

Don't "Click here:"

The Intersection of Usability, Accessibility, and SEO

SILS Seminar
Friday, April 20th, 12pm



UNC
SCHOOL OF INFORMATION
AND LIBRARY SCIENCE

David Minton @DH_David
Managing Partner @DesignHammer



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Overview

- What are Usability, Accessibility, and Search Engine Optimization (SEO)?
- What could Usability, Accessibility, and SEO have in common?

Why worry about Usability, Accessibility, and SEO?

Search Engine Optimization

“In my experience, the traffic difference from position #1 to position #11 is...something closer to 1/100th of the visits.”

Rand Fishkin
CEO & Co-Founder of *SEOMoz*

Usability

“It’s quite normal for e-commerce sites to increase sales by 100% or more as a result of usability. More important, they can probably avoid 9 of 10 returns by eliminating most mis-designed items (a 1,000% improvement of the error rate metric).”

Jakob Nielsen, *Nielsen Norman Group*
“the guru of Web page usability”

Accessibility

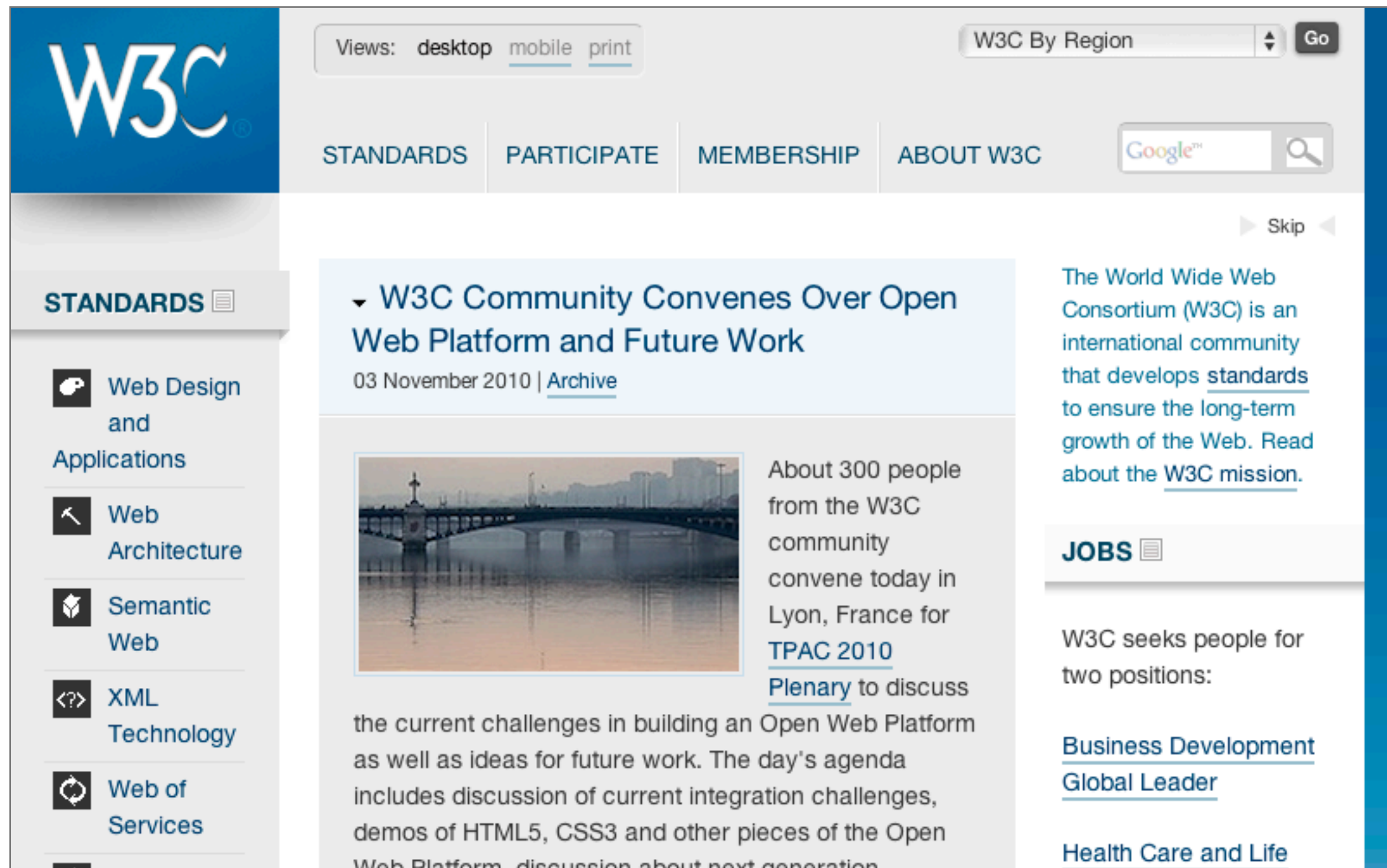
“Companies that do not consider accessibility in their Web site or product development will come to regret that decision, because we intend to use every tool at our disposal to ensure that people with disabilities have equal access to technology...”

Thomas E. Perez,
Asst. Attorney General, US Dept. of Justice
2010 Jacobus tenBroek Disability Law Symposium

A classic blunder

Can 3 billion web pages be wrong?

W3C website: 2010



The screenshot shows the W3C website interface from 2010. The top navigation bar includes the W3C logo, view options (desktop, mobile, print), a 'W3C By Region' dropdown, and a 'Go' button. Below this is a secondary navigation bar with links for STANDARDS, PARTICIPATE, MEMBERSHIP, and ABOUT W3C, along with a Google search bar. The left sidebar features a 'STANDARDS' section with icons and links for Web Design and Applications, Web Architecture, Semantic Web, XML Technology, and Web of Services. The main content area displays a news item titled 'W3C Community Convenes Over Open Web Platform and Future Work' dated 03 November 2010, with an 'Archive' link. The article includes a photo of a bridge and text about the TPAC 2010 Plenary. To the right, there is a 'Skip' link, a paragraph about the W3C mission, and a 'JOBS' section listing positions like Business Development Global Leader and Health Care and Life.

W3C

Views: [desktop](#) [mobile](#) [print](#)

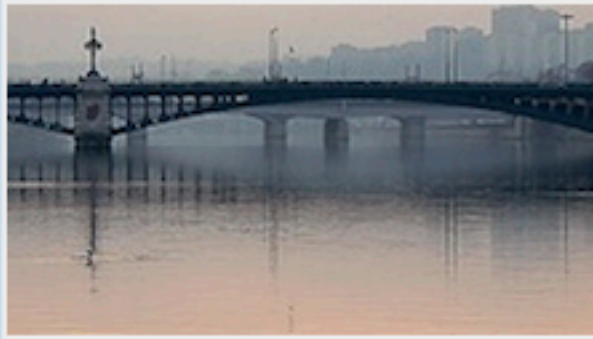
W3C By Region

[STANDARDS](#) [PARTICIPATE](#) [MEMBERSHIP](#) [ABOUT W3C](#)

[Skip](#)

W3C Community Convenes Over Open Web Platform and Future Work

03 November 2010 | [Archive](#)



About 300 people from the W3C community convene today in Lyon, France for [TPAC 2010 Plenary](#) to discuss the current challenges in building an Open Web Platform as well as ideas for future work. The day's agenda includes discussion of current integration challenges, demos of HTML5, CSS3 and other pieces of the Open Web Platform, discussion about next generation

The World Wide Web Consortium (W3C) is an international community that develops [standards](#) to ensure the long-term growth of the Web. Read about the [W3C mission](#).

JOBS

W3C seeks people for two positions:

[Business Development Global Leader](#)

[Health Care and Life](#)

W3C website: c. 1992

World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) , [Policy](#) , November's [W3 news](#) , [Frequently Asked Questions](#) .

[What's out there?](#)

Pointers to the world's online information, [subjects](#) , [W3 servers](#), etc.

[Help](#)

on the browser you are using

[Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#) ,X11 [Viola](#) , [NeXTStep](#) , [Servers](#) , [Tools](#) , [Mail robot](#) , [Library](#))

[Technical](#)

Details of protocols, formats, program internals etc

[Bibliography](#)

Paper documentation on W3 and references.

[People](#)

A list of some people involved in the project.

[History](#)

A summary of the history of the project.

[How can I help ?](#)

If you would like to support the web..


[Getting code](#)

“Click here”


- Emerged sometime between 1992 & 1995
- Became popular


Very, very popular


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About 3,350,000,000 results (0.21 seconds) [Advanced search](#)

 **Everything**

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 **Images**

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More than the Beatles


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Any time
[Latest](#)
[Past 2 days](#)

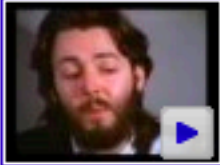
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[The Beatles](#)
Detailed history with information on their music, movies, news, and latest projects. Images, related links, and a showcase for their albums.
[Songs](#) - [Albums](#) - [Video](#) - [Store](#)
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[The Beatles - Wikipedia, the free encyclopedia](#)
The Beatles were an English rock band, formed in Liverpool in 1960, and one of the most commercially successful and critically acclaimed acts in the history ...
[Videography](#) - [List of The Beatles songs](#) - [Breakup](#) - [George Harrison](#)
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[Videos for the beatles](#)

**[The Beatles](#)**
3 min - Feb 9, 2006
Uploaded by spinalcracker
[youtube.com](#)

**[The Beatles -Let It Be](#)**
3 min - Feb 7, 2007
Uploaded by esperantza
[youtube.com](#)

**[THE BEATLES- HERE COMES THE SUN](#)**
3 min - Jun 8, 2007
Uploaded by markrallim
[youtube.com](#)

...and major sports

786,000,000 Football

415,000,000 Basketball

216,000,000 Baseball

131,000,000 Hockey

68,500,000 The Beatles

1,616,500,000

“Click here” is bad usability

“Explain what users will find at the other end of the link, and include some of the key information-carrying terms in the anchor text itself to enhance scannability and SEO. **Don't use ‘click here’ or other non-descriptive link text.**”


Jakob Nielsen
Top Ten Web Design Mistakes of 2005

Does anyone listen?


- Can 3.3 billion web pages be wrong?
- “Click here” prevails!


On top: Adobe Reader


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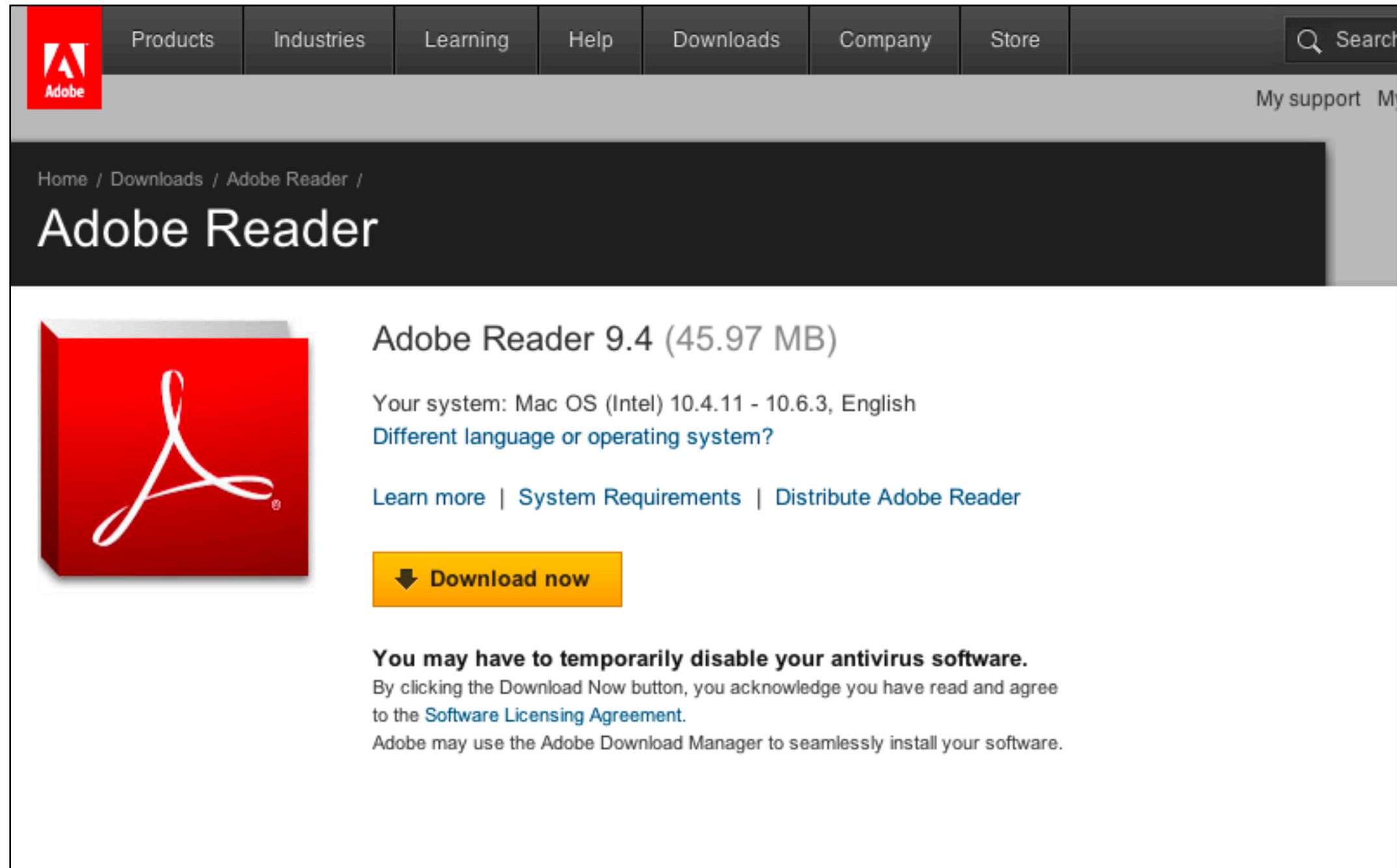
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Why is this top result?




The screenshot shows the Adobe website's navigation bar with links for Products, Industries, Learning, Help, Downloads, Company, and Store. A search bar is located on the right. Below the navigation bar, the breadcrumb trail reads 'Home / Downloads / Adobe Reader /'. The main heading is 'Adobe Reader'. On the left, there is a large red Adobe Reader icon. To the right of the icon, the text reads 'Adobe Reader 9.4 (45.97 MB)'. Below this, it says 'Your system: Mac OS (Intel) 10.4.11 - 10.6.3, English' and 'Different language or operating system?'. There are three links: 'Learn more', 'System Requirements', and 'Distribute Adobe Reader'. A prominent yellow button with a downward arrow and the text 'Download now' is displayed. Below the button, a warning message states: 'You may have to temporarily disable your antivirus software. By clicking the Download Now button, you acknowledge you have read and agree to the Software Licensing Agreement. Adobe may use the Adobe Download Manager to seamlessly install your software.'

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Adobe Reader



Adobe Reader 9.4 (45.97 MB)

Your system: Mac OS (Intel) 10.4.11 - 10.6.3, English
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Adobe may use the Adobe Download Manager to seamlessly install your software.

Incoming links

Tens of thousands of incoming links, like this:

“You will need Acrobat Reader to read or print this document. To download Acrobat Reader [click here](#).”

Real life searches



“Click here” is bad SEO

- Some are swayed by SEO angle
- “Click here” still prevails, mostly

Types of Users

Three samples — how different are they?

Three sample groups

- Sighted human
- Sight-impaired human
- Robot

Sighted user

- Uses visually rich web browser
- Read non-linear
- Use visual cues to determine relevance

Sight impaired user

- Uses Assistive Technologies (AT)
- Read non-linear with difficulty
- Can't use visual cues to determine relevance

(Search engine) robot

- Reads code without rendering
- Reads linear
- Can't use visual cues to determine relevance

What about mobile?

- Usually limited mouse emulation
- May need to reduce or disable sound
- May need larger text size
- May not be able to install plug-ins

What do they have in common?

Usability

“Usability means making sure something works well, and that a person* of average ability or experience can use it for it’s intended purpose without getting hopelessly frustrated.”

Steve Krug, Author — *Don't Make Me Think:
A Common Sense Approach to Web Usability*

**be they sighted, sight-impaired, or a robot*

Structure vs. Presentation

Appearances may be deceiving

Structure tags

HTML tags used to identify the significance of content, such as:

- `<title>` — document title
- `<h1>` — level one headline
- `<p>` — paragraph

Presentation

The style applied to content that affects the way it looks. An example of a CSS style:

```
h1 {  
    font: bold 24px arial;  
    margin: 10px 0 10px 0;  
}
```

Good usability

Improving Your Web Site's Accessibility

Label Graphics and Images

First, did you label everything on your web site that isn't strictly text? In most cases, this means using alternative text to describe the function of the item. In HTML, you can provide alternative text for images by adding alt="your description of the image" within the image tag. Pictures are probably there for a reason. Certainly, graphical links have a purpose. Image maps need to have alt-text for each "clickable" region. And, be sure to use client-side image maps, not server-side, or you'll have even bigger problems. Learn about the [difference between client-side and server-side image maps](#) here.

Tips for Writing Effective Alt-Text

Now you're going back to label those few problematic images on your site. How do you know what to write? Of course, the description of an image is just as subjective a matter as the image itself, but a few suggestions will help. Describe the function of the image. Especially if the image is a link, "Search the Card Catalog" is much more useful than "Photo of a collection of books and other reading materials scattered on a library table." Read more [tips for writing alt-text](#) here.

Labeling Links

If a graphic is a link, it absolutely must be labeled meaningfully. But, text links must make sense, too. Many visitors to your site will read only the links, skipping over explanatory text. Others will not be able to see the relationship between the explanation and the link particularly if they are using a [screen reader](#) and tabbing from link to link. So, using "click here" as link text is bad. Many people will hear only "click here" and will have no idea which way to go to find the explanation.

Underlying structure

<H1>Improving Your Web Site's Accessibility</H1>

<H2>Label Graphics and Images</H2>

<p>First, did you label everything on your web site that isn't strictly text? In most cases, this means using alternative text to describe the function of the item. In HTML, you can provide alternative text for images by adding alt="your description of the image" within the image tag. Pictures are probably there for a reason. Certainly, graphical links have a purpose. Image maps need to have alt-text for each "clickable" region. And, be sure to use client-side image maps, not server-side, or you'll have even bigger problems. Learn about the [difference between client-side and server-side image maps](#) here.</p>

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<H2>Labeling Links</H2>

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Screen reader

The screenshot shows a web page titled "Improving Your Web Site's Accessibility" with a sub-header "Label Graphics and Images". The text discusses the importance of alt-text for images and links. A JAWS screen reader window is open, displaying its version (12.0.512) and logo. A "Heading List" dialog box is also open, showing a list of headings: "Improving Your Web Site's Accessibility: 1", "Label Graphics and Images: 2", "Tips for Writing Effective Alt-Text: 2", and "Labeling Links: 2". The dialog box includes options to "Move To Heading" or "Cancel", and settings for "Sort Headings" (In Tab Order or Alphabetically) and "Display" (All Headings or Level 1-6 Headings).

Improving Your Web Site's Accessibility

Label Graphics and Images

First, did you label everything on your web site that has a purpose. Image maps need to have alt-text. Image maps, not server-side, or you'll have even [and server-side image maps](#) here.

Tips for Writing Effective Alt-Text

Now you're going back to label those few problem

JAWS
Options Utilities Language Help
JAWS Version 12.0.512
JAWSforWindows
screen reading software
Freedom Scientific
Press F1 for Help

Heading List

- Improving Your Web Site's Accessibility: 1
- Label Graphics and Images: 2
- Tips for Writing Effective Alt-Text: 2
- Labeling Links: 2

Move To Heading
Cancel

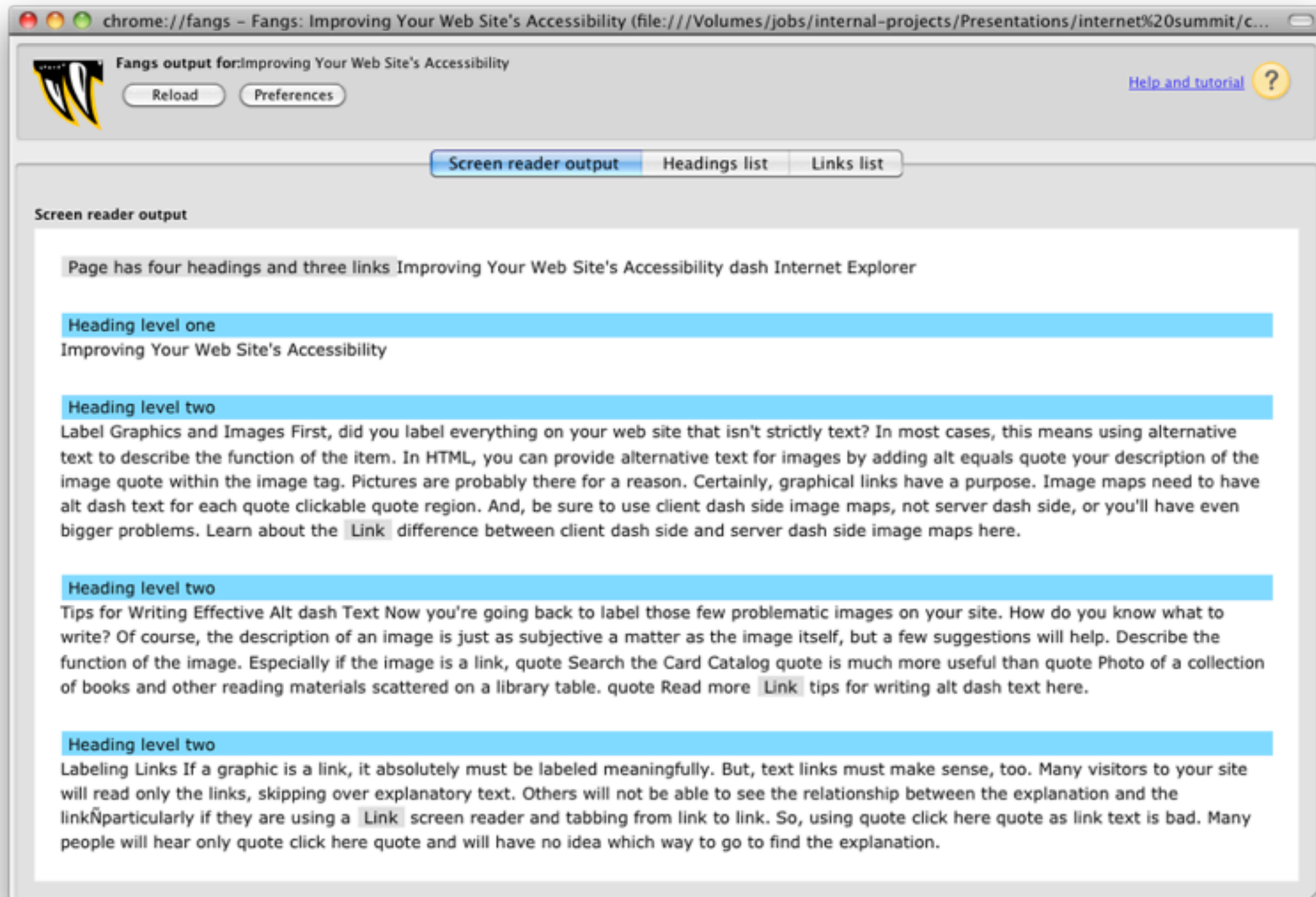
Sort Headings

- ☒ In Tab Order
- ☐ Alphabetically

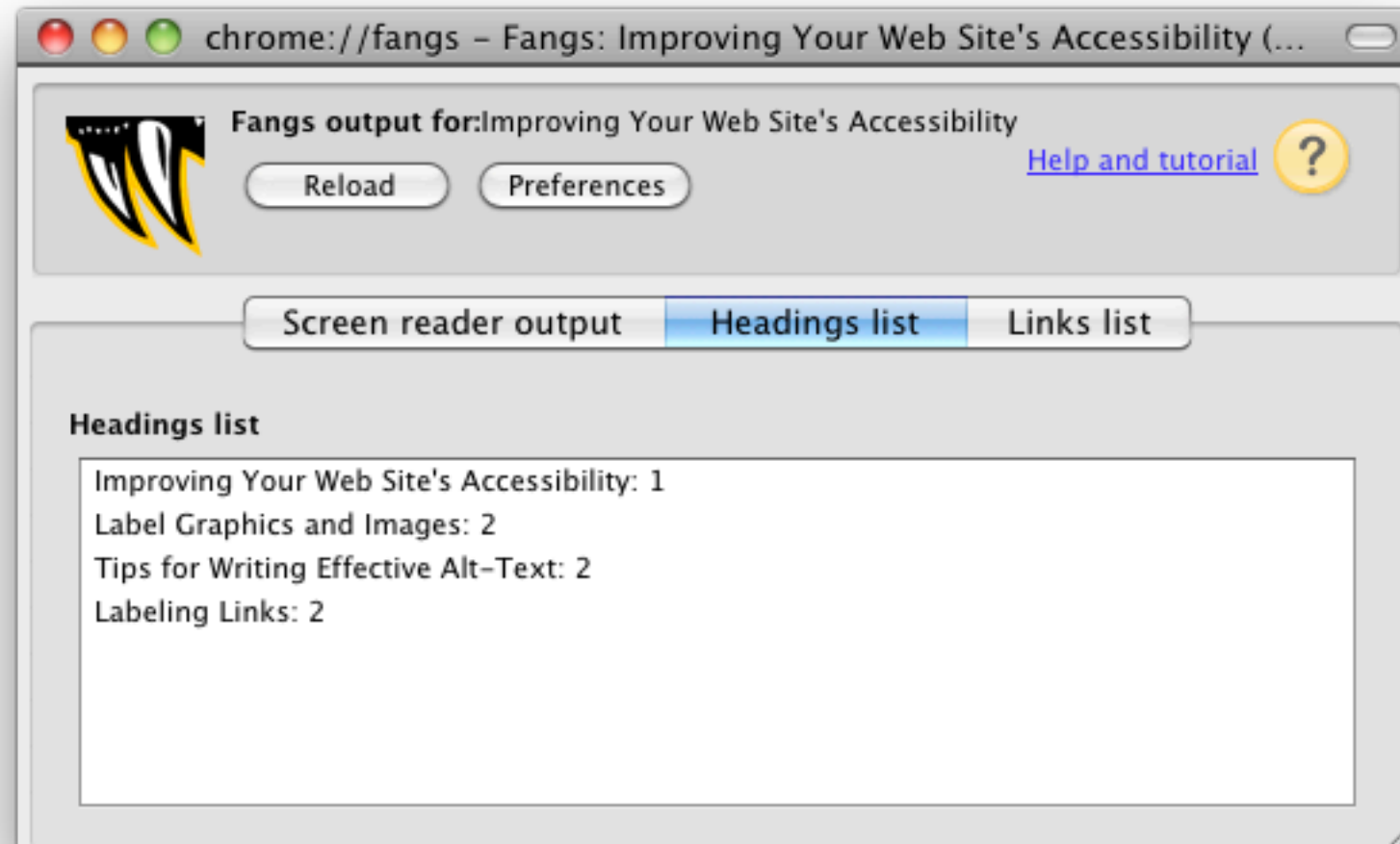
Display

- ☒ All Headings
- ☐ Level1 Headings
- ☐ Level2 Headings
- ☐ Level3 Headings
- ☐ Level4 Headings
- ☐ Level5 Headings
- ☐ Level6 Headings

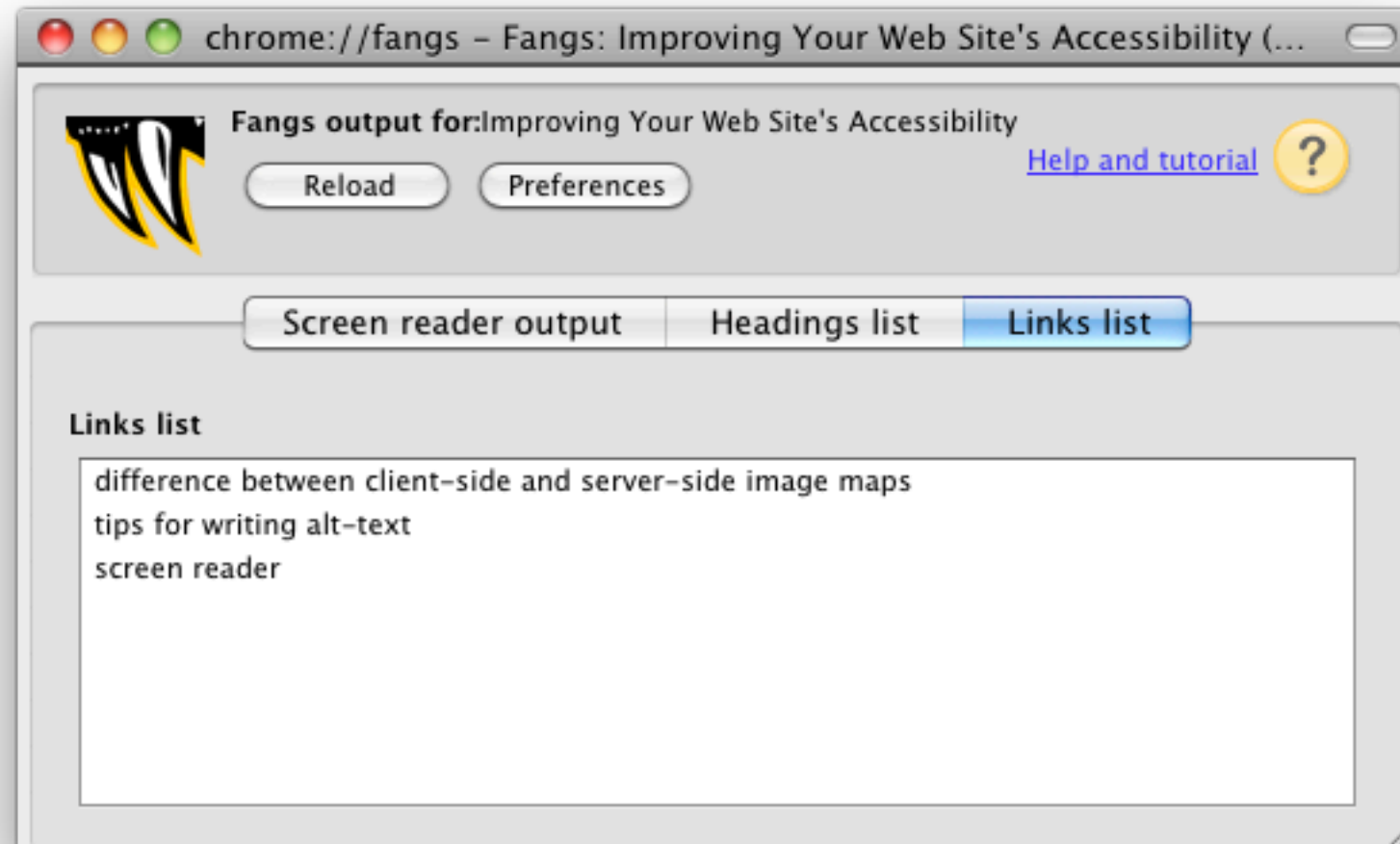
Accessibility simulator



Fangs: Heading list



Fangs: Links list



Poor usability

Improving Your Web Site's Accessibility

Label Graphics and Images

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Underlying structure

<p style="font-size: 24px; font-weight: bold;">Improving Your Web Site's Accessibility</p>

<p style="font-size: 19px; font-weight: bold;">Label Graphics and Images</p>

<p>First, did you label everything on your web site that isn't strictly text? In most cases, this means using alternative text to describe the function of the item. In HTML, you can provide alternative text for images by adding alt="your description of the image" within the image tag. Learn about the difference between client-side and server-side image maps [Click here.](#)</p>

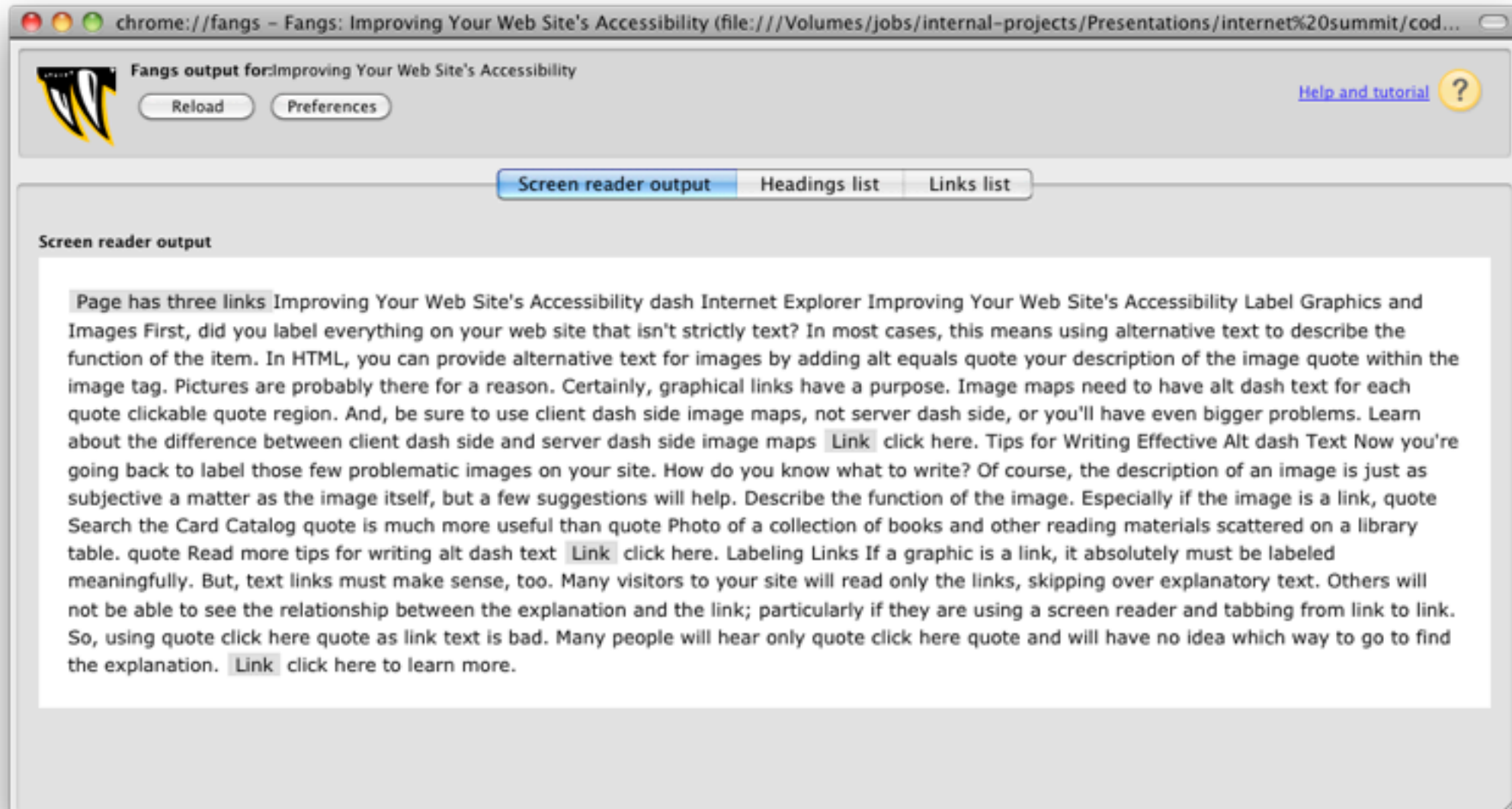
<p style="font-size: 19px; font-weight: bold;">Tips for Writing Effective Alt-Text</p>

<p>Now you're going back to label those few problematic images on your site. Describe the function of the image. Especially if the image is a link, "Search the Card Catalog" is much more useful than "Photo of a collection of books and other reading materials scattered on a library table." Read more tips for writing alt-text. [Click here.](#)</p>

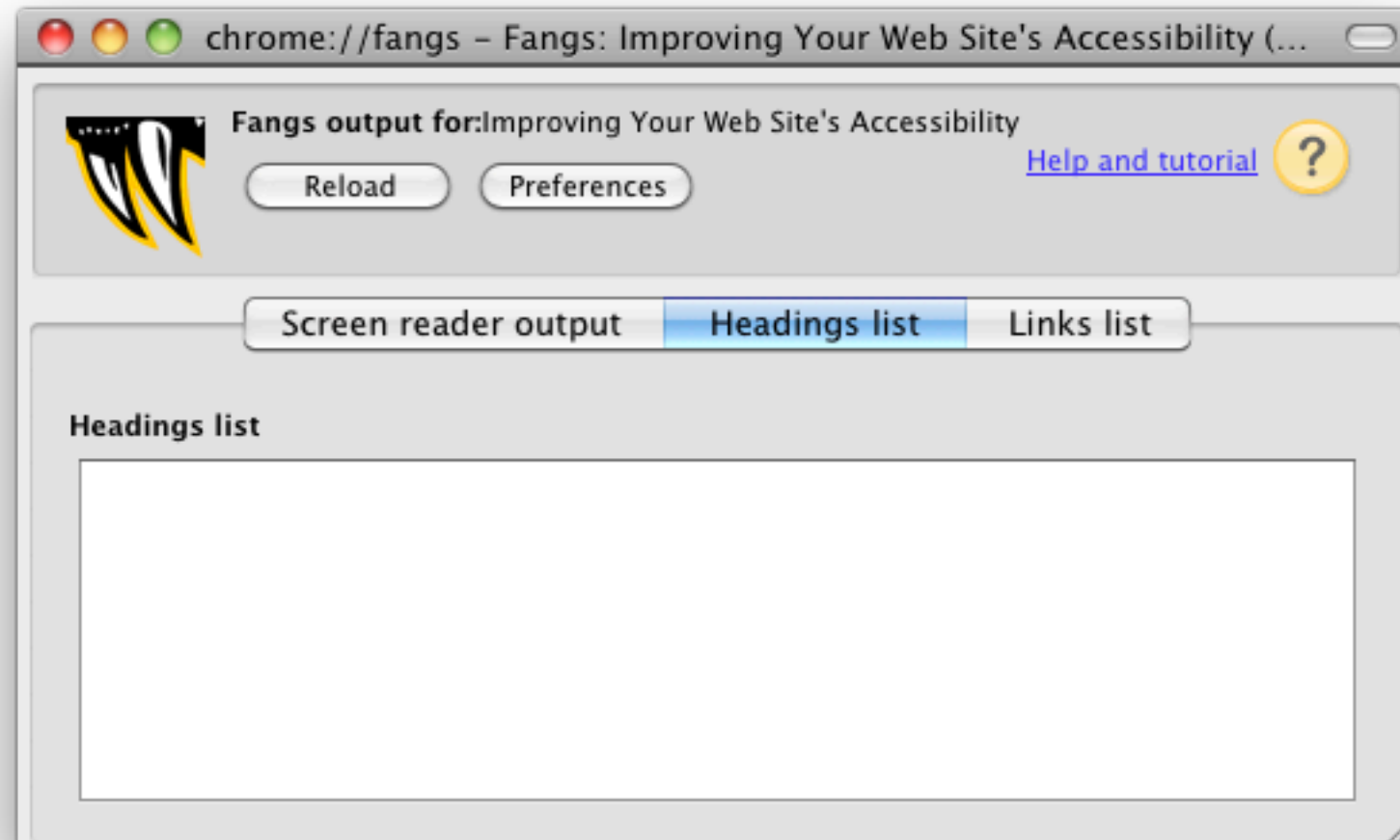
<p style="font-size: 19px; font-weight: bold;">Labeling Links</p>

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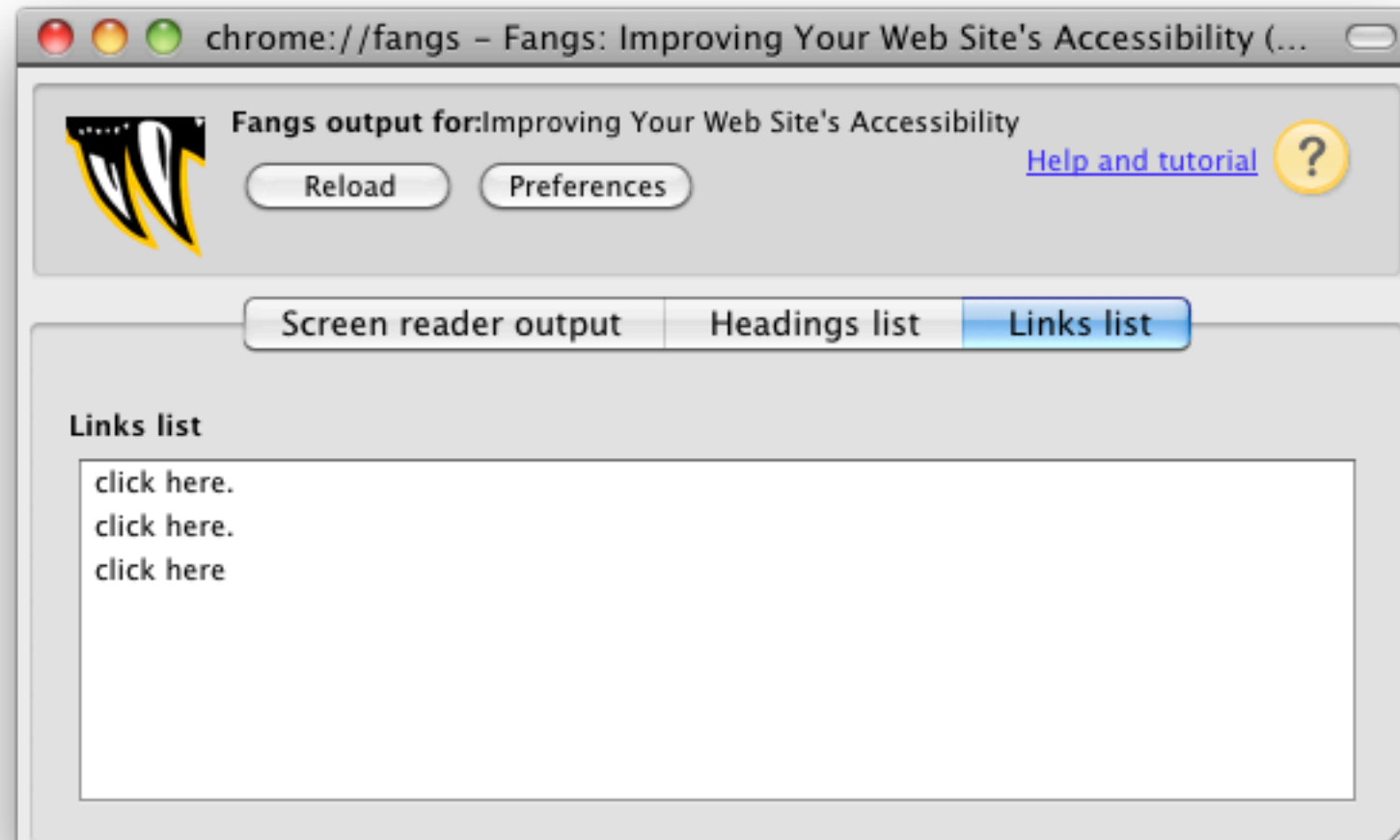
Accessibility simulator



Headings list



Links list



Accessibility Tools

Learn through experimentation

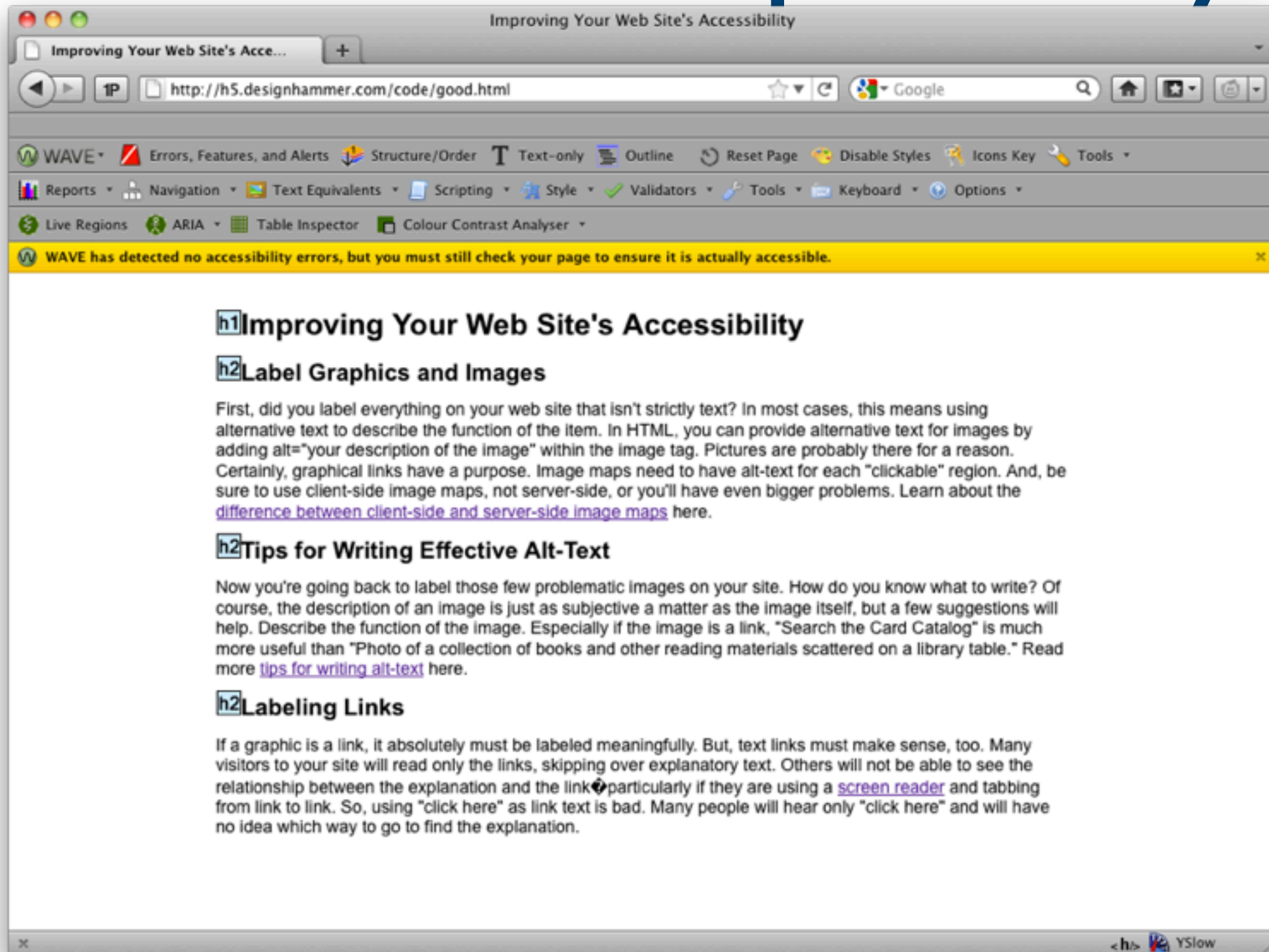
Screen readers

- WebAnywhere (web-based screen reader)
<http://webanywhere.cs.washington.edu/>
- NonVisual Desktop Access (NVDA)
<http://www.nvda-project.org/>
- JAWS for Windows
<http://www.freedomscientific.com>

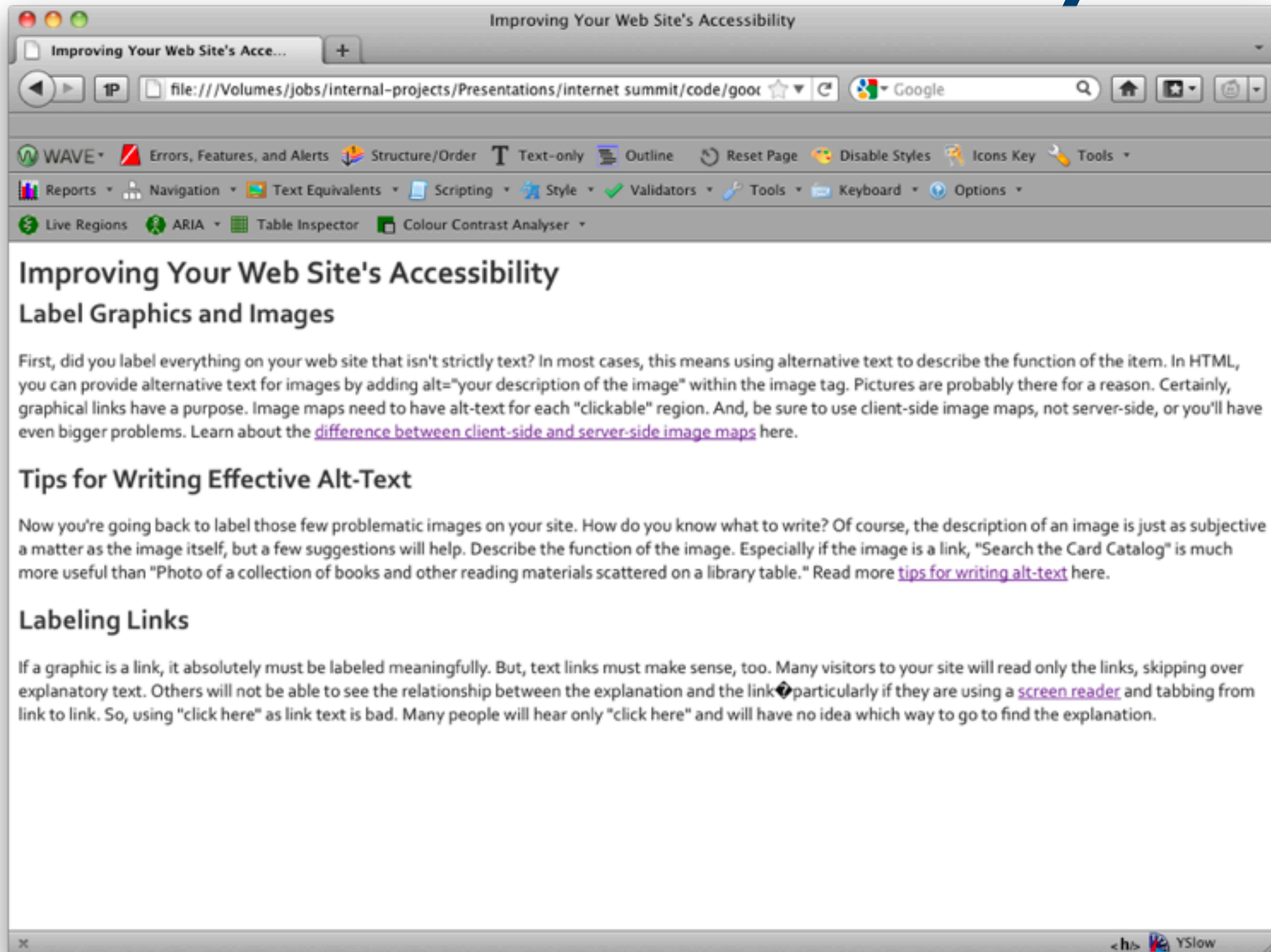
Accessibility simulators

- Fangs (Firefox)
- WAVE Toolbar (Firefox)
- Accessibility Evaluator for Firefox
- Juicy Studio Accessibility Toolbar (Firefox)
- NHN Web Accessibility eXtension (Chrome)

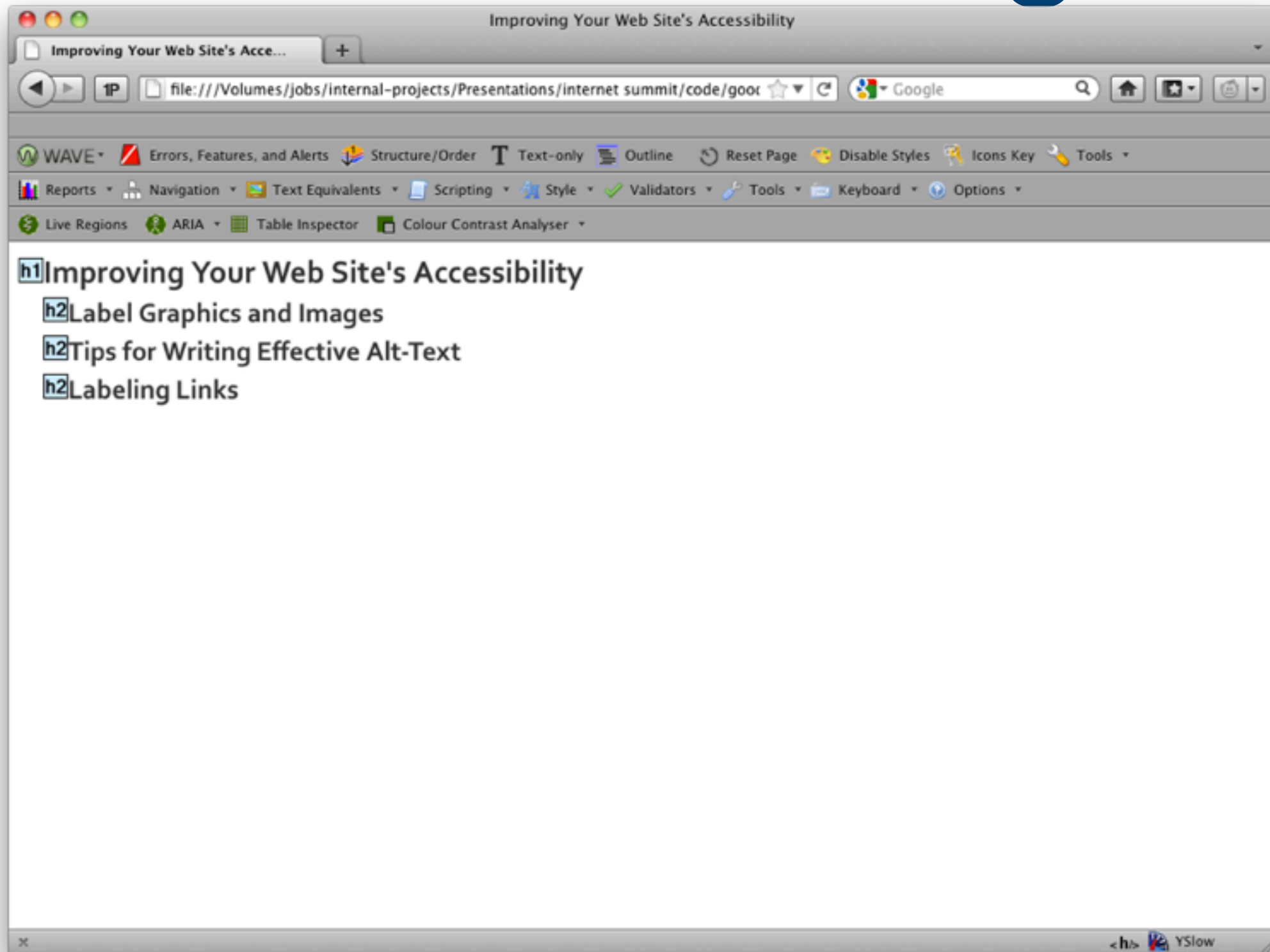
WAVE: Compatibility



WAVE: Text only



WAVE: Headings



Accessibility Extension

chrome://accessext - Accessibility Extension - List of Headers Summary

Accessibility Extension - List of...

Google

WAVE Errors, Features, and Alerts Structure/Order Text-only Outline Reset Page Disable Styles Icons Key Tools

Reports Navigation Text Equivalents Scripting Style Validators Tools Keyboard Options

Live Regions ARIA Table Inspector Colour Contrast Analyser

Accessibility Extension

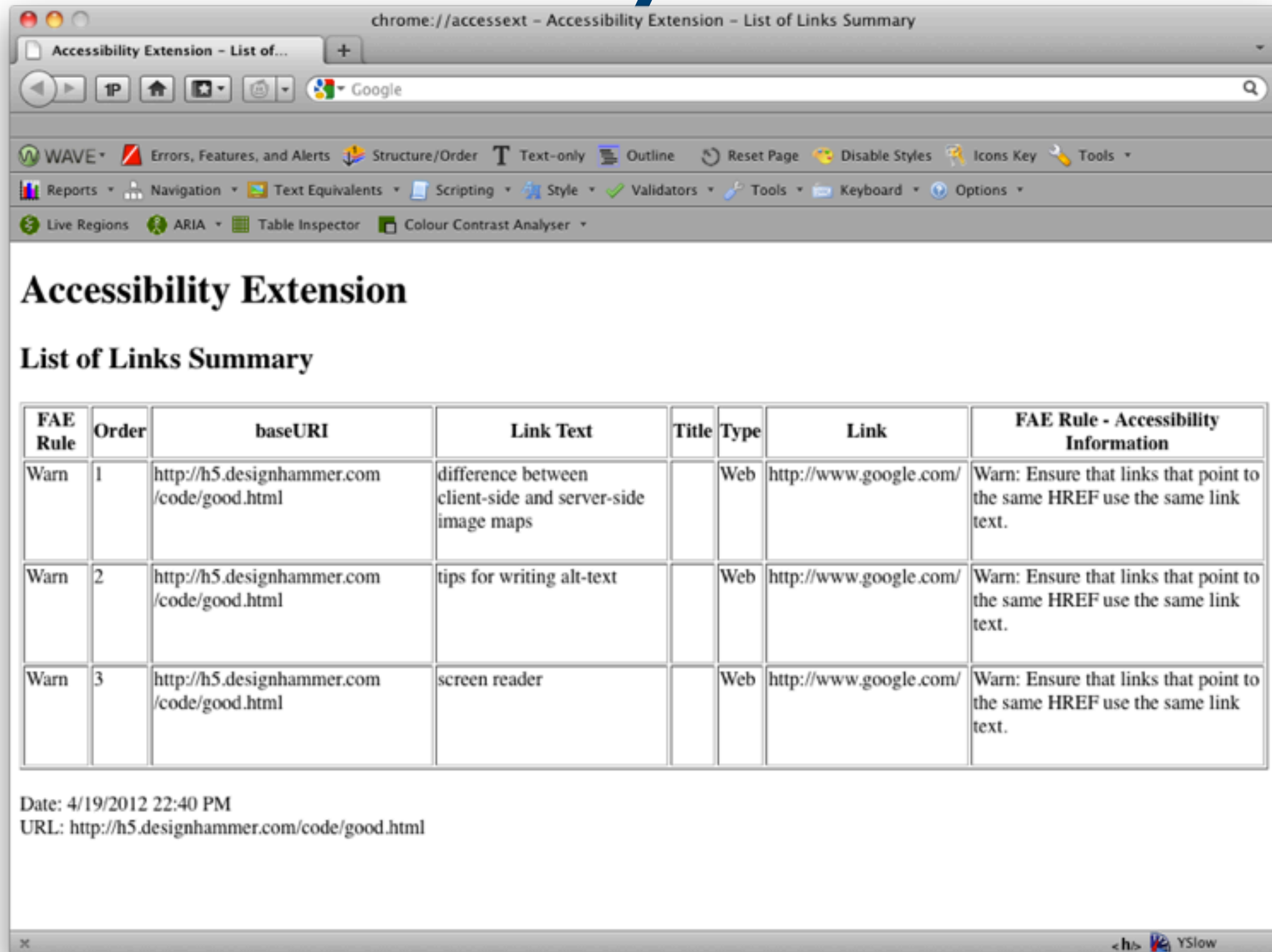
List of Headers Summary

FAE Rule	Order	baseURI	Level	Landmark Role	Text	FAE Rule - Accessibility Information
Pass	1	http://h5.designhammer.com/code/good.html	1		Improving Your Web Site's Accessibility	
Pass	2	http://h5.designhammer.com/code/good.html	2		Label Graphics and Images	
Pass	3	http://h5.designhammer.com/code/good.html	2		Tips for Writing Effective Alt-Text	
Pass	4	http://h5.designhammer.com/code/good.html	2		Labeling Links	

Date: 4/19/2012 22:29 PM
URL: http://h5.designhammer.com/code/good.html

< h> YSlow

Accessibility Extension



The screenshot shows a web browser window titled "chrome://accessext - Accessibility Extension - List of Links Summary". The browser's address bar shows "Google". Below the address bar is a toolbar with various accessibility tools: WAVE, Errors, Features, and Alerts, Structure/Order, Text-only, Outline, Reset Page, Disable Styles, Icons Key, and Tools. Below the toolbar is a menu bar with options: Reports, Navigation, Text Equivalents, Scripting, Style, Validators, Tools, Keyboard, and Options. Below the menu bar is a row of icons for Live Regions, ARIA, Table Inspector, and Colour Contrast Analyser.

Accessibility Extension

List of Links Summary

F AE Rule	Order	baseURI	Link Text	Title	Type	Link	F AE Rule - Accessibility Information
Warn	1	http://h5.designhammer.com/code/good.html	difference between client-side and server-side image maps		Web	http://www.google.com/	Warn: Ensure that links that point to the same HREF use the same link text.
Warn	2	http://h5.designhammer.com/code/good.html	tips for writing alt-text		Web	http://www.google.com/	Warn: Ensure that links that point to the same HREF use the same link text.
Warn	3	http://h5.designhammer.com/code/good.html	screen reader		Web	http://www.google.com/	Warn: Ensure that links that point to the same HREF use the same link text.

Date: 4/19/2012 22:40 PM
URL: http://h5.designhammer.com/code/good.html

< h> YSlow

NHN Web Accessibility



Images

Don't miss an opportunity!

Sees images



Images

What a sight-impaired user &
(Search Engine) robot may see

Empty <alt> text



```

```

Helpful <alt> text



"Twitpocalypse
is upon us!"

```

```

Types of Disabilities

Five classes, each with different needs

Types of disabilities

- Visual
- Auditory
- Motor/Mobility
- Seizures
- Cognitive/Intellectual

Visual disabilities

- Blindness
- Low vision/Poor vision
- Color blindness

Auditory disabilities

- Deafness (no hearing)
- Hearing impaired

Motor disabilities

- Paralysis
- Lack of fine motor control
- Tremors

Seizures disabilities

- Photoepileptic seizures

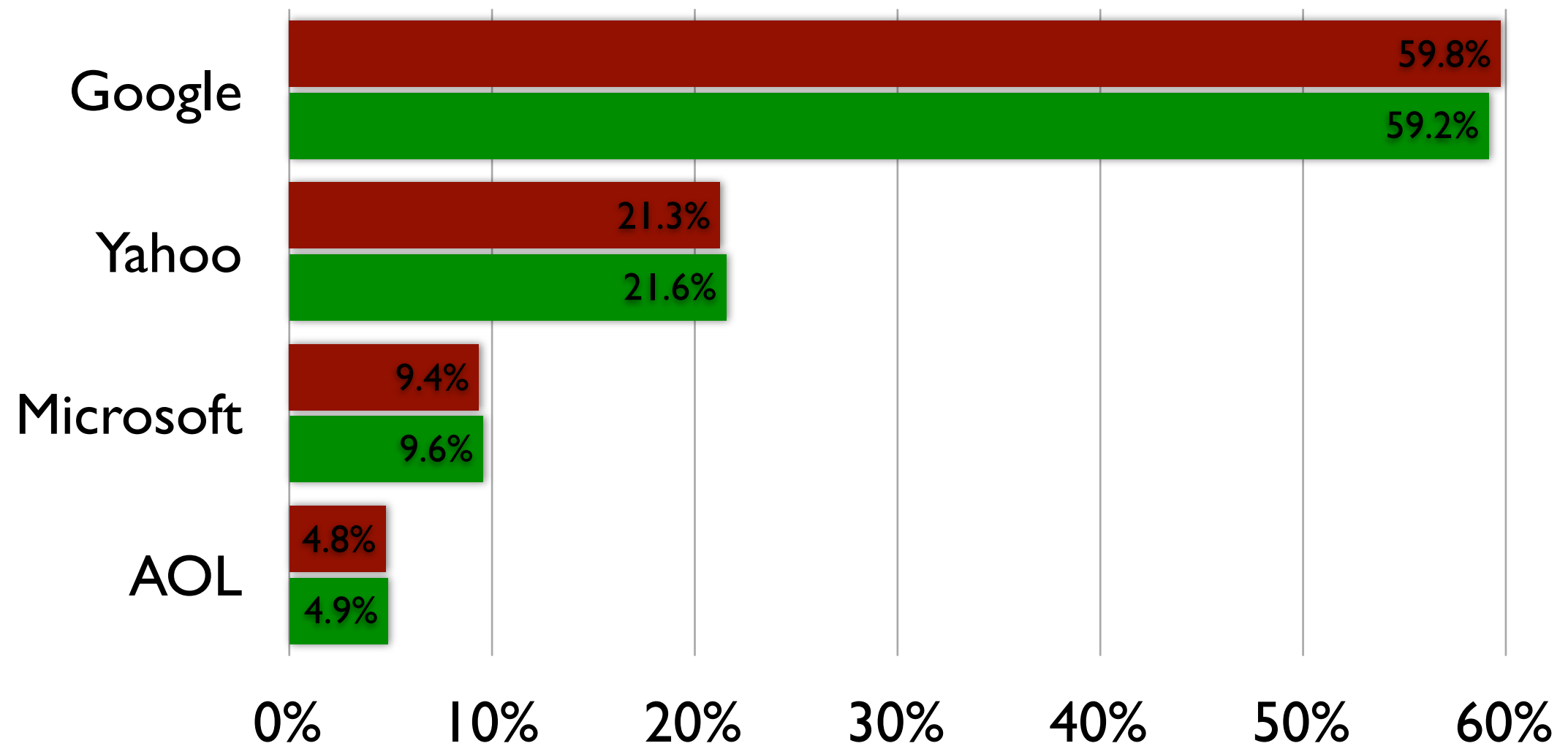
Cognitive disabilities

- Developmental disabilities
- Learning disabilities

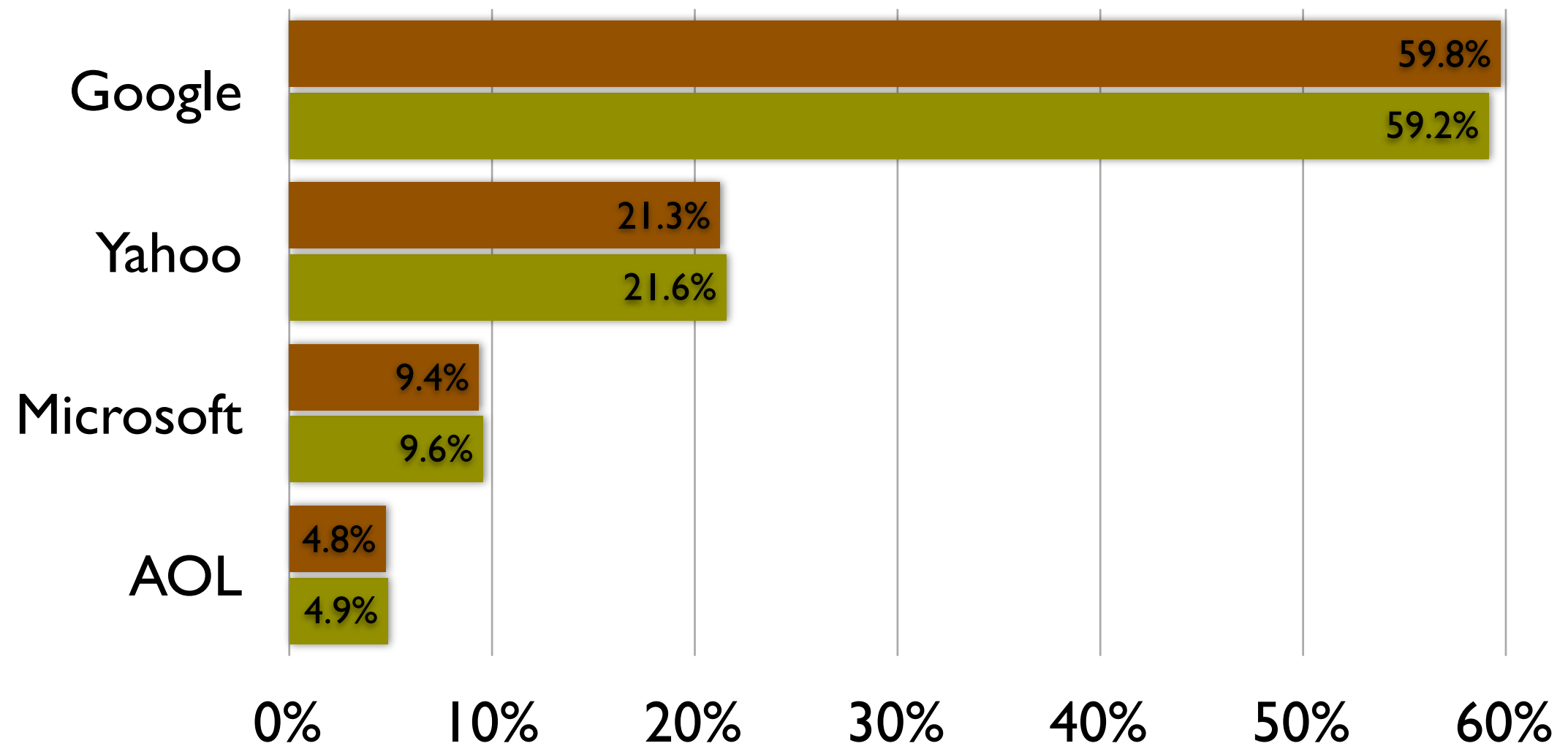
Color Deficits

Don't rely on color to express information

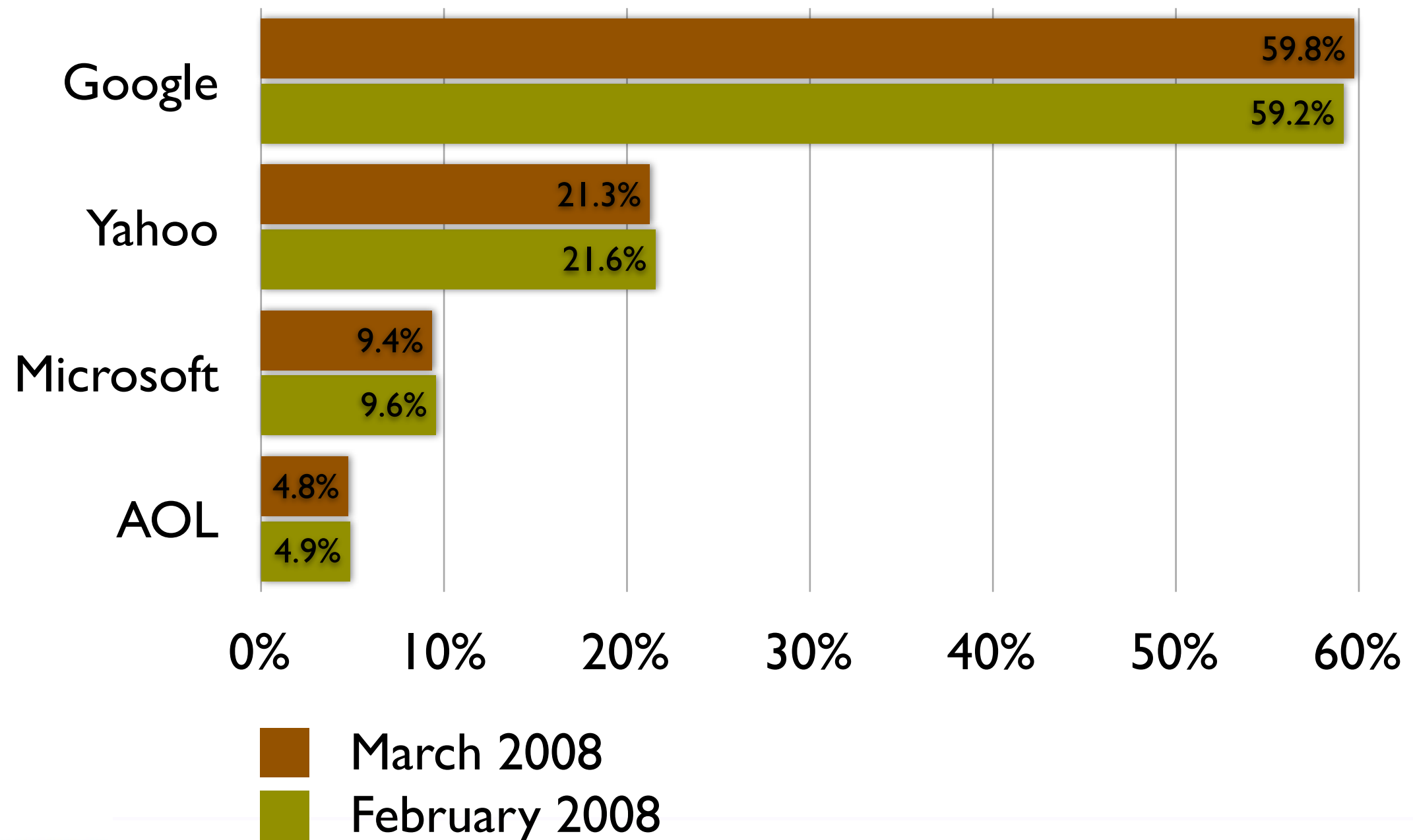
Normal vision



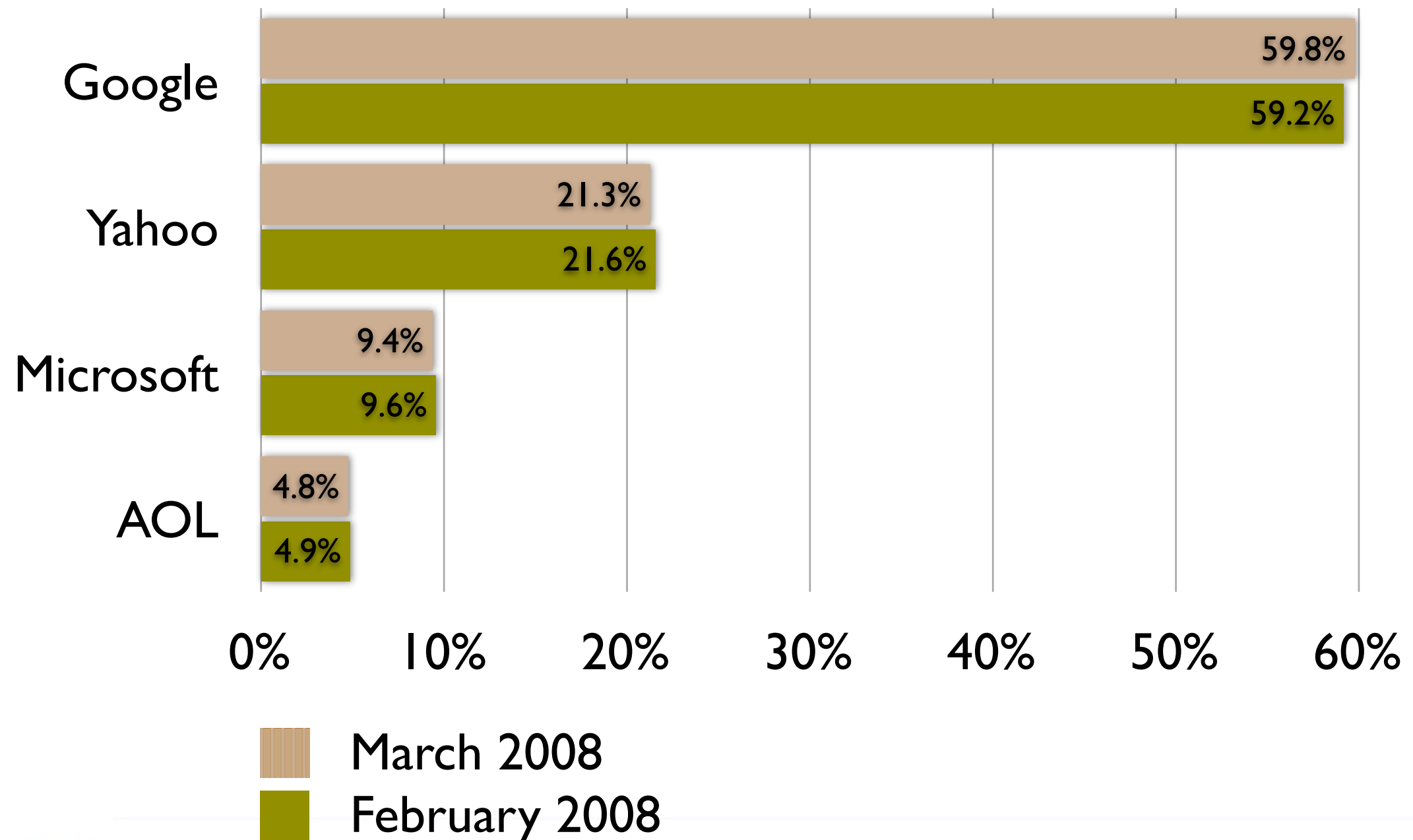
Deuteranope view



Good: add legend



Better: add pattern



Juicy Studio

The screenshot shows the Juicy Studio Colour Contrast Analyser interface. The browser window title is "Juicy Studio: Colour Contrast Analyser". The address bar shows the URL "http://juicystudio.com/services/cca.html". The interface includes a toolbar with various tools like WAVE, Errors, Features, and Alerts, Structure/Order, Text-only, Outline, Reset Page, Disable Styles, Icons Key, and Tools. Below the toolbar, there are tabs for Reports, Navigation, Text Equivalents, Scripting, Style, Validators, Tools, Keyboard, and Options. The main content area displays the Juicy Studio logo and the title "Juicy Studio: Colour Contrast Analyser". Below the title, there is a section titled "Summary of Failures" which contains a table with the following data:

	Failures
Luminosity Contrast Ratio	2
Difference in Brightness	13
Difference in Colour	35

Below the summary table, there is a section titled "Colour Contrast Results (all tests)" which contains a table with the following data:

Element	Parent Nodes	Sample	Colour	Background	Luminosity Contrast Ratio	Difference in Brightness	Difference in Colour
A	<ul style="list-style-type: none">HTML.jsBODY.front.not-logged-in.no-sidebarsDIV#pageDIV#page-innerDIV#headerDIV#header-inner.clear-blockDIV#logo-titleDIV#skip-to-nav	Sample	#ffffff	#e7e7e7	1.24:1 (fail)	24 (fail)	72 (fail)

The bottom of the interface shows a status bar with the text "< h> YSlow".

Audio & Video

What a hearing disabled user may experience

Video without text

The White House Blog

Weekly Address: "It's Time Washington Acted as Responsibly as Our Families Do"

The President previews his budget, explaining that it will help the government live within its means, while still investing to make sure America wins the future.



Audio & Video

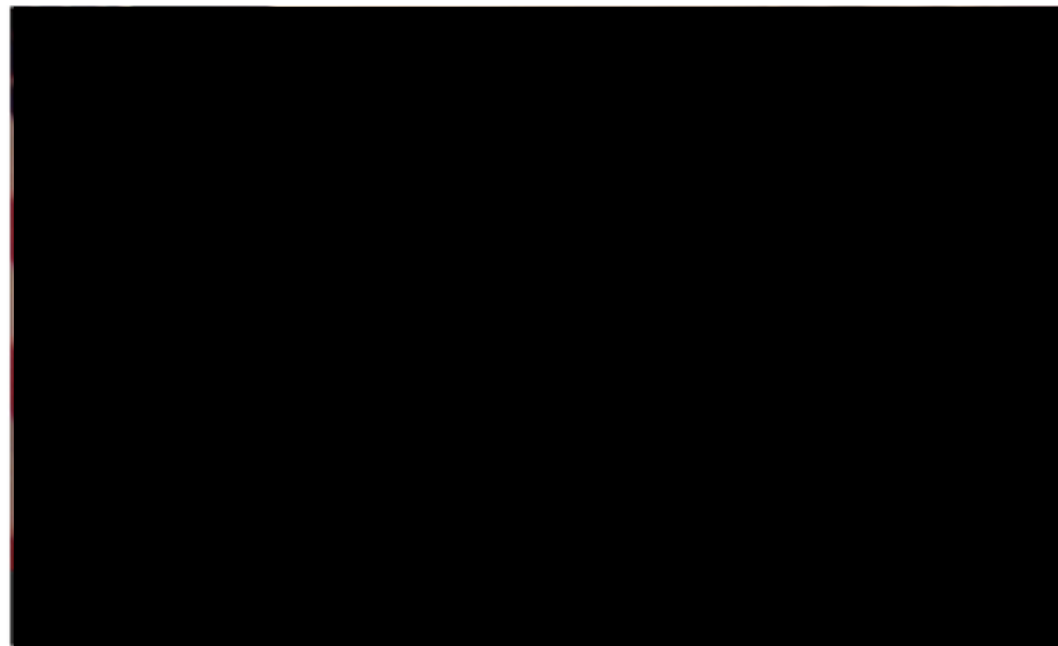
What a hearing disabled user &
(Search Engine) robot may experience

Video without text

The White House Blog

Weekly Address: "It's Time Washington Acted as Responsibly as Our Families Do"

The President previews his budget, explaining that it will help the government live within its means, while still investing to make sure America wins the future.



Subtitles & transcript

The White House Blog

Weekly Address: "It's Time Washington Acted as Responsibly as Our Families Do"

The President previews his budget, explaining that it will help the government live within its means, while still investing to make sure America wins the future.



Video Transcript

February 12, 2011 - Washington, DC:

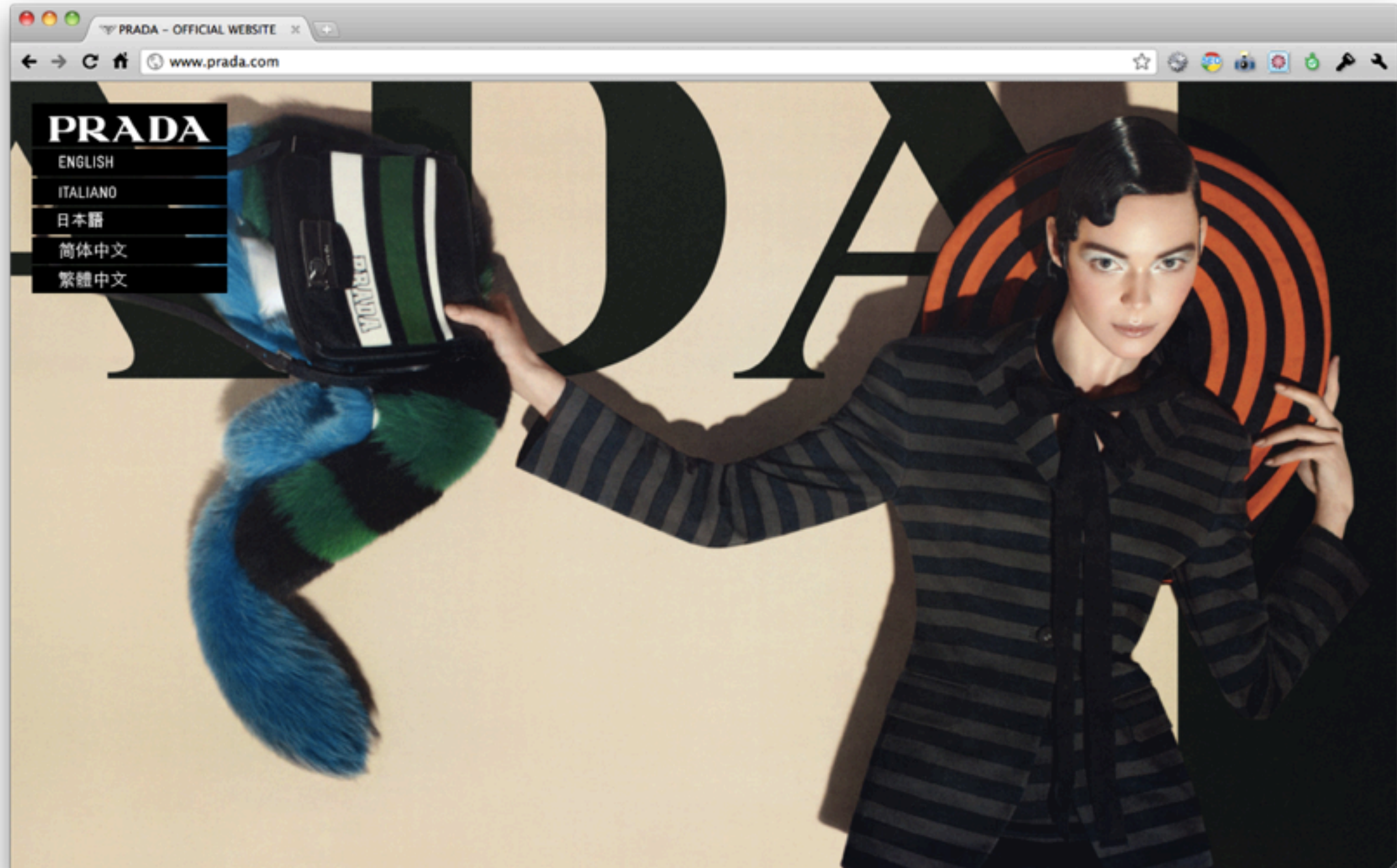
"A few months ago, I received a letter from a woman named Brenda Breece. I wanted to share her story because it speaks to what a lot of families are going through - and it offers a good example of the kind of responsibility that's needed in Washington right now.

Brenda is a mom and a special-ed teacher from Missouri. Her husband, David, was employed at the local Chrysler plant for nearly four decades. They've worked hard their whole lives. But like a lot of folks, they've taken some hits over the past few years. When the Chrysler plant closed, David had to take early retirement. His pension helps, but it's half of what he earned before. Meanwhile, because of budget cuts, Brenda has had to buy school supplies for her students out of her own pocket - because it's her job and she cares about those kids..." [Read Full Transcript](#)

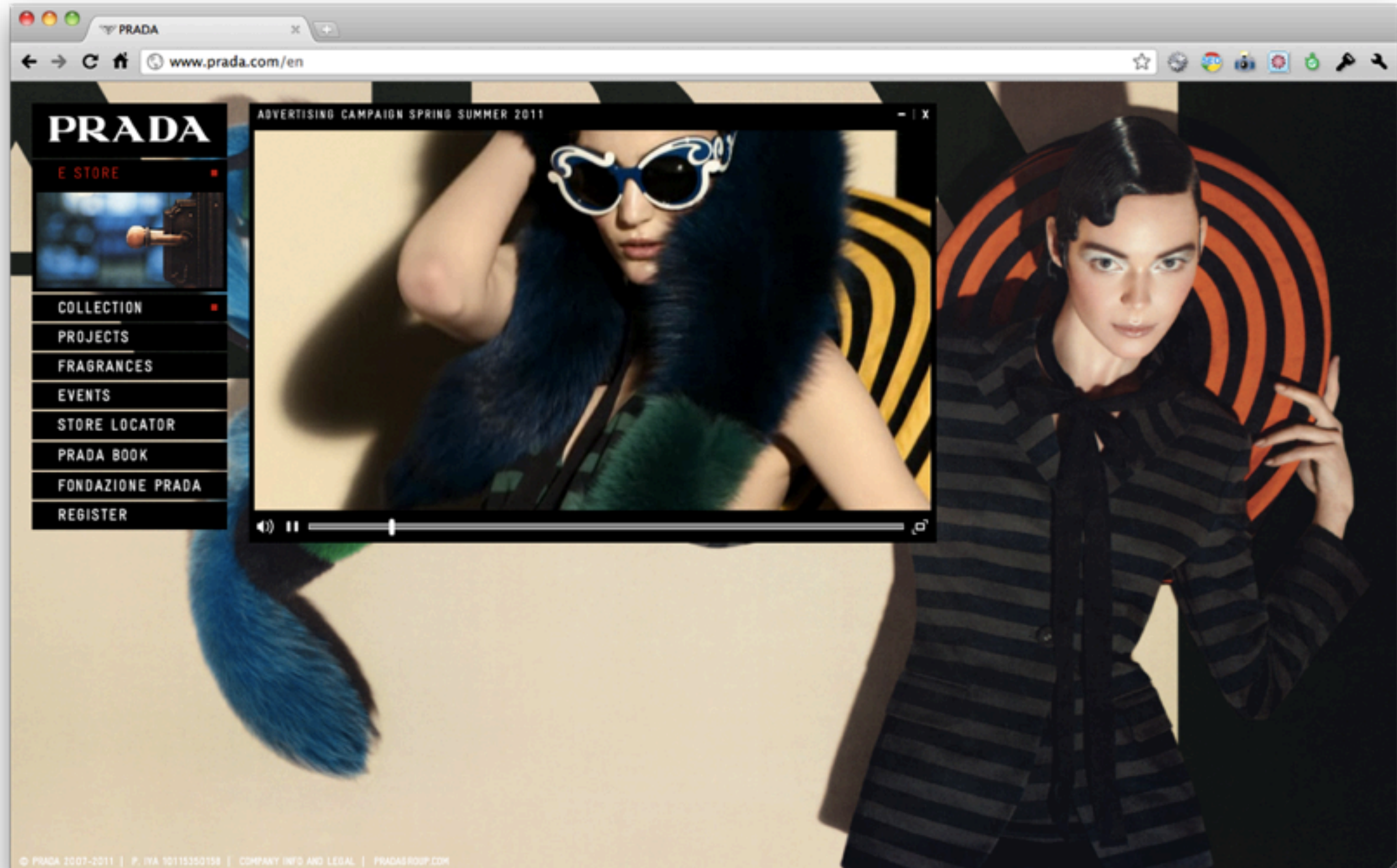
Prada S.p.A.

Case study: style over substance

Prada home page



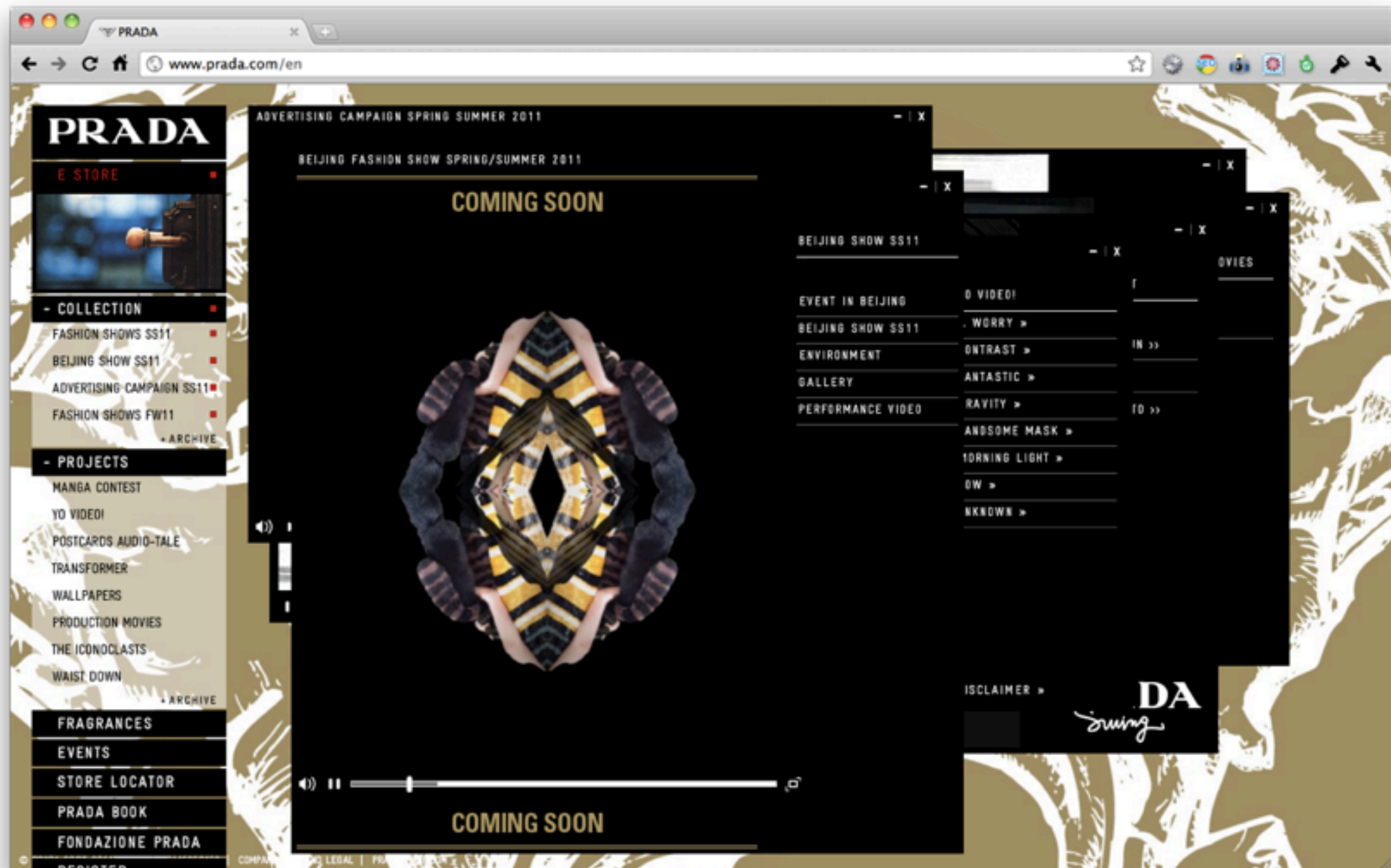
English home page



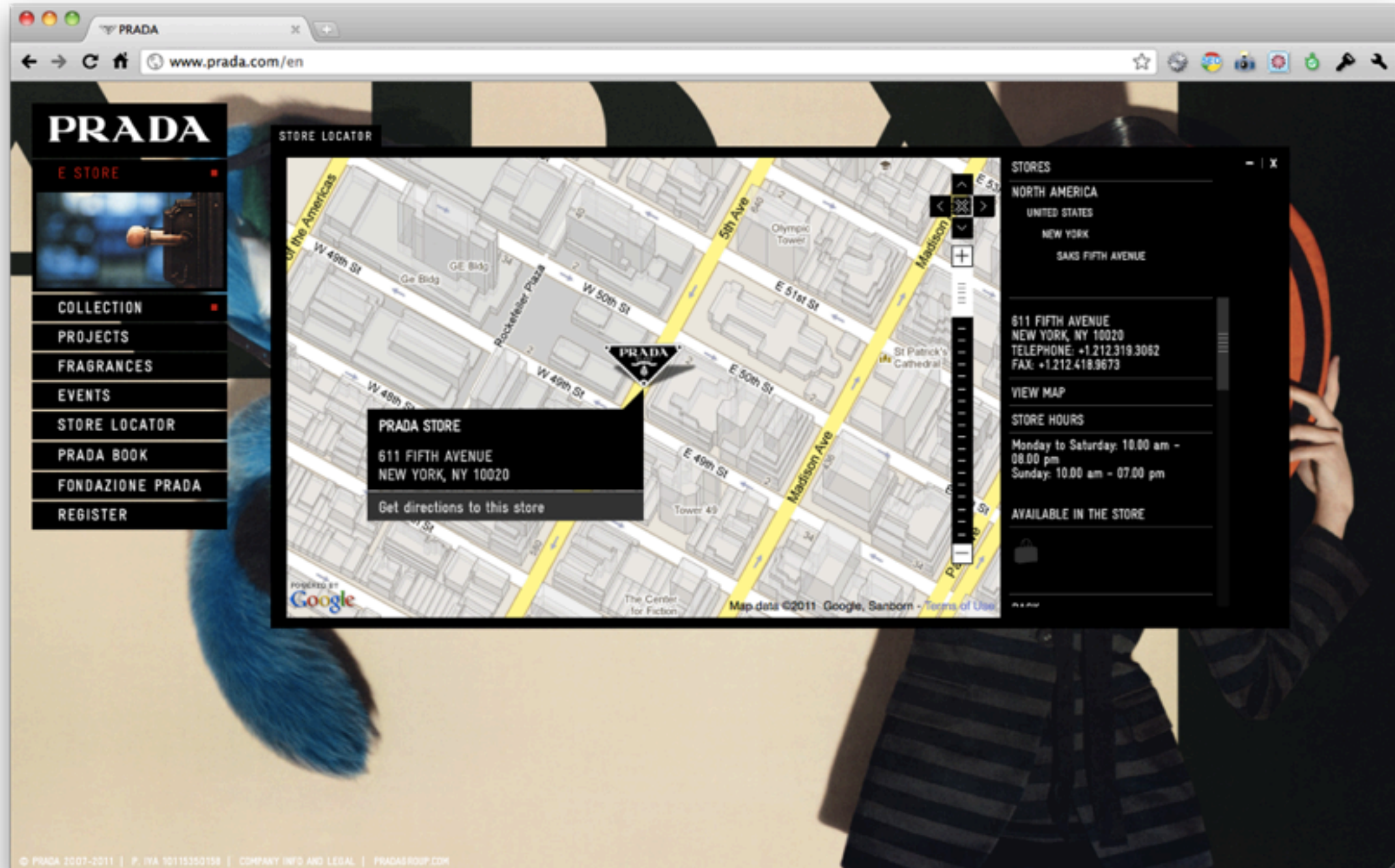
Links spawn videos



...lots of videos



Store finder



Home page

This is Google's cache of <http://www.prada.com/>. It is a snapshot of the page as it appeared on Feb 17, 2011 02:58:14 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

[Text-only version](#)

The background of the Prada home page is a dark, artistic photograph. It features a person wearing a dark, horizontally striped jacket, standing in front of a large, stylized letter 'P'. To the left, there are some colorful, abstract shapes that look like balloons or balloons tied to a string. The overall mood is sophisticated and artistic.

PRADA

ENGLISH

ITALIANO

日本語

简体中文

繁體中文

Home page SEO view

This is Google's cache of <http://www.prada.com/>. It is a snapshot of the page as it appeared on Feb 17, 2011 02:58:14 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

[Full version](#)

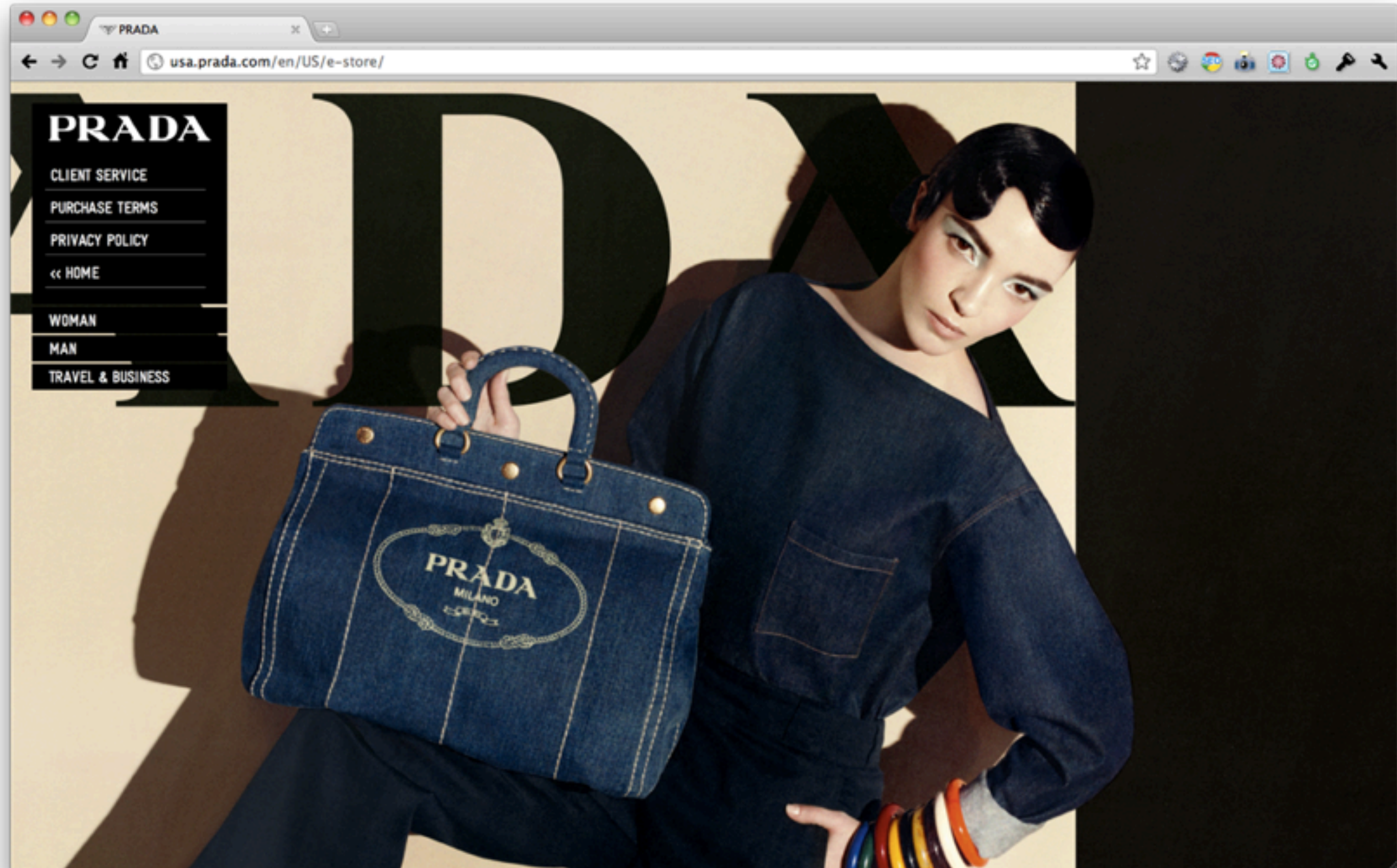
PRADA

- [English](#)
- [Italiano](#)
- [Japanese](#)
- [Simplified Chinese](#)
- [Traditional Chinese](#)

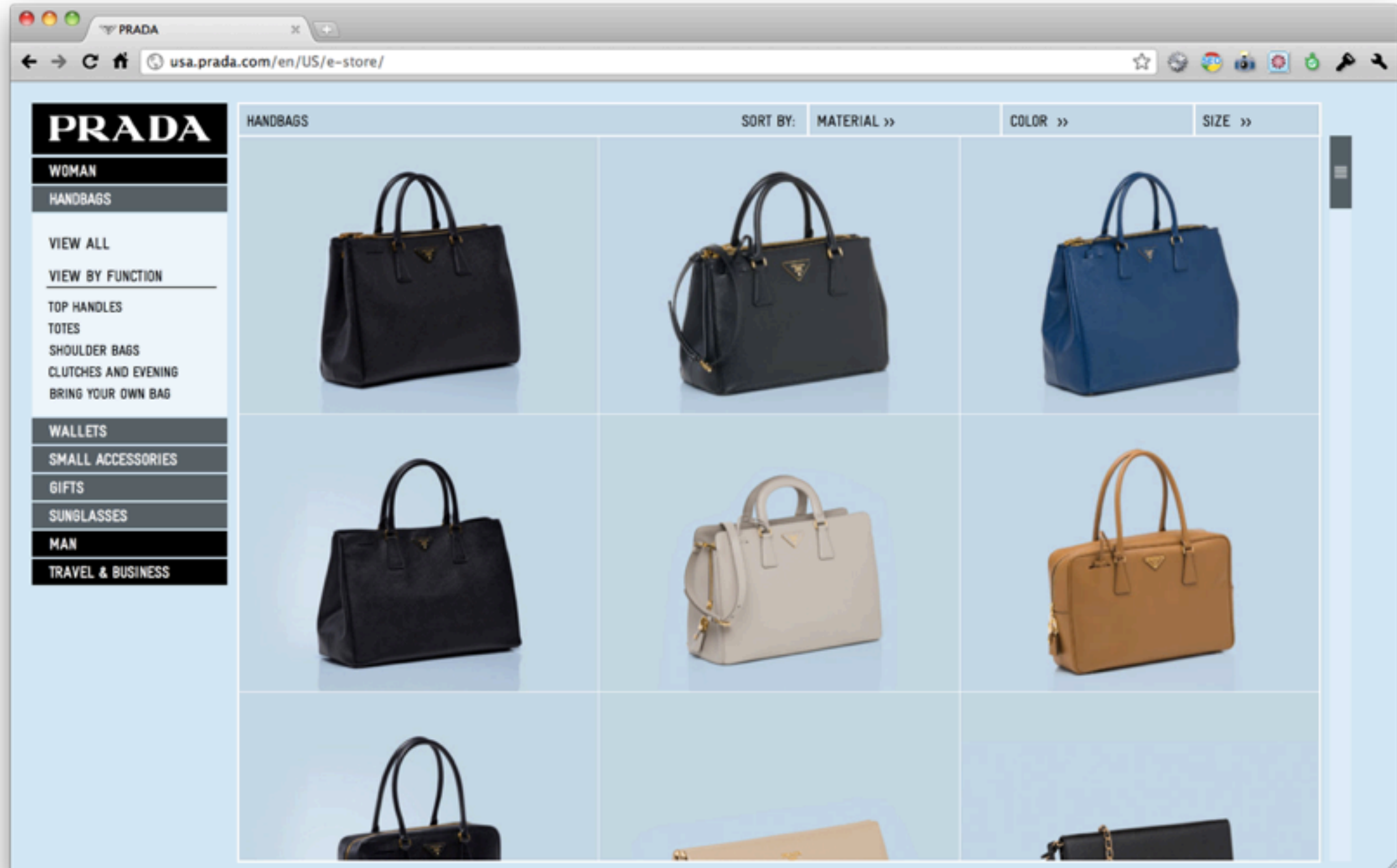
Prada Online Store

Sighted user experience

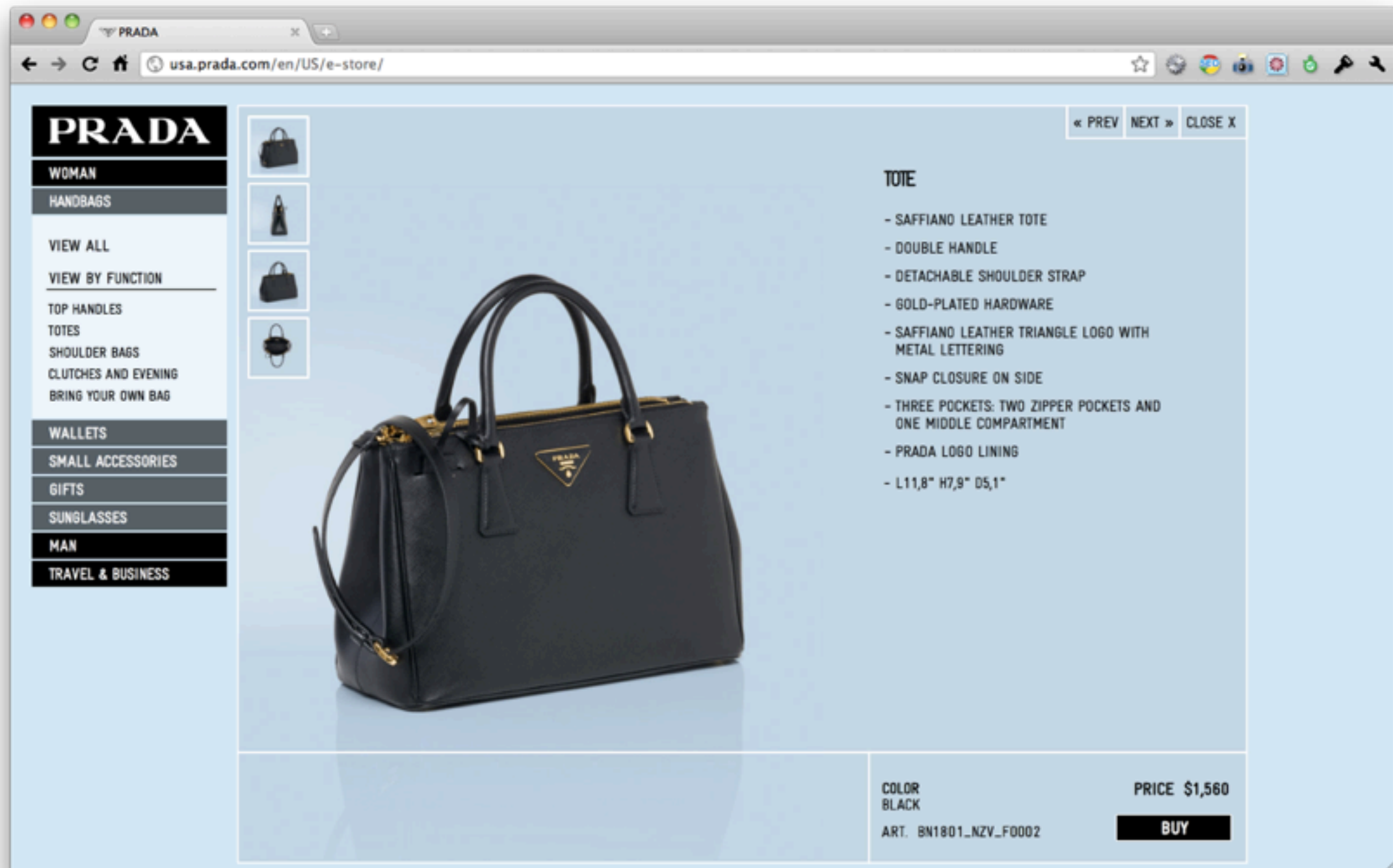
Store home page



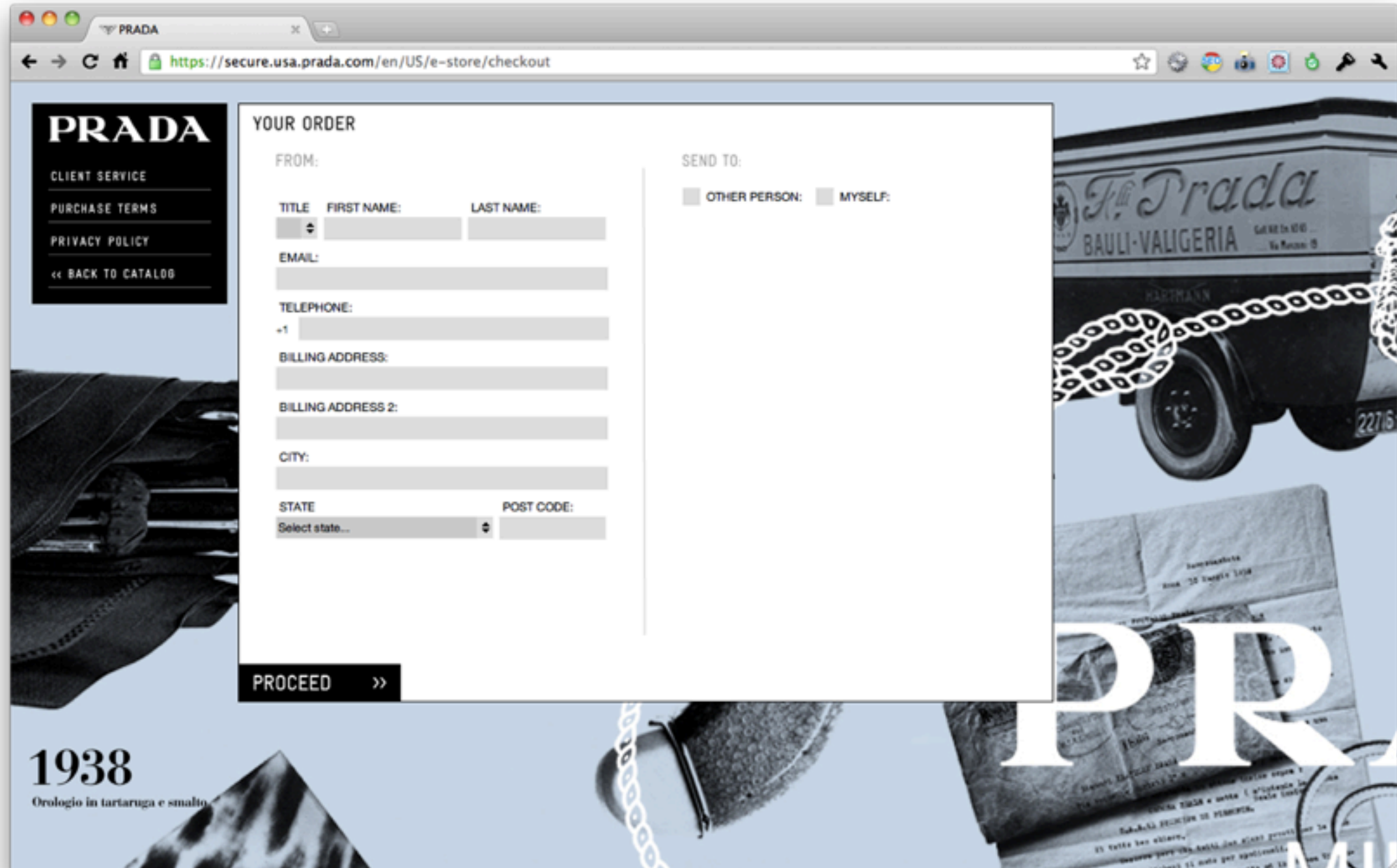
Product list page



Product detail page



Secure checkout



The screenshot shows a web browser window with the Prada logo and a secure checkout form. The form is titled "YOUR ORDER" and includes fields for "FROM:" (Title, First Name, Last Name, Email, Telephone, Billing Address, Billing Address 2, City, State, Post Code) and "SEND TO:" (Other Person, Myself). A "PROCEED >>" button is at the bottom of the form. The background features a collage of images including a Prada truck, a watch, and a document.

PRADA

CLIENT SERVICE
PURCHASE TERMS
PRIVACY POLICY
« BACK TO CATALOG

YOUR ORDER

FROM:

TITLE FIRST NAME: LAST NAME:

EMAIL:

TELEPHONE:

+1

BILLING ADDRESS:

BILLING ADDRESS 2:

CITY:

STATE POST CODE:

Select state...

SEND TO:

☐ OTHER PERSON: ☐ MYSELF:

PROCEED >>

1938
Orologio in tartaruga e smalto

PRADA

Prada Online Store

Search Engine & sight-impaired user experience

Site listing

The screenshot shows a Google search interface. At the top, navigation links include Web, Images, Videos, Maps, News, Shopping, Mail, and more. The user's name, David Minton, is in the top right. The Google logo is on the left. The search bar contains 'site:usa.prada.com' and a 'Search' button. To the right of the search bar, it says 'SafeSearch off'. Below the search bar, it indicates '6 results (0.13 seconds)' and a link to 'Advanced search'. On the left side, there is a sidebar with links to 'Everything', 'Images', 'Videos', 'News', 'Shopping', and 'More'. Below these links, it shows the location 'Durham, NC 27713' and a 'Change location' link. At the bottom of the sidebar is a 'Show search tools' link. The main content area displays a 'Try Google Webmaster Tools' promotion for 'usa.prada.com'. Below this, there are four search results, each starting with a blue underlined title: '[FLASH] usa.prada.com/buy-online/expressInstall.swf', 'PRADA', 'PRADA', and 'PRADA'. Each result is followed by a description and a 'Cached' link. The first result is a Shockwave Flash file. The second and third results are cached versions of 'usa.prada.com/buy-online/'. The fourth result is a cached version of 'https://secure.usa.prada.com/'.

Web Images Videos Maps News Shopping Mail more ▾ David Minton ▾

Google

site:usa.prada.com Search SafeSearch off ▾

6 results (0.13 seconds) Advanced search

Try Google Webmaster Tools Google promotion
www.google.com/webmasters/ Do you own **usa.prada.com**? Get indexing and ranking data from Google.

[FLASH] usa.prada.com/buy-online/expressInstall.swf
File Format: Shockwave Flash

PRADA
usa.prada.com/buy-online/ - Cached

PRADA
usa.prada.com/buy-online/ - Cached

[FLASH] usa.prada.com/buy-online/Main.swf?r
File Format: Shockwave Flash

PRADA
en, download_pdf. ×. en, download_pdf.
usa.prada.com/en/US/e-store/ - Cached

PRADA
<https://secure.usa.prada.com/> - Cached

Everything
Images
Videos
News
Shopping
More ▾

Durham, NC 27713
Change location

Show search tools

Online store

This is Google's cache of <http://usa.prada.com/en/US/e-store/>. It is a snapshot of the page as it appeared on Feb 14, 2011 22:29:29 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

These terms only appear in links pointing to this page: **http usa prada com en us e store**

[Full version](#)

[x](#)

- [en, download pdf](#)

[x](#)

- [en, download pdf](#)

Secure checkout

This is Google's cache of <https://secure.usa.prada.com/>. It is a snapshot of the page as it appeared on Feb 15, 2011 08:02:44 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

[Full version](#)

[Get Adobe Flash player](#)

Levi Strauss & Co.

Case study: hard working website

Site listing






The screenshot shows a Google search interface. At the top, navigation links for Web, Images, Videos, Maps, News, Shopping, and Mail are visible, along with a user profile 'David Minton' and a settings gear icon. The Google logo is on the left. The search bar contains 'site:us.levi.com' and a 'Search' button. To the right of the search bar, it says 'SafeSearch off'. Below the search bar, it indicates 'About 13,000 results (0.14 seconds)' and a link to 'Advanced search'. On the left side, there is a sidebar with links to 'Everything', 'Images', 'Videos', 'News', 'Shopping', and 'More'. Below these links, it shows the location 'Durham, NC 27713' and a 'Change location' link, followed by a 'Show search tools' link. The main search results area contains a 'Try Google Webmaster Tools' promotion, followed by four search results for Levi's, each with a title, description, and URL.

Web Images Videos Maps News Shopping Mail more ▾ David Minton ▾ ⚙

Google

site:us.levi.com Search SafeSearch off ▾

About 13,000 results (0.14 seconds) Advanced search

 Everything
 Images
 Videos
 News
 Shopping
▾ More

Durham, NC 27713
Change location

Show search tools

[Try Google Webmaster Tools](#) Google promotion
www.google.com/webmasters/ Do you own us.levi.com? Get indexing and ranking data from Google.

[Levi's - The official store for Levi's Jeans, Tops, Jackets ...](#)
Shop from our entire line of Levi's clothes for men, women, juniors, kids, and babies.
us.levi.com/home/index.jsp - Cached

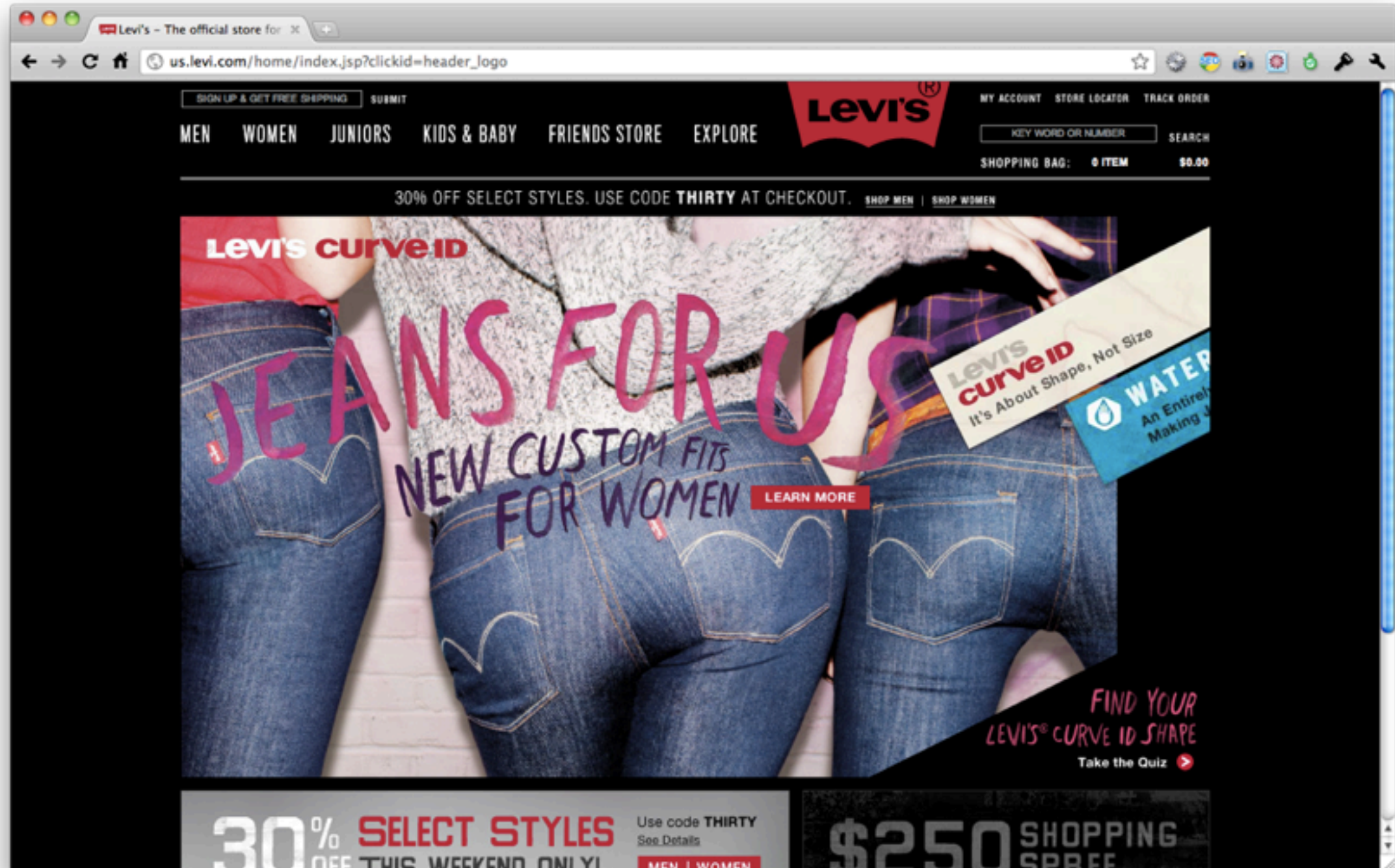
[Levis Strauss - Levi's - The official store for Levi's Jeans, Tops ...](#)
Shop from our entire line of Levi's clothes for men, women, juniors, kids, and babies.
www.us.levi.com/care/why.aspx - Cached - Similar

[Levi's Care - Levi's - The official store for Levi's Jeans, Tops ...](#)
Shop from our entire line of Levi's clothes for men, women, juniors, kids, and babies.
www.us.levi.com/care/landing.aspx - Cached - Similar

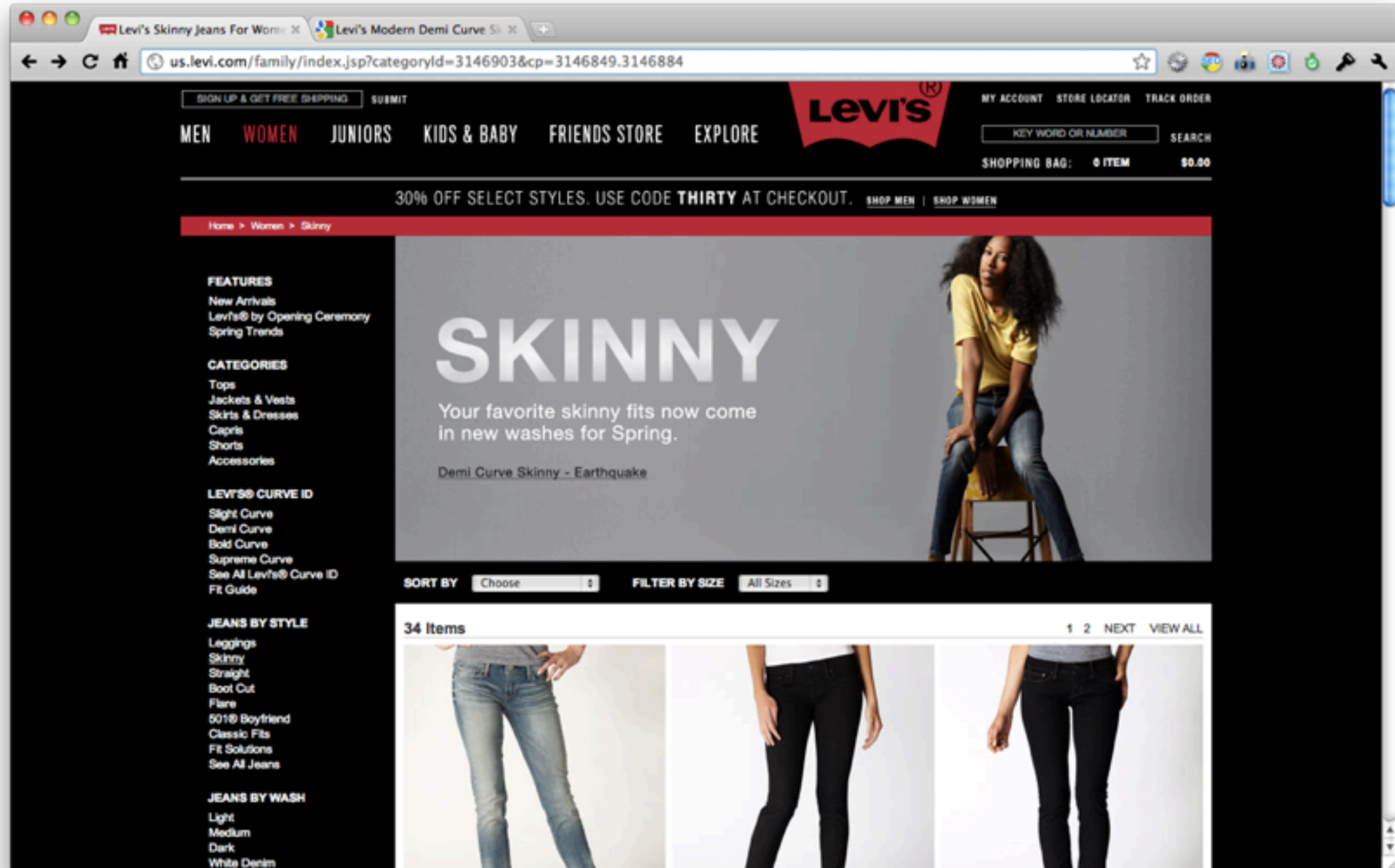
[Mobile 3 - levi.com](#)
Apr 21, 2010 ... Shop Mobile 3 at the official Levi's store. Browse our collection of men's jeans , women's jeans, kid's jeans and more!
us.levi.com/shop/index.jsp?categoryId=2816347 - Cached

[Levi's - Skinny 511™ Jeans - 3D Onyx customer reviews - product ...](#)
Levi's product reviews and customer ratings for Skinny 511™ Jeans - 3D Onyx. Read and

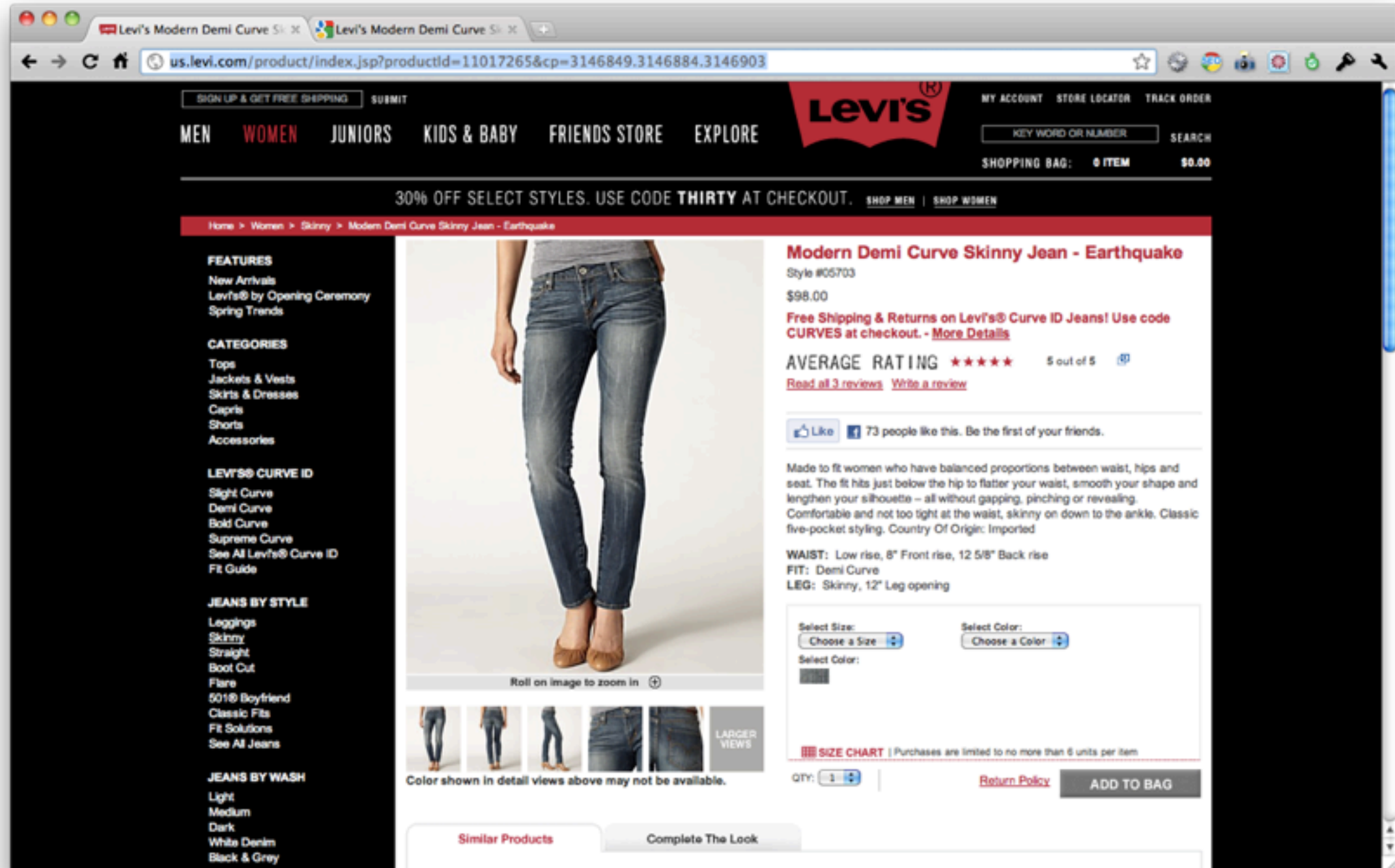
Levi's home page



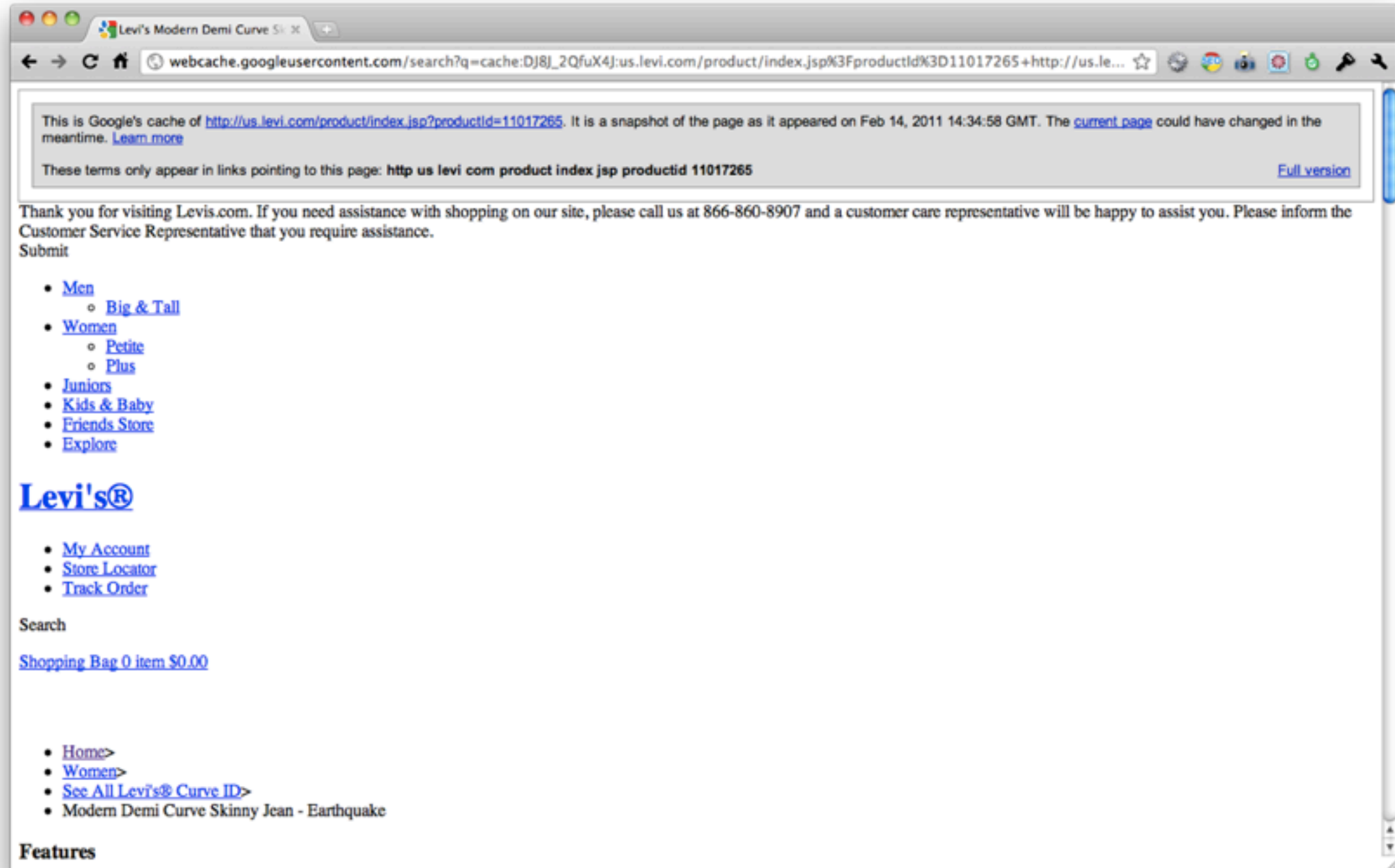
Product list page



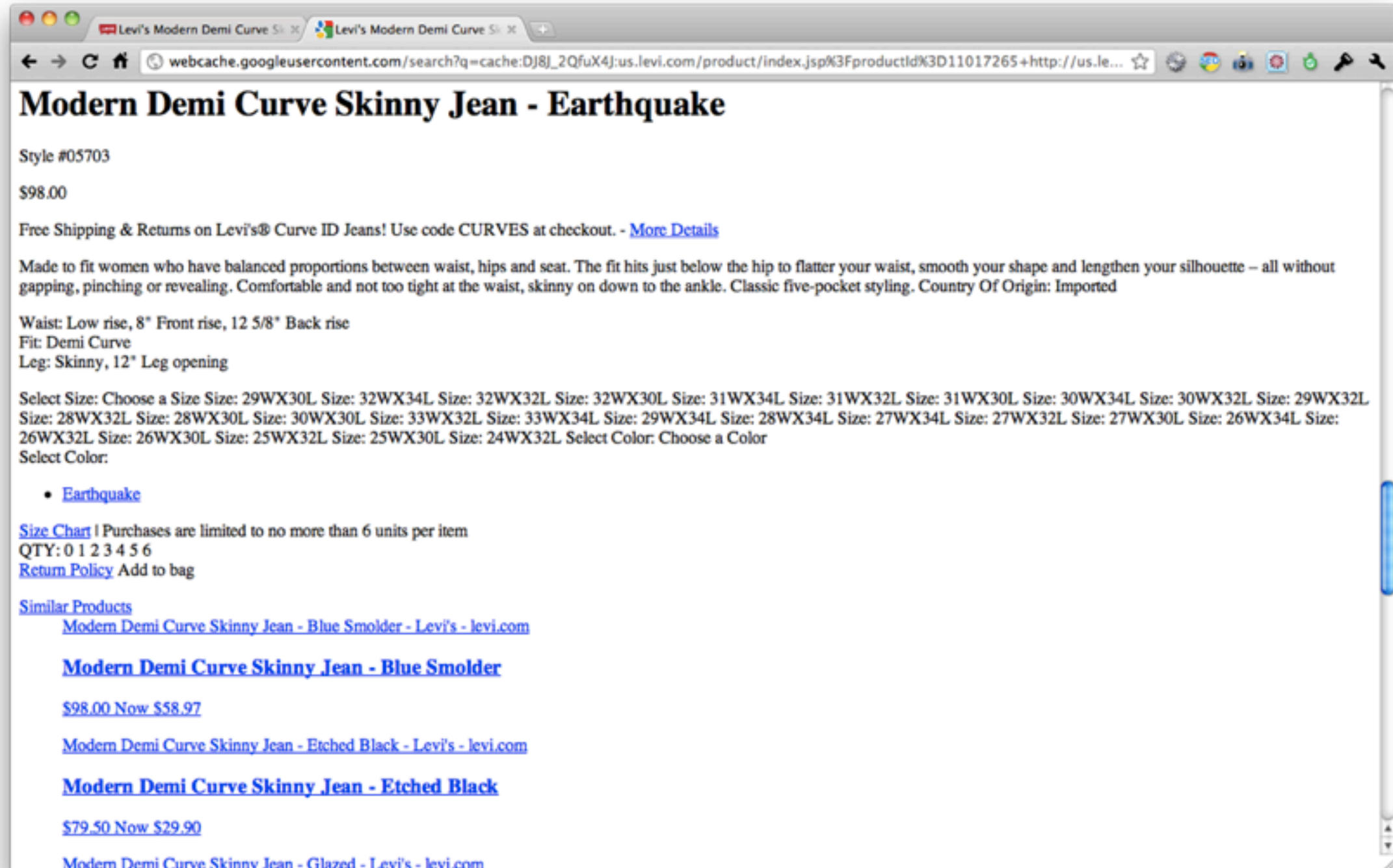
Product detail page



Product detail page



Product detail page



It Doesn't End Here

There are many Usability pitfalls out there.

Other Hurdles

- Flash and AJAX
- Frames and framesets
- Dependence on visual cues
- Poorly written content

Conclusion

- Call it Usability, Accessibility, or SEO; it's all about Usability in one form or another.
- If you do nothing else, SEO best practices can help improve usability for sighted as well as sight-impaired users.



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@DH_David

www.designhammer.com