 --> 00:39:47.270
Janna Fiester: The link it says "Download the deck" with an icon for a document. So automatically it just doesn't say "access the Powerpoint"/ "access this deck". By using the word "download", the user understands that "before I click,

225
00:39:47.340 --> 00:39:52.359
Janna Fiester: I'm going to download this" so they can make that choice on whether they want to at that moment.

226
00:39:52.900 --> 00:40:08.060
Janna Fiester: Then on the far right, this example has a spike lavender oil bottle, and below it a button that says, "Add to cart". A really great use for buttons. The user is taking an action: "I want to put this into my cart". Therefore, it needs to be a button.

227
00:40:11.560 --> 00:40:21.729
Janna Fiester: So what about cross-linking? We want to make sure our pages have plenty of cross linking to other pages within the site or other things that you might need to use.

228
00:40:22.189 --> 00:40:34.069
Janna Fiester: Cross-linking creates a really great user experience to where they start becoming more exploratory, and they will go to more of your pages, which is usually a KPI we all have. We want our users to be on the site more.

229
00:40:34.250 --> 00:40:38.200
Janna Fiester: You don't want to create a dead end where you have a page that has no links

230
00:40:38.270 --> 00:40:42.220
Janna Fiester: because then they're going to read it, and then they're going to go away and never come back again.

231
00:40:42.490 --> 00:40:54.369
Janna Fiester: Some ways to really think about adding cross linking to your site is first: "well, what if I want to link them to the pages below in the navigation?" The "siblings" of this page. Or,I'm sorry, the "children" of this page

232
00:40:54.470 --> 00:40:59.539
Janna Fiester: Have links going down to those children, so they continue and can dive in deeper if they want to.

233
00:40:59.780 --> 00:41:13.099
Janna Fiester: Or, you can also have links to go to the siblings within the navigation. The other sections within that section at the same level. So you can have the user start exploring and learning more and entering and accessing more of your content.

234
00:41:13.850 --> 00:41:23.240
Janna Fiester: Perhaps add a link to a tool that might help them use something that you send in that content. Have it right there so that they can access it quickly and easily.

235
00:41:23.580 --> 00:41:29.210
Janna Fiester: And then, if you're having trouble finding ways to add cross linking, perhaps add a "contact us" link,

236
00:41:29.540 --> 00:41:32.590
Janna Fiester: "purchase" link, or "share on your networks".

237
00:41:32.600 --> 00:41:55.300
Janna Fiester: You want to be able to create a great experience for the users to engage with your content and stay on the site. This also helps from an SEO perspective because the search engines will see how the different pages link together and get a better understanding of your content. Therefore they'll actually serve it up faster, based off of the different keywords or the different search queries.

238
00:41:55.320 --> 00:41:57.200
Janna Fiester: Again, another good "twofer"

239

00:41:59.320 --> 00:42:14.189
Janna Fiester: but you have to be very careful when it comes to those cross links. You need to have a really good redirect strategy or later on you'll go back in and you might remove a page that people don't go to anymore, but it's linked to another page, and that could result

240
00:42:14.190 --> 00:42:29.630
Janna Fiester: in a dead link. Which, we've all been there when you get that dreaded dead link. It's awful. It hurts the experience, but that also can hurt the SEO because that link will drive the search engines to that page that is no longer there so your SEO juice is gone.

241
00:42:29.720 --> 00:42:41.680
Janna Fiester: You want to make sure you have a really good strategy for whenever you are moving pages or removing them. Go back and make sure those cross links have been updated so you do not create any bad links.

242
00:42:43.470 --> 00:42:53.800
Janna Fiester: Our takeaway for this section is: Clearly label buttons and links as PDFs, external links, automatic downloads, and so on. We should probably add "have a good redirect strategy" too.

243
00:42:55.760 --> 00:42:57.550
Janna Fiester: Our takeaway number 9:

244
00:42:57.810 --> 00:43:04.530
Janna Fiester: Colors need to have appropriate contrast ratios. We need to make sure that people can see the color.

245
00:43:04.730 --> 00:43:06.029
Janna Fiester: So let's move on.

247
00:43:08.340 --> 00:43:10.649
Janna Fiester: Why? Many times people will-

248
00:43:10.690 --> 00:43:27.450

Janna Fiester: it could be that they're color blind or, as I mentioned earlier, our eyes are aging. We need to make sure that we have enough contrast so people can see the color on the page. Especially because many times color is used for linking or for other actions on the site.

249
00:43:27.500 --> 00:43:32.520
Janna Fiester: You need to make sure that it has appropriate contrast so that everyone can be able to read it.

250
00:43:32.790 --> 00:43:38.270
Janna Fiester: One way to test your contrast is a great free tool from WebAIM

251
00:43:38.602 --> 00:43:50.769
Janna Fiester: the link is webaim.org/resources/contrastchecker. This is a free tool that you can use right after this call, or you might be loading it up right now, which would be super duper cool.

252
00:43:50.860 --> 00:43:59.549
Janna Fiester: We have our a screenshot where we are testing a medium gray, which is a #757575. It's a foreground color, so that's probably our text.

253
00:43:59.670 --> 00:44:03.340
Janna Fiester: And you're testing it on a background color, white, which is #FFFFFF.

254
00:44:03.580 --> 00:44:17.589
Janna Fiester: As soon as you put those values in, the tool will automatically tell you your contrast ratio, which in this case is 4.6:1. For AA WCAG standards you want 4.5. So it's really going in the right direction from a contrast perspective.

255
00:44:17.670 --> 00:44:30.789
Janna Fiester: If you want more information, lower on the screengrab, you'll have an immediate view of what is passing and what is failing. Passing being indicated by the word "pass" with a green background, or the word "fail" in nice bright red.

256
00:44:30.810 --> 00:44:45.119
Janna Fiester: In this case, this ratio would work well for normal text for WCAG AA. It would also work great for large text for AA, AAA, as well as graphical elements in AA. So it's a really great color ratio to consider.

257
00:44:45.440 --> 00:44:51.659
Janna Fiester: Many times with our clients we're asked, "what is normal text?" And that's what we think about as body content.

258
00:44:51.820 --> 00:45:03.649
Janna Fiester: Right now, commonly people use 16 pixels for your body content. We're expecting that for the next version of WCAGG to go up to 18 px. So usually we are between 16 and 18 for our body content.

259
00:45:03.970 --> 00:45:08.529
Janna Fiester: It's a lot bigger than when we used to have it be like 9 px and 12 px back in the day.

260
00:45:08.740 --> 00:45:13.239
Janna Fiester: Luckily with contrast, many times this is set up

261
00:45:13.410 --> 00:45:16.840
Janna Fiester: whenever it's being developed. Let's go on to the next slide, please.

262
00:45:17.990 --> 00:45:26.090
Janna Fiester:Usually your UI designer, and then your developer create those contrast ratios that you need going forward.

263
00:45:26.220 --> 00:45:40.120
Janna Fiester: But, the problem comes up is when you're actually adding new content as the content administrators. You're adding new images, you're adding new charts, but thinking a little bit about that through the development and the design phase can actually save you in the future. Let me show you an example.

264
00:45:40.620 --> 00:46:09.410
Janna Fiester: For the Orthopedic Trauma Association on the screen: we have a screen grab of their hero area on their homepage, and the image in the hero is kind of dark, so the content on it is a light blue for Orthopedic Associa Association, as well as their headline, is in white, "Promoting excellence in orthopedic trauma, education, research, and advocacy". So this setup, this contrast ratio, works really well when that image is dark. But, what if

265
00:46:09.460 --> 00:46:29.529
Janna Fiester: someday the content administrator wants that image to be really, really light? What we did is identified that as a need so we built it with an opportunity for you to flip from white text black text so it gives you utmost flexibility from a content administration point of view, and also maintains those content contrast ratios we're looking for.

266
00:46:30.940 --> 00:46:40.930
Janna Fiester: On the next slide let's talk about charts and graphs. We need to be really mindful, especially when we're just using color for your charts and graphs. We recommend not doing that.

267
00:46:40.940 --> 00:46:47.629
Janna Fiester: In the upper part we have an inaccessible representation of some data and the bottom part in accessible.

268
00:46:47.930 --> 00:46:54.679
Janna Fiester: First, at the top part, we are using color to identify the preferred operating systems, red being Windows,

269
00:46:54.690 --> 00:47:13.290
Janna Fiester: Linux being green, Macintosh being blue. If that goes into a gray scale, or if someone has a color blindness or deficiency, they could see it all as the same tone. And then, even in a line chart, the same thing would happen over in the far right. You don't know. You can't tell, because you're only relying on color to tell that data.

270
00:47:13.560 --> 00:47:33.739
Janna Fiester: What is better is on the bottom where you've selected colors that have enough contrast between each other. The dark blue for Windows, medium blue for Linux, and the light blue for Macintosh. But, you've also included the values in the actual chart so if someone cannot see those colors, they can still get the information from the content itself.

271
00:47:34.160 --> 00:47:52.640
Janna Fiester: Then, in the far right: actually for a line chart. Using different types of lines, not only through color but dotted lines to identify those different values. Also identifying those through labels will help users engage with the content and understand what you're trying to say through your data.

272
00:47:53.460 --> 00:47:59.700
Janna Fiester: So our takeaway for this is: to check and make sure your colors are easily legible for all users.

273
00:48:03.210 --> 00:48:28.230
Syd Hunsinger: Made it to the end! Our last point, number 10 is that regular review and maintenance is crucial. Your SEO and accessibility work is gonna be ongoing. Accept that, internalize it, take it into your heart. It's just a fact. You're gonna always be continuously developing new content for your website. There will be times when you wanna update, optimize, or prune your old content.

274
00:48:28.230 --> 00:48:52.999
Syd Hunsinger: Whether it's on your own or with an agency like us, we do this a lot, for many of our clients do a bi-annual or semi-annual, rather. Scan or audit the website for accessibility issues. There are a few things you might want to look at for both of these areas as you start to think about what a regular maintenance plan might look like. For SEO:

275
00:48:53.455 --> 00:49:08.089
Syd Hunsinger: monitor metrics like landing pages and exit pages. Where users coming into your site and which pages are they leaving really quickly? You can look at what's working well so that you can take that and implement it on maybe some lesser performing pages.

276
00:49:08.320 --> 00:49:23.549
Syd Hunsinger: Keywords: you'll probably do a robust keyword research exercise as part of your original SEO efforts. But, keywords change. There might be new things that you want to try to target. Regularly running new keyword research is always recommended

277
00:49:24.280 --> 00:49:34.289
Syd Hunsinger: Looking at clicks and impressions of your content in search engines, so you can see what's showing up really well, but maybe it doesn't have a lot of clicks. You might wanna look at

278
00:49:34.300 --> 00:49:37.750
Syd Hunsinger: why users aren't clicking to make some improvements.

279

00:49:38.440 --> 00:49:49.700
Syd Hunsinger: Looking at your ranking: so you can see what might be close to being on the first page of Google search results so that you can then optimize or look for opportunities on those pages to give them that last little bump that they need.

280
00:49:50.610 --> 00:50:12.030
Syd Hunsinger: Site search queries are also really good at or good to look at. These would be any internal searches made on your site. So you can see what content are people trying to find. If they're having trouble finding it, maybe investigate that, or if you don't have content for something they're searching for, look at that as an opportunity to create some new content for them.

281
00:50:12.500 --> 00:50:36.750
Syd Hunsinger: And then, of course, going back to what Janna said about broken links: making sure you have a redirect strategy in place, but also many of the of the audit tools for SEO will scan for those broken links, so you can find them and redirect them to either the next appropriate page that they should go to, or to the homepage, if there's no related or close enough content to that old content.

282
00:50:38.700 --> 00:51:03.750
Syd Hunsinger: For accessibility: Many audit tools that we use like the polynode JS tool which we use with Drupal. Lots of our higher ed clients use SiteImprove. And Monsido has become really popular lately as well. We've kind of touched all of those, but most of them check for the same things which would be color contrast issues. So if you've added a chart or table to your site, usually it's pretty good at recognizing those.

283
00:51:04.085 --> 00:51:10.410
Syd Hunsinger: Inappropriate header markup. So if you've gone from an H2 to an H4, it's pretty good at recognizing that as well.

284
00:51:10.850 --> 00:51:16.950
Syd Hunsinger: If you've got missing alt text for any of your images, it'll let you know that so you could pop in there and add that text.

285
00:51:17.820 --> 00:51:22.929
Syd Hunsinger: Unnecessary PDFs: they're not really something that it'll scan for. But

286

00:51:23.210 --> 00:51:34.639
Syd Hunsinger: most PDFs are really difficult to make accessible, so if there is an opportunity to take that good content out of a PDF and make it HTML on your site, certainly look for those opportunities.

287
00:51:35.426 --> 00:51:48.909
Syd Hunsinger: ARIA labels are invisible tags or labels that are present on some links and buttons on your site. Sometimes these tools will flag those as inaccurate so you'll want your dev team to look and see if there are opportunities to improve those.

288
00:51:49.390 --> 00:51:57.970
Syd Hunsinger: and then looking for any unusual link behavior like if a link opens in a new tab, but it's not labeled that way. You wanna make sure that you identify those.

289
00:51:58.220 --> 00:51:59.449
Syd Hunsinger: Then just

290
00:51:59.530 --> 00:52:07.664
Syd Hunsinger: doing this yourself: even tabbing through your site, making sure you're able to get to where any user can go with a mouse and keyboard,

291
00:52:08.040 --> 00:52:11.310
Syd Hunsinger: making sure you can tab through to all those areas using your keyword.

292
00:52:12.990 --> 00:52:23.080
Syd Hunsinger: So our takeaway for this is: That neither your SEO nor your accessibility efforts are one and done. So make sure you've got a plan in place to come back and regularly check on these things.

293
00:52:25.610 --> 00:52:31.930
Syd Hunsinger: We did! It made it to the end! These are all of your takeaways to take with you when you leave us today.

294
00:52:32.520 --> 00:52:47.280
Janna Fiester: Yes, absolutely. Feel free to take a screengrab, or you will be getting this deck after the presentation, as Joanna mentioned. Just as a recap number one: Keep that content,

scannable, short and easy. Make sure you have good headlines. Make sure it's very scannable again.

295
00:52:47.947 --> 00:52:53.659
Janna Fiester: Page titles, meta descriptions, page addresses: Use those to help orient those users to your content.

296
00:52:53.790 --> 00:53:00.319
Janna Fiester: All images need to have alt text. So please please go back to your alt images, and add that alt text

297
00:53:00.370 --> 00:53:07.429
Janna Fiester: Leverage HTML where not only people can read the content, but get that SEO juice.

298
00:53:07.820 --> 00:53:12.149
Janna Fiester: For every 100 words you write, use your target keyword one time.

299
00:53:12.280 --> 00:53:26.449
Janna Fiester: And again, as Syd mentioned, please please please remove "read more" and "click here". Not only on your web, but also your emails. Anywhere you have links to anything. Please make sure you change those so people can understand where they're going to go.

300
00:53:26.470 --> 00:53:31.899
Janna Fiester: And then clearly label those buttons and links to make sure that users understand where they're going to go before they click.

301
00:53:32.485 --> 00:53:47.580
Janna Fiester: Make sure your colors are easily accessible, easily legible, have enough contrast, and know that this is a journey. It's not a one and done. Think of it more as a great challenge and a great opportunity to get into your content and make sure it's accessible, because, after all:

302
00:53:47.620 --> 00:53:50.609
Janna Fiester: good usability is good accessibility.

303
00:53:51.140 --> 00:53:57.110
Janna Fiester: Thank you again for meeting with us. I'm gonna hand it back over to Joanna to help us with any questions.

304
00:53:58.040 --> 00:54:04.459
Joanna Jackson: Awesome. Yeah, thank you all so much, too, for that presentation is awesome. And I think, you know, really helps give people

305
00:54:04.580 --> 00:54:23.779
Joanna Jackson: all the things they need to give search engines, the full picture of really what their content is. With that, we've got a few minutes left, so we are opening it up to questions. We've had a few questions come in or if there's any comments you all would want to drop in the chat, please feel free to do that.

306
00:54:24.897 --> 00:54:26.609
Joanna Jackson: So the first question

307
00:54:26.790 --> 00:54:31.530
Joanna Jackson: that we've got: "Are our accessibility overlays enough?"

308
00:54:32.319 --> 00:54:54.939
Janna Fiester: Accessibility overlays. I love this question. For anyone that doesn't understand what that is, it's when you go to a website, and you might look it's usually the lower left hand corner. There's a little circle with a person icon, and you click on it, and a thing appears, and you can change your contrast, your font size, or what have you. That's an accessible overlay.

309
00:54:55.910 --> 00:54:57.270
Janna Fiester: Are they enough?

310
00:54:57.830 --> 00:55:17.930
Janna Fiester: We find that they can actually hinder the assistive technology that the person is using. So a person comes to your site, they have their setup on their computer already ready to go with their assistive technology, and if they click on that button it can actually interfere with their setup, making the site even less accessible.

311

00:55:18.140 --> 00:55:20.420
Janna Fiester: So we do recommend

312
00:55:20.490 --> 00:55:24.819
Janna Fiester: trying to move away from the overlays and actually doing it within the code.

313
00:55:25.080 --> 00:55:32.420
Janna Fiester: checking your UI, checking your content, all those things because then you don't have to rely on another tool.

314
00:55:32.440 --> 00:55:38.299
Janna Fiester: You can actually make sure that your website was built from an accessibility point of view in mind from the very beginning.

315
00:55:40.970 --> 00:55:41.810
Joanna Jackson: Awesome.

316
00:55:42.060 --> 00:55:45.210
Joanna Jackson: Alright. I've got another question here.

317
00:55:45.871 --> 00:55:57.099
Joanna Jackson: "How do I create a unique brand experience with interactions, etc, while still being able to make sure that my website is accessibility, compliant?"

318
00:55:57.510 --> 00:56:03.937
Janna Fiester: Yeah, that's something we're seeing a lot. And Syd, definitely jump into it right now.

319
00:56:04.810 --> 00:56:11.250
Janna Fiester: Sometimes people are like "Well, if I build it with accessibility in mind, how can I make it unique? How can I bring my brand experience to life?"

320
00:56:11.650 --> 00:56:40.009
Janna Fiester: and what we like to think about - we challenge our clients is, don't make accessibility an afterthought like in your last sprint. "Oh, we need to make it accessible. Let's

make it accessible now, right before it launches". You need to be thinking about it from the very beginning and setting up those standards. Do you want to go after just WCAG A? Are you going to go after AA?. Are you going to be amazing and go after AAA?. Because then, that helps you to find those parameters that you want to use and start setting up those things that you're going to need

321
00:56:40.010 --> 00:56:46.839
Janna Fiester: on the site to be accessible. But then also know what you'll need to do to make it a great brand experience.

322
00:56:46.850 --> 00:56:59.250
Janna Fiester: Just because you want to make it accessible doesn't mean you can't have video. You'll just need to have that stop motion video, or stop all motion button on your hero to stop all motion on the sites for those users that don't want to see that.

323
00:56:59.290 --> 00:57:26.320
Janna Fiester: There's things that you can think about making sure those buttons kind of have-maybe they have to have more than color to show that they are clickable. Or what if a little element comes in from your brand and kind of sweeps in? It still works from an accessibility point of view, but it gives you opportunity to create a great brand experience. So if you think about it at the end as a checkbox you need to do, it's not going to be great. Think about it from the very beginning, and make it be part of your UX strategy.

324
00:57:28.550 --> 00:57:29.440
Joanna Jackson: Awesome.

325
00:57:30.960 --> 00:57:35.229
Joanna Jackson: Yeah, I know we've had a few few folks that have worked with us that have

326
00:57:35.350 --> 00:57:58.759
Joanna Jackson: thought about it from the beginning. And we've had some really cool interactions on their homepage that we've actually been able to animate elements and still make sure that it's accessibility compliant. You can still animate and have cool colors and branding. It's just thinking about it from the beginning. Alright, I've got another question here. "How do these best practices align with my Newsletter?"

327
00:58:00.090 --> 00:58:01.379

Syd Hunsinger: I could take this one.

328
00:58:01.380 --> 00:58:01.810
Janna Fiester: Sounds great.

329
00:58:02.590 --> 00:58:03.370
Syd Hunsinger: So

330
00:58:04.330 --> 00:58:28.630
Syd Hunsinger: it really depends on your email builder. They generally do the same things and have very similar functionality. But I know some email newsletter builders might only have one style of header, which is fine. But you'll want to make sure, wherever you can, you're following those best practices. So if you do have a header, make sure you're using the appropriate header, block, type, or field. Or, if you can use

331
00:58:28.680 --> 00:58:30.710
Syd Hunsinger: WYSIWYG styles.

332
00:58:30.720 --> 00:58:50.479
Syd Hunsinger: Making sure you have the right header selected, taking that most important thing we shared, I think, with the text or the link text, making sure you have real specific and clear links. And I believe most email builders will allow you to add alt text. So as long as you're hitting those important parts

333
00:58:50.849 --> 00:59:12.579
Syd Hunsinger: you should be able to take most of most of our strategies and tips into those email newsletters without sacrificing too much. The one question that we got last time we did this, something similar came up where they were asking about how link behavior in email newsletters like, "how do I make sure users know where they're gonna go?"

334
00:59:12.670 --> 00:59:18.860
Syd Hunsinger: I think I did some reading about it. I think the assumption is that

335
00:59:18.870 --> 00:59:36.710
Syd Hunsinger: if they're getting an email, they inherently know that the links are gonna be going to other places. Like if you click the link in their email, you're probably gonna be sent over

to like the Sandstorm site. You might be. You're gonna get an email where you're gonna go download the deck. You know, it's gonna take you to our site. I think that assumption

336
00:59:37.572 --> 00:59:39.810
Syd Hunsinger: is just kind of inherent. So

337
00:59:40.180 --> 00:59:52.730
Syd Hunsinger: needing to worry about labeling links is less important, but at least using text like for a file. If you're gonna download a file writing that text, even if you don't have a simple to use is best practice making sure your CTAs are really clear.

338
00:59:55.090 --> 00:59:59.393
Joanna Jackson: Awesome. What a way to finish strong Syd on that one.
339
00:59:59.680 --> 01:00:00.930
Syd Hunsinger: Right on time. Yeah.

340
01:00:00.930 --> 01:00:26.390
Joanna Jackson: And right on time. So we wanted to say: Let's connect and thank you all so much. We've got the QR code up to download presentation and other resources. We'll be sending out this deck and those resources right after the call, following with the recording and the transcript next week. So if you're in this call and you're thinking, "oh, goodness! Do we have skeletons in our closet, and we have some accessibility questions"

341
01:00:26.400 --> 01:00:36.259
Joanna Jackson: feel free to reach out connect with us. You know we're happy to do some accessibility audits as well. And we love doing accessibility.

342
01:00:36.500 --> 01:00:41.540
Joanna Jackson: So thank you all so much for joining today. And thank you again, Syd and Janna, for being such wonderful

343
01:00:41.750 --> 01:00:43.080
Joanna Jackson: co-panelists.

344
01:00:44.010 --> 01:00:44.699

Janna Fiester: Thank you all for.

345
01:00:44.700 --> 01:00:46.160
Syd Hunsinger: Being here, we really appreciate it.