

```
<base target="contentframe">
<table width="100%" height="100%" cellpadding="0" cellspacing="0">
  <tr>
    <td align="center" valign="middle" bgcolor="#0D0D0F"></td>
  </tr>
</table>
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-200887-1";
urchinTracker();
</script>
```

SEO and Accessibility

Bruce Lawson and Vasilis van Gemert

September 4, 2008



Who?

- › Bruce Lawson, Opera web standards evangelist
- › Vasilis van Gemert, Mirabeau frontend developer



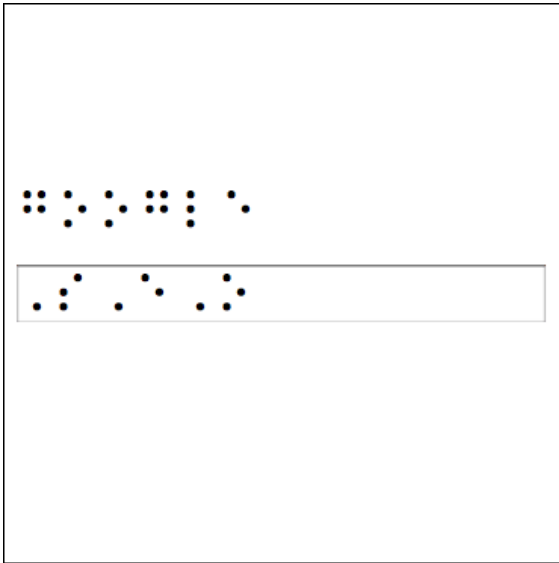
SEO naturally takes care of accessibility because Google is the biggest blind user in the world (The Blind Billionaire)

Google Design and Content guidelines

- › Make a site with a clear hierarchy and text links.
- › Create a useful, information-rich site
- › Try to use text instead of images for text
- › Make descriptive TITLE tags and ALT attributes
- › Check for broken links and correct HTML
- › Use a text browser such as Lynx to examine your site

What's missing

- › More and more Ajax-driven sites
- › ARIA for web apps should have no effect on SEO
- › Take no account of Flash, PDF



Accessibility takes care of SEO

Build for Accessibility, get SEO

- › Doubled the number of visitors
- › It has cut maintenance costs by two thirds
- › Increased the amount of natural search traffic
- › Product take-up increased 200%
- › Bonus: usability



Black Hat, White Hat

Know your SEO expert

- › Keyword stuffing
- › Cloaking

HTML for extra weight

Activiteiten

Waag een rondje in de [London Eye](#) of wandel langs [Parliament Hill](#) voor een fantastisch uitzicht over Londen. Kunstliefhebbers reizen af naar het [Tate Modern](#) aan de **South Bank** waar moderne kunst tentoongesteld wordt. Bij de [National Gallery](#) vindt u Europese kunst uit de afgelopen eeuwen. In het groene [Hyde Park](#) kunt u heerlijk wandelen.

Winkelen

Met een ticket naar Londen kunt u winkelen in **Chelsea** en bij de chique warenhuizen in **Knightsbridge**. Echt Britse maatkleding is te vinden in **Savile Row** en, voor het grote publiek, aan **Oxford Street**. Vergeet niet voor uw terugkeer naar huis, uw koffer te vullen met ouderwetse souvenirs van de markten van **Portobello**, **Camden** en **Spitalfields**.

Restaurants

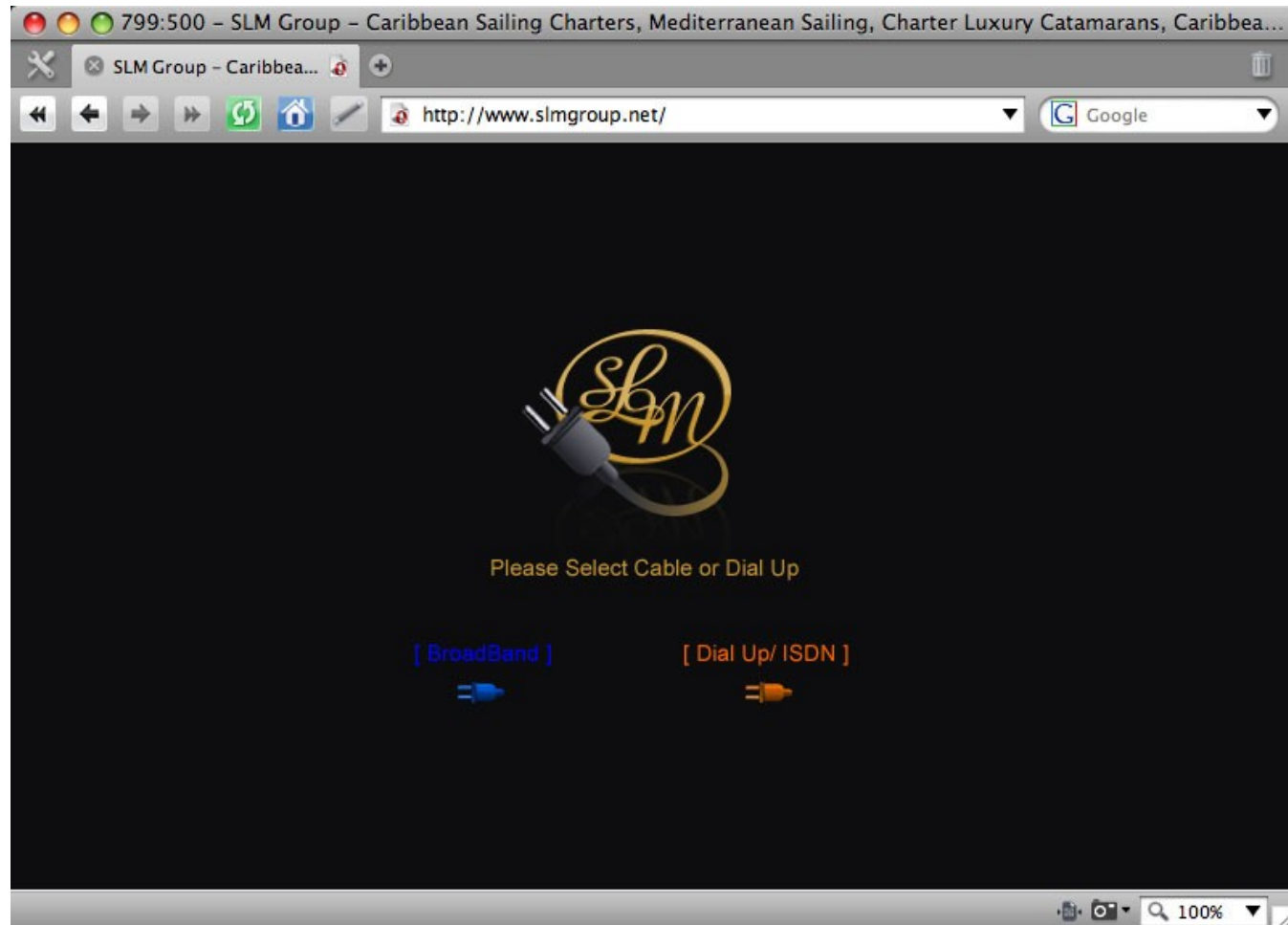
Voor fijnproevers heeft Londen een uitgebreid aanbod, van kruidige curry's in **Brick Lane** tot delicatessen waaraan een Michelin-ster is toegekend in **Chelsea**. In **Soho** zijn restaurants de gehele dag geopend en u kunt er de hele nacht cappuccino krijgen. Ook vindt u er het bedrijvige **Chinatown**.

Uitgaan

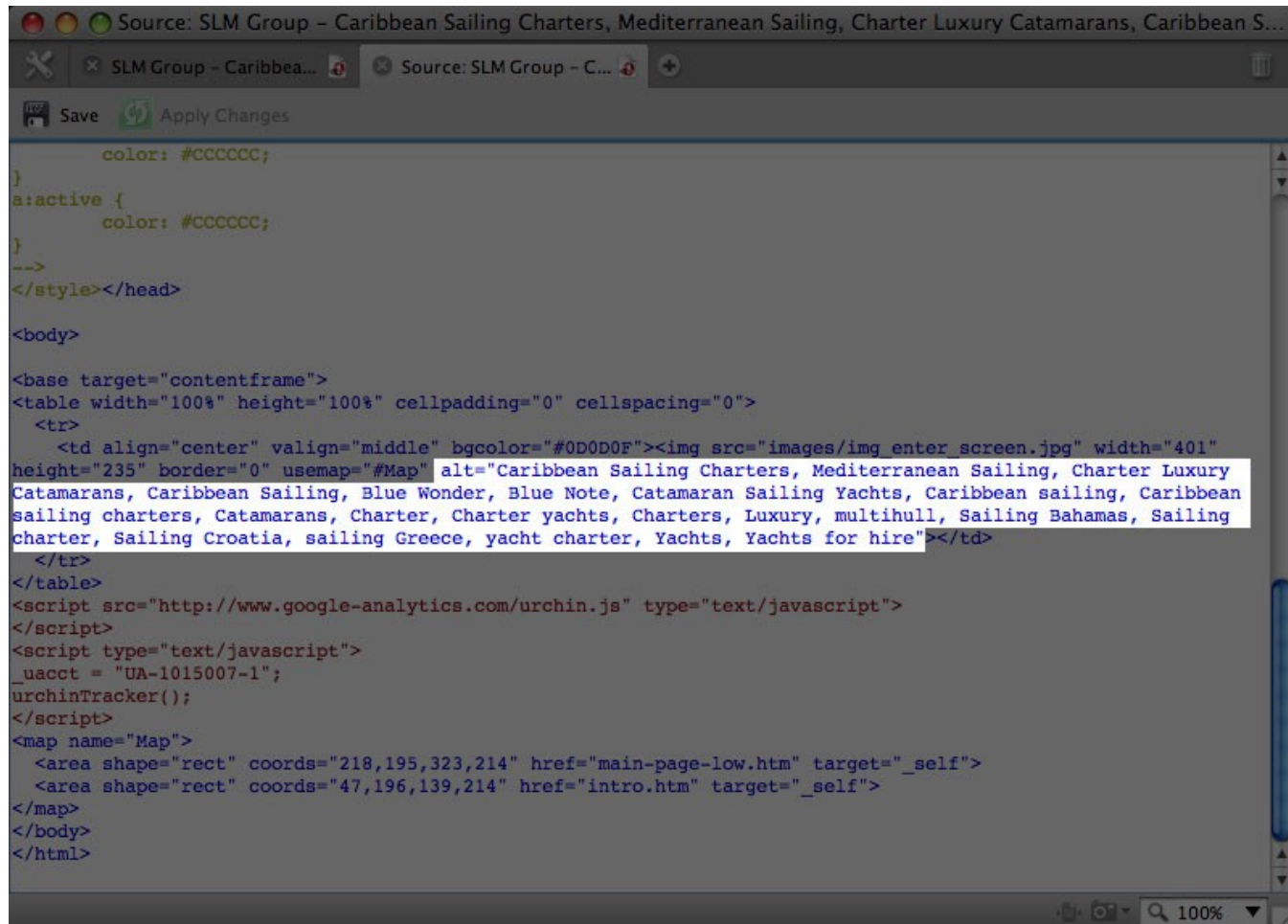
Hoxton heeft een gevarieerd aanbod, van kleine bars tot livemuziek onder de spoorbrug bij [Cargo](#). Koop een kaartje voor het London Theatre en spot Hollywood-sterren in **West End**. Tijdens uw vakantie kunt u natuurlijk ook meefeesten in de vrolijke clubs in **Mayfair** of de meer klassieke gelegenheden in **Soho** bezoeken.



Stuffing keywords



Stuffing keywords



```
Source: SLM Group - Caribbean Sailing Charters, Mediterranean Sailing, Charter Luxury Catamarans, Caribbean S...
SLM Group - Caribbea... Source: SLM Group - C...
Save Apply Changes
color: #CCCCCC;
}
a:active {
color: #CCCCCC;
}
-->
</style></head>
<body>
<base target="contentframe">
<table width="100%" height="100%" cellpadding="0" cellspacing="0">
<tr>
<td align="center" valign="middle" bgcolor="#0D0D0F"></td>
</tr>
</table>
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-1015007-1";
urchinTracker();
</script>
<map name="Map">
<area shape="rect" coords="218,195,323,214" href="main-page-low.htm" target="_self">
<area shape="rect" coords="47,196,139,214" href="intro.htm" target="_self">
</map>
</body>
</html>
```



SEO vs Accessibility

SEO vs Accessibility

Accessibility

- › Navigation first
- › Start with Skip links
- › Doesn't care
- › Interesting!

SEO

- › Content first
- › Doesn't care
- › Use breadcrumbs
- › Write unrelated content with JavaScript



Sell Accessibility as SEO

Different lingo

Accessibility

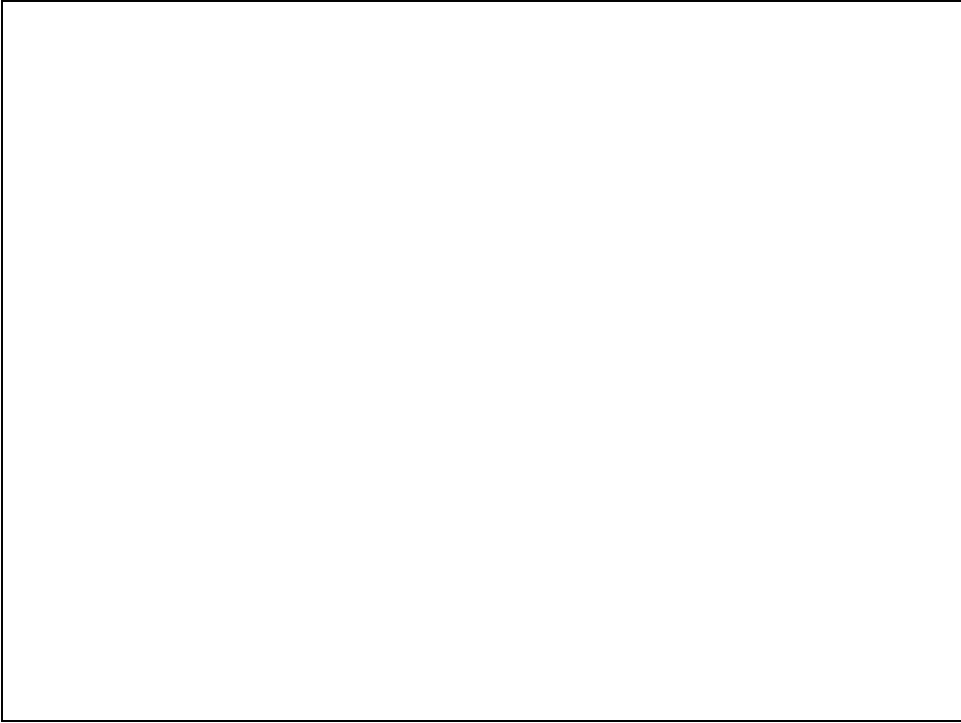
- › User
- › Title and H1 for
- › Descriptive linktext
- › HTML for meaning
- › Skip links
- › Logical architecture
- › Make accessible websites

SEO

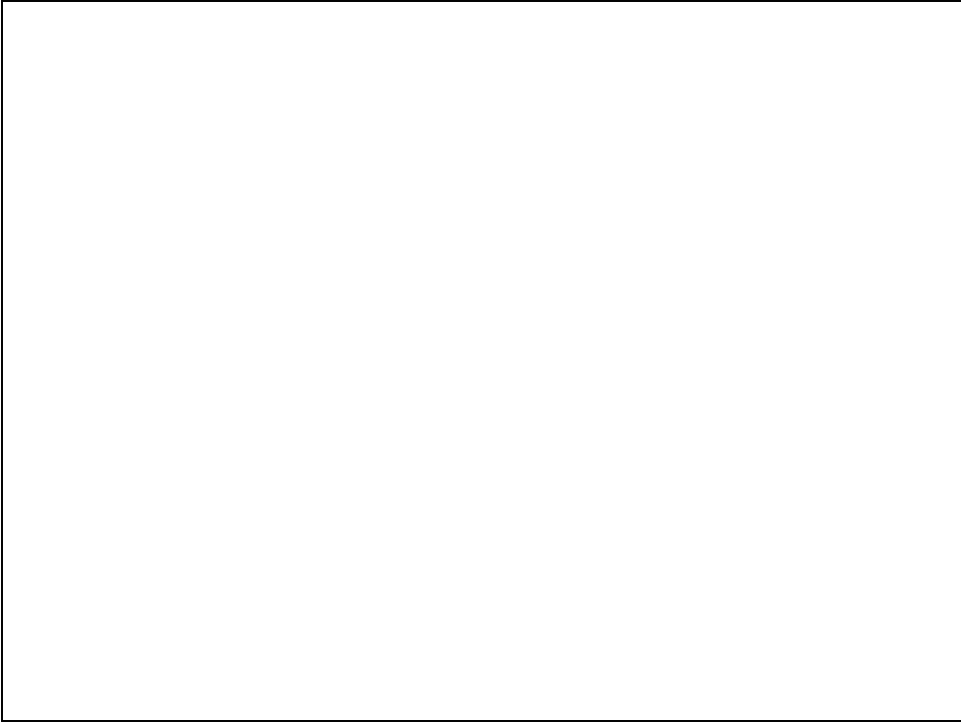
- › Google
- › Title and H1 for pagerank
- › Descriptive keywords in linktext
- › HTML for extra weight
- › Might help?
- › Pagerank sculpting/siloing
- › Make accessible websites

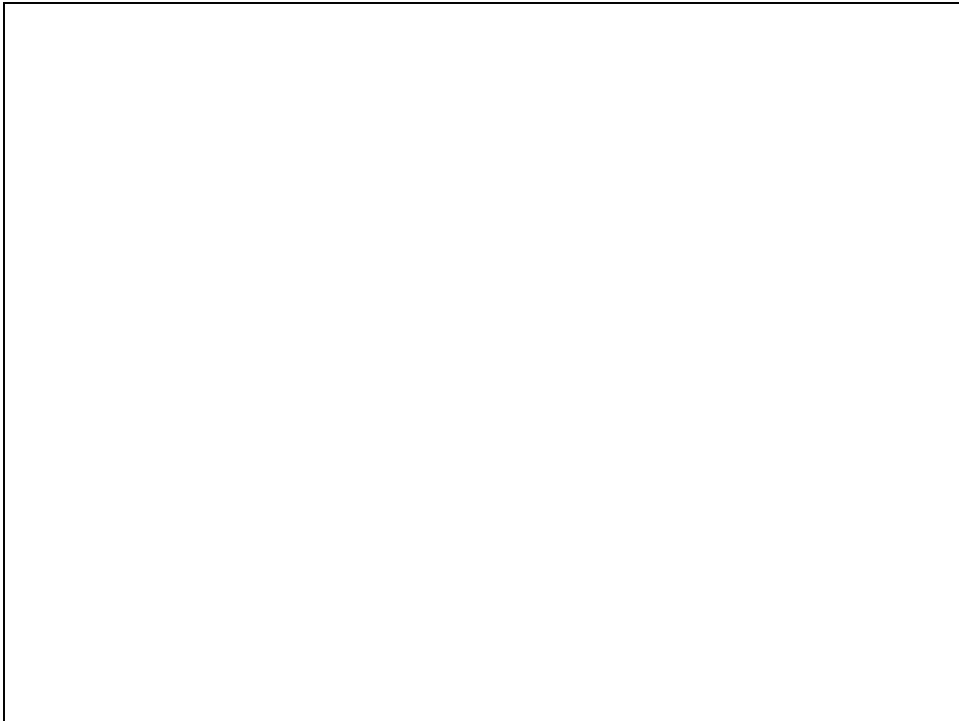
Extra reading

- › <http://www.brucelawson.co.uk/2008/standards-based-corporate-web-development/>
- › <http://www.thinkvitamin.com/features/design/accessibility-in-suit-and-tie>
- › <http://www.usability.com.au/resources/ozewai2005/>









- So : text equivalents, headings etc as WCAG 1 (p2)
“3.5 Use header elements to convey document structure and use them according to specification.”
- Content is king: clear language see “14.1 Use the clearest and simplest language appropriate for a site's content.”
- Check for “correct HTML” analogous to WCAG (p2) “
3.2 Create documents that validate to published formal grammars.”
- It's written for a document-based web. A web of information (NOT entertainment, multimedia or applications) e.g. WCAG 1.1 Provide a text equivalent for every non-text element



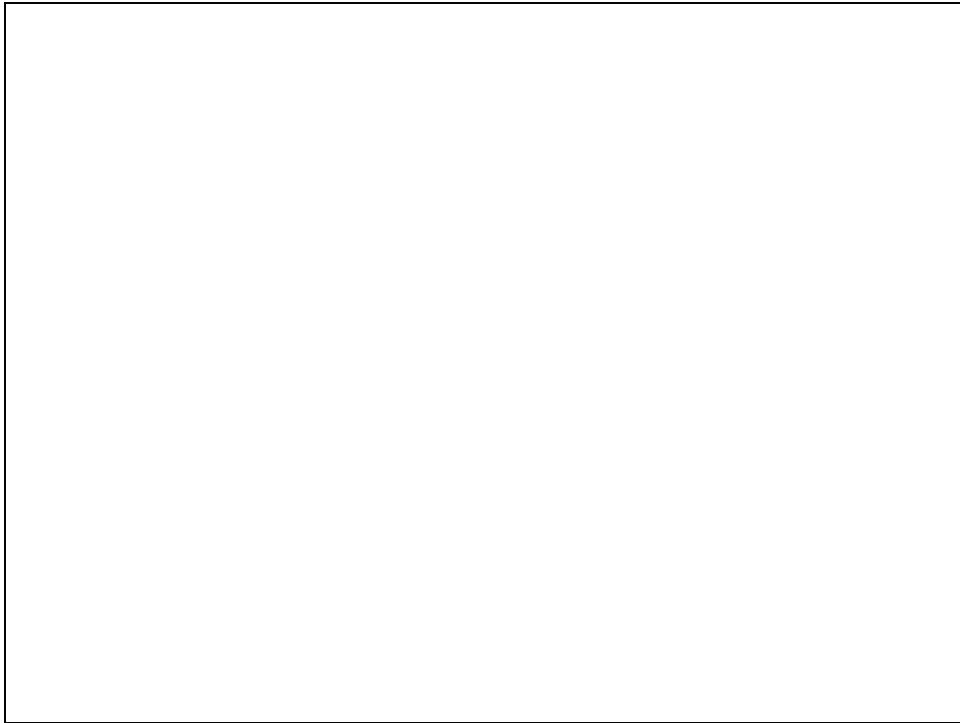
Doesn't take into account WAI ARIA (for introduction:
<http://dev.opera.com/articles/view/introduction-to-wai-aria/>)

Site owners don't care about indexing contents of web apps as it's so unique (as long as you can find them).

Google says about JavaScript (don't use it to access content, don't hide content)

Bruce talks about PDF's and how blind people access them: [utfg](#)
Vasilis talks about indexing Flash, providing alternative content





“The new site has almost doubled the number of visitors seeking quotes and buying Legal & General financial products online. It has cut maintenance costs by two thirds and increased the amount of natural search traffic we get by half as much again – Caroline Fawcett, L&G

<http://www.isolani.co.uk/presentations/wsg/wsg-webaccessibility.pdf>

“Take up of some financial products via the site increased by 200%”

see http://inova.snv.jussieu.fr/evenements/colloques/servonline/Actes/description_ang.php?id=49&num=45

“It is also notable that both blind users and non-impaired users took far longer on low accessibility sites than on high accessibility sites, and that this effect was not much more pronounced for disabled users: 51% longer for blind users, and 46% for non-disabled users.

It follows that all users, not just disabled people, would benefit greatly from the measures required to make sites accessible and usable by blind people.”

http://www.equalityhumanrights.com/Documents/Disability/Accessibility_guidance/web_access_and_inclusion.pdf





Problems with bad SEOs:

<http://news.bbc.co.uk/2/hi/technology/4685750.stm>

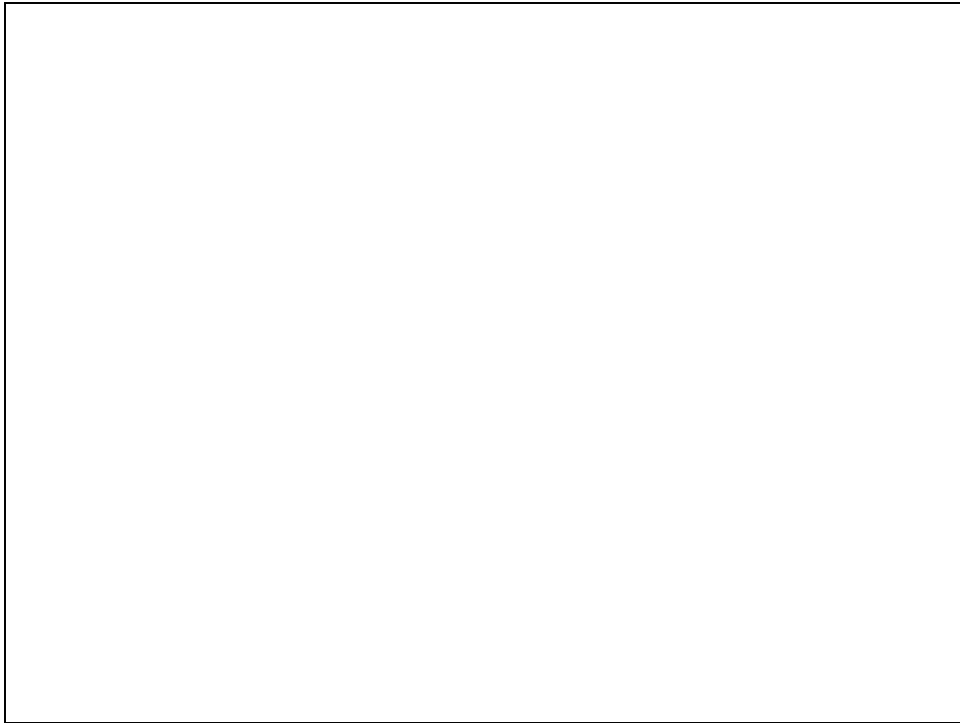


Don't overdo it









Vasilis explains why content should be first

Bruce explains why it doesn't necessarily work that way: The majority of screen reader users EXPECT navigation to be presented before the content.

.. please check out full research

<http://www.usability.com.au/resources/ozewai2005/>





