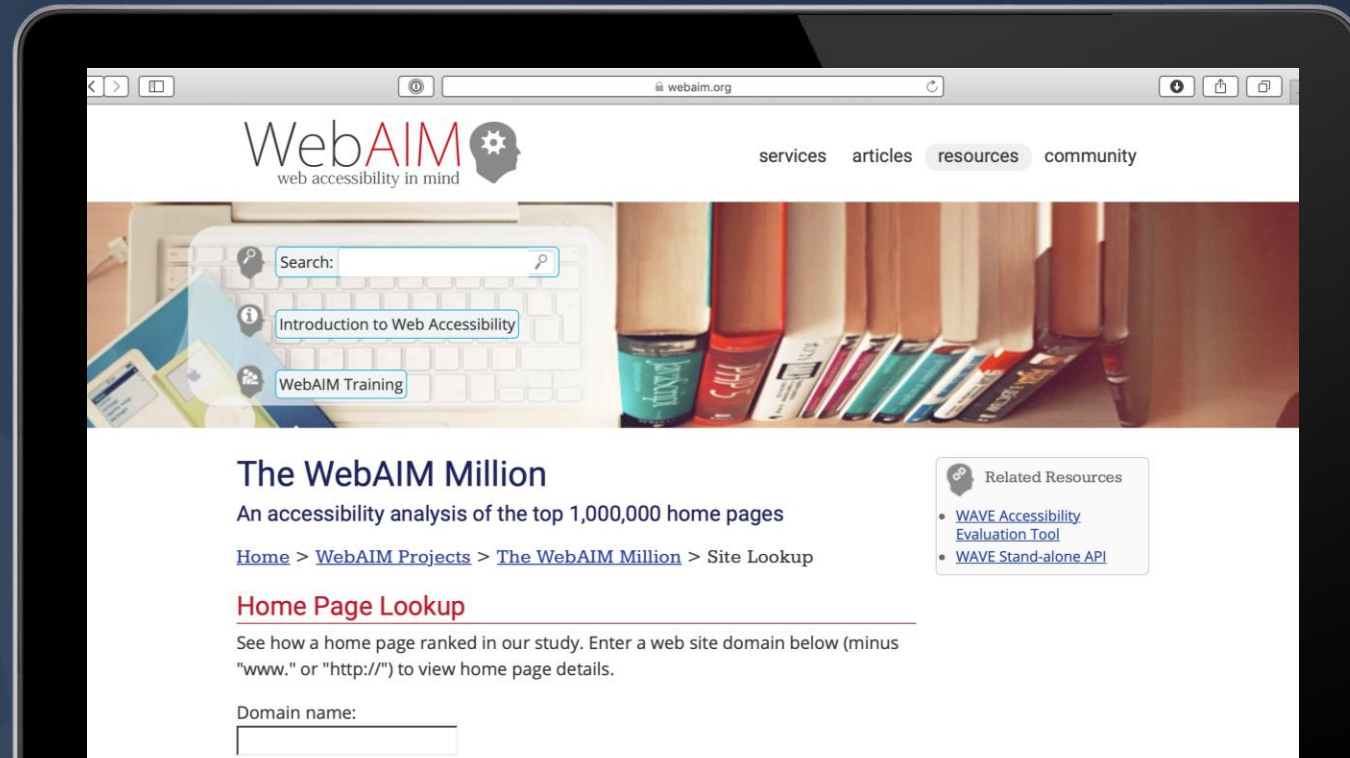




# Don't Leave Money on the Table: The Business Case for Accessibility

Corbb O'Connor

# 1 Million Home Pages



<https://webaim.org/projects/million/lookup>

# 1 in 13 Elements is a Barrier





# SEO



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# Groups of Three, Please

You have 20 minutes to work on your SEO...  
...what would you do?

# WCAG in 90 Seconds



Perceivable



Operable



Understandable



Robust

# Users Who...

Are Blind

Have Low Vision

Cannot Use a  
Mouse

Are Deaf or  
Hard of Hearing

Have a Learning  
Disability

?

# Excuse me, has anyone seen my red stapler?





A background image of a man with dark hair, smiling and looking at a laptop screen. The image is dimmed with a dark blue overlay.

# SEO ~~vs.~~ Accessibility

A background image of a man with dark hair, smiling and looking at a laptop screen. The image is dimmed with a dark blue overlay.

# SEO ~~vs.~~ Accessibility

# How Does Our SEO Work Impact Real People?

Are Blind

Have Low Vision

Cannot Use a Mouse

Are Deaf or Hard of Hearing

Have a Learning Disability

?

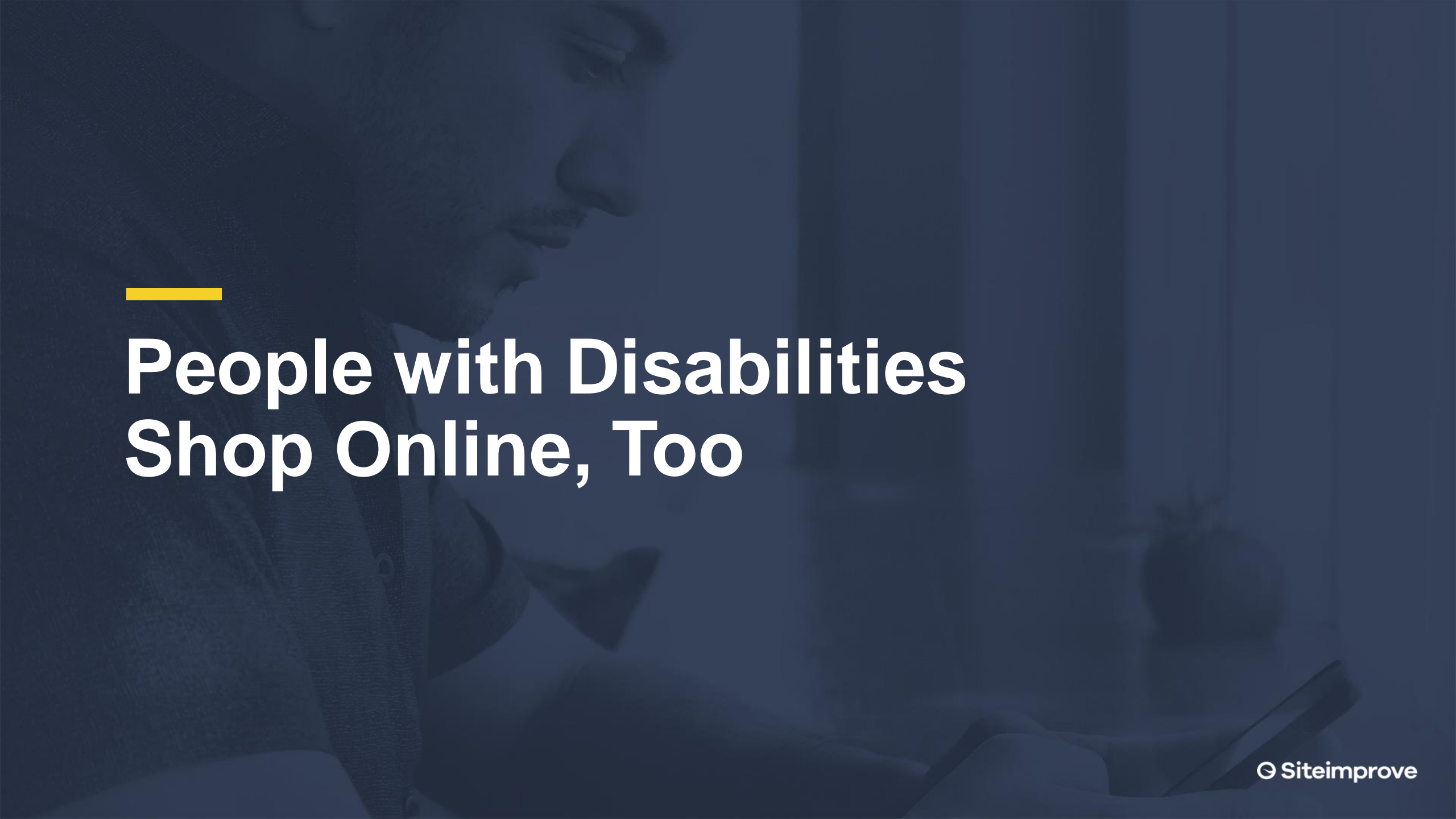
- Images missing ALT attributes (labels)
- Redirect chains
- Duplicate page titles
- Non-descriptive link text

# Continuous Development



A dark blue, low-key photograph of a man in a suit, looking down at a smartphone. The image is used as a background for the slide.

# Litigation

A dark blue, semi-transparent background image of a man with a beard looking down at a smartphone. The image is slightly out of focus, emphasizing the text overlay.

# — People with Disabilities Shop Online, Too



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**“Is this a requirement...  
...or just a nice-to-have feature?”**

**“You don’t understand...I’m trying to give you money.  
Should I go to Target?”**

**– Rachel Olivero**

# Common Barriers



Perceivable



Operable



Understandable



Robust



# We Wouldn't Tolerate Broken Images!



# So, We Shouldn't Tolerate This Either!

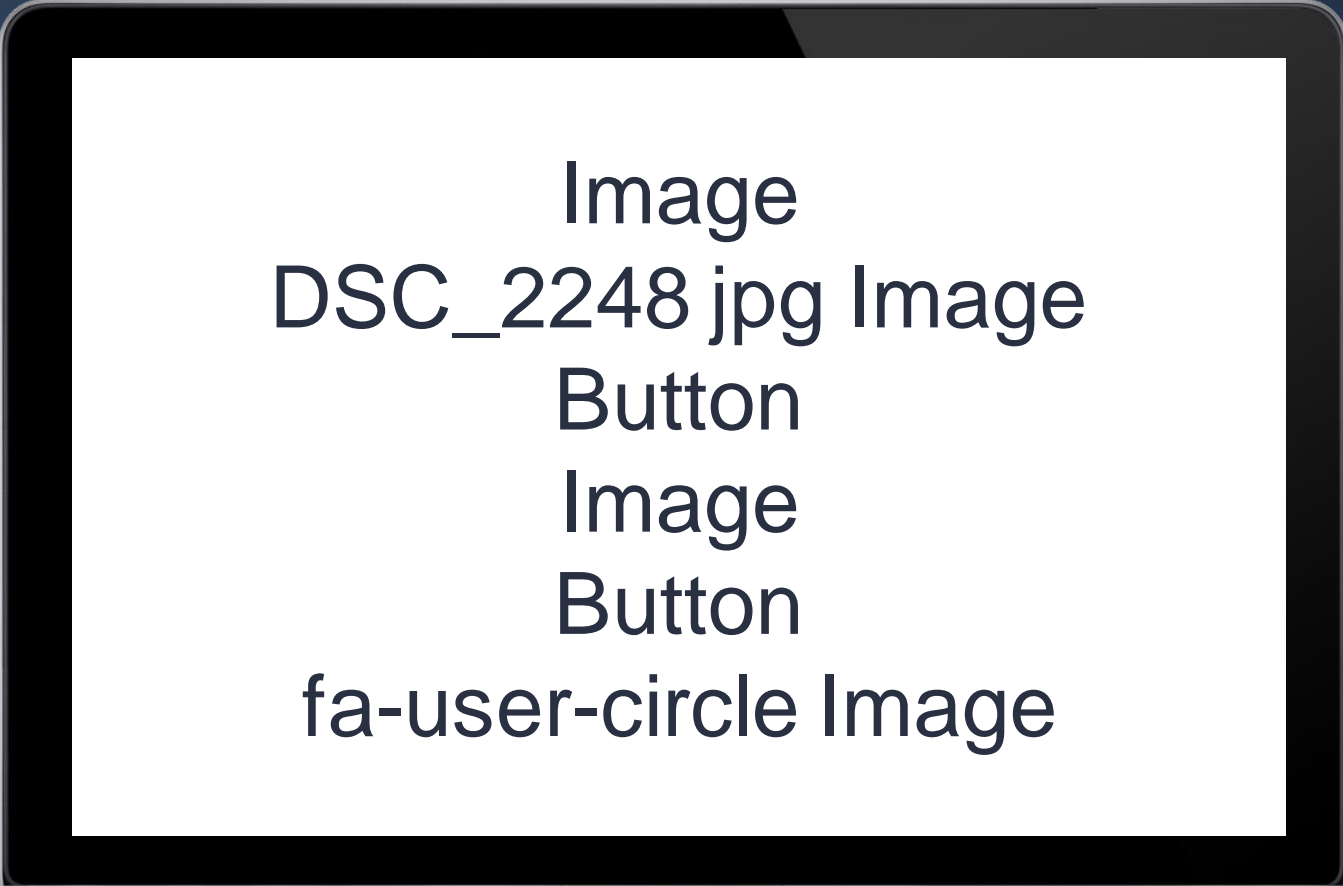


Image  
DSC\_2248.jpg Image  
Button  
Image  
Button  
fa-user-circle Image

# Perceivable: Unlabeled Forms – Placeholder Text

First Name

Last Name

E-mail address

# Perceivable: Unlabeled Forms – Start Entering Data

First Name

Last Name

cooc@Siteimprove.c

# Perceivable: Unlabeled Forms – Blinking Cursor

|

Last Name

cooc@Siteimprove.com

# Perceivable: Best Practice for Form Labels

First Name

Last Name

E-mail Address

# Perceivable: Best Practice for Form Labels

First Name

Always visible

Last Name

Connected to each field

E-mail Address

cooc@Siteimprove.com

Beware of placeholder text

Use a method other than color to denote errors

# Operable: Non-standard Forms

Native, HTML-based controls

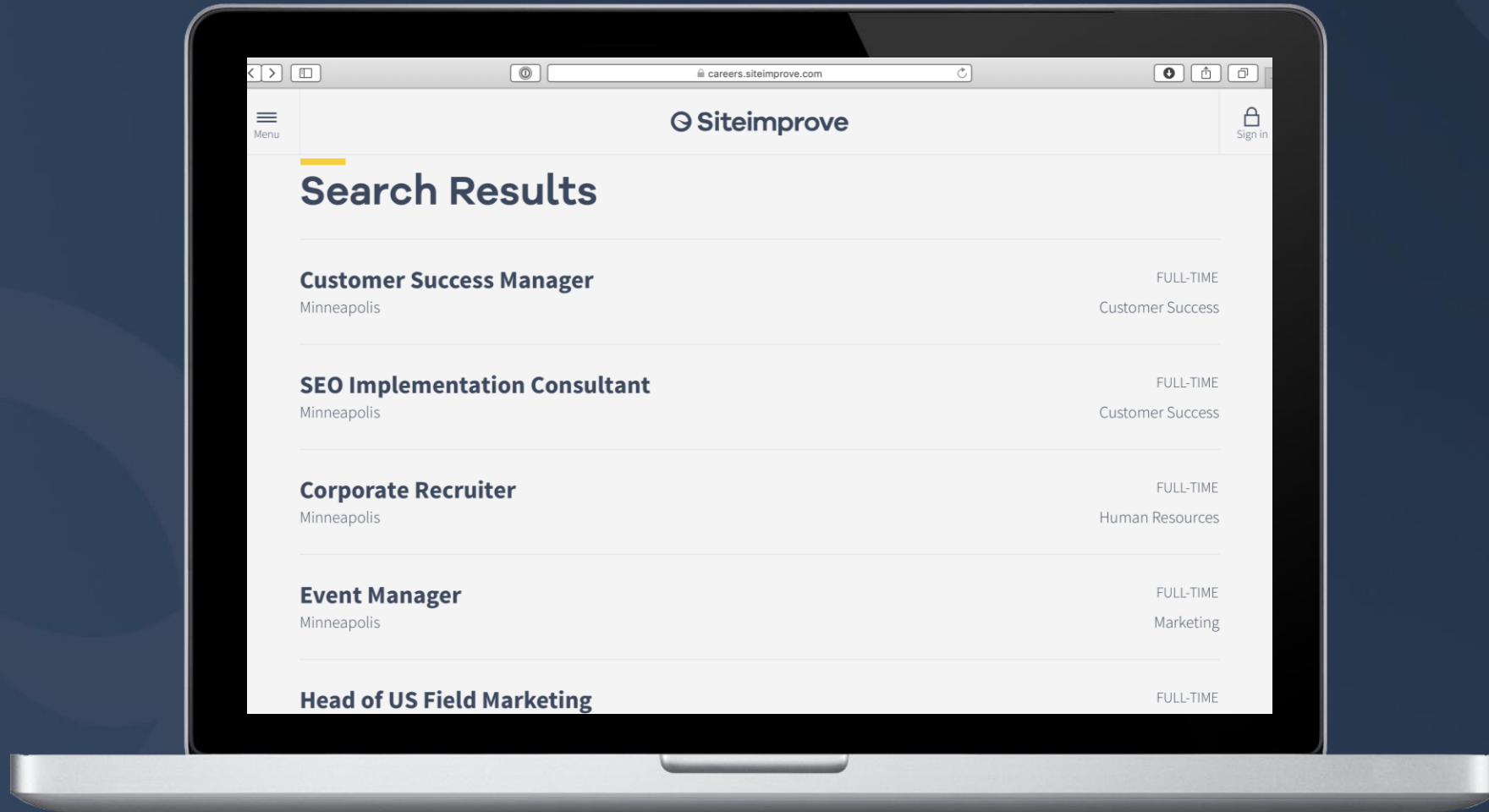
Receive keyboard focus

High in contrast

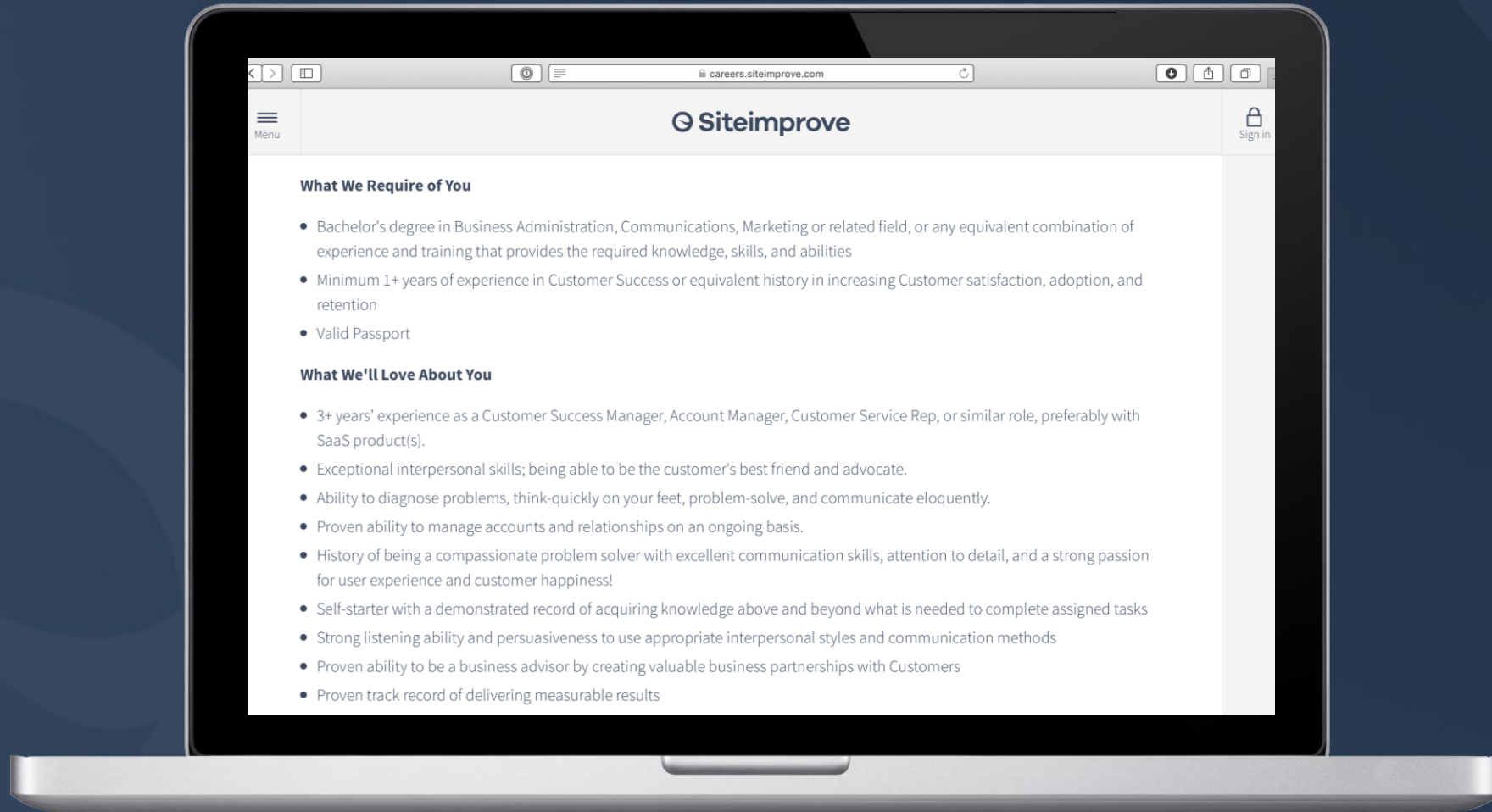




# Understandable: Use Headings



# Understandable: Use Lists



# Understandable: Ambiguity Doesn't Help Google Either



# Understandable: Use Descriptive Link Text

Learn more about Catering

Breakfast Menu

Dinner Menu

Lunch Menu

# Robust: Keep It Simple (Not Like This!)

Form **1040** Department of the Treasury—Internal Revenue Service **2018** OMB No. 1545-0047 IRS Use Only—Do not write or staple in this space.

Filing status: ☐ Single ☐ Married filing jointly ☐ Married filing separately ☐ Head of household ☐ Qualifying widow(er)

Your first name and initial Last name Your social security number

Your standard deduction: ☐ Someone can claim you as a dependent ☐ You were born before January 2, 1954 ☐ You are blind

If joint return, spouse's first name and initial Last name Spouse's social security number

Spouse standard deduction: ☐ Someone can claim your spouse as a dependent ☐ Spouse was born before January 2, 1954 ☐ Full-year health care coverage or exempt (see inst.)

☐ Spouse is blind ☐ Spouse itemizes on a separate return or you were dual-status alien

Home address (number and street). If you have a P.O. box, see instructions. Apt. no. Presidential Election Campaign (see inst.) ☐ You ☐ Spouse

City, town or post office, state, and ZIP code. If you have a foreign address, attach Schedule 6. If more than four dependents, see inst. and ✓ here

| Dependents (see instructions): |           | (2) Social security number | (3) Relationship to you | (4) ✓ if qualifies for (see inst.) |                             |
|--------------------------------|-----------|----------------------------|-------------------------|------------------------------------|-----------------------------|
| (1) First name                 | Last name |                            |                         | Child tax credit                   | Credit for other dependents |
|                                |           |                            |                         | <input type="checkbox"/>           | <input type="checkbox"/>    |
|                                |           |                            |                         | <input type="checkbox"/>           | <input type="checkbox"/>    |
|                                |           |                            |                         | <input type="checkbox"/>           | <input type="checkbox"/>    |
|                                |           |                            |                         | <input type="checkbox"/>           | <input type="checkbox"/>    |

**Sign Here** Under penalties of perjury, I declare that I have examined this return and accompanying schedules and statements, and to the best of my knowledge and belief, they are true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which preparer has any knowledge.

Joint return? ☐ Your signature Date Your occupation If the IRS sent you an Identity Protection PIN, enter it here (see inst.)

Spouse's signature. If a joint return, **both** must sign. Date Spouse's occupation If the IRS sent you an Identity Protection PIN, enter it here (see inst.)

**Paid Preparer Use Only** Preparer's name Preparer's signature PTIN Firm's EIN Check if: ☐ 3rd Party Designee ☐ Self-employed

Firm's name Firm's address

For Disclosure, Privacy Act, and Paperwork Reduction Act Notice, see separate instructions. Cat. No. 113208 Form **1040** (2018)

# POUR: Social Media Posts

Set ALT text on images

Use CamelCase in  
HashTags

Transcript, captions, and  
audio description for videos



Siteimprove HQ -

When all the conference rooms are  
booked at Siteimprove HQ – Minneapolis

# Your Toolbox

Environment

Partners

Packaging

Software

Products

Staff

External

Internal

Awareness

Champion

# You Don't Need a Screen Reader!

(But It Might Help)

- Unplug your mouse...navigate with the keyboard
- Imagine splitting the screen into 4 quadrants ...can you understand how items are related?
- Run automated accessibility testing tools





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# What Changes Will You Make on Your Site in 15 Minutes Tomorrow?

A background image of a man with dark hair, smiling and looking at a laptop screen. The image is dimmed with a dark blue overlay.

  
**SEO = Accessibility**

# Let's Connect

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Accessibility Testing Operations Manager

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