Don’t “Click here:”
The Intersection of Usability, Accessibility, and SEO

SILS Seminar
Friday, April 20th, 12pm

David Minton @DH_David
Managing Partner @DesignHammer
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”
“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 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.

W3C seeks people for two positions:

- Business Development Global Leader
- Health Care and Life
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
   Further instructions on how to FTP
“Click here”

- Emerged sometime between 1992 & 1995
- Became popular
Very, very popular
More than the Beatles

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
www.thebeatles.com/- Cached - Similar

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 en.wikipedia.org/wiki/The_Beatles - Cached - Similar

Videos for the beatles

The Beatles
3 min - Feb 9, 2006
Uploaded by spinalcracker
youtube.com

THE BEATLES - HERE COMES THE SUN
3 min - Jun 8, 2007
Uploaded by markrallim
youtube.com

The Beatles - Let It Be
3 min - Feb 7, 2007
Uploaded by esperantza
youtube.com
...and major sports

<table>
<thead>
<tr>
<th>Sport</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football</td>
<td>786,000,000</td>
</tr>
<tr>
<td>Basketball</td>
<td>415,000,000</td>
</tr>
<tr>
<td>Baseball</td>
<td>216,000,000</td>
</tr>
<tr>
<td>Hockey</td>
<td>131,000,000</td>
</tr>
<tr>
<td>The Beatles</td>
<td>68,500,000</td>
</tr>
<tr>
<td></td>
<td>1,616,500,000</td>
</tr>
</tbody>
</table>
“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

Adobe - Download Adobe Reader
Download Adobe Reader to view, print and collaborate on PDF files.
Versions - Reader - System requirements
get.adobe.com/reader/ - Cached - Similar

Click Here: A Digital Marketing and Advertising Agency
Click Here is a Dallas-based interactive advertising agency with a full range of online advertising and marketing solutions, including display, search and ...
www.clickhere.com/ - Cached

Consumer Opt-Out - Network Advertising Initiative
The NAI has adopted a policy that all NAI member companies set a minimum lifespan of five years for their opt out cookies. Click here for more information. ...
www.networkadvertising.org/optout_nonppii.asp - Cached - Similar

Apple - QuickTime - Download
Download QuickTime 7 Player free for PC and Mac. Upgrade to QuickTime 7 Pro and capture video with a single click or convert media into a variety of ...
www.apple.com › Mac › QuickTime - Cached - Similar

Windows Media Player - Microsoft Corporation
www.microsoft.com/windows/windowsmedia/download/ - Similar

rich Internet applications | Adobe Flash Player
On top: Adobe Reader

Adobe - Download Adobe Reader
Download Adobe Reader to view, print and collaborate on PDF files.
Adobe Download - Versions - Reader 9
get.adobe.com/reader/ - Cached - Similar

Click Here: A Digital Marketing and Advertising Agency
Click Here is a Dallas-based interactive advertising agency with a full range of online advertising and marketing solutions, including display, search and ... www.clickhere.com/ - Cached

Consumer Opt-Out - Network Advertising Initiative
The NAI has adopted a policy that all NAI member companies set a minimum lifespan of five years for their opt out cookies. Click here for more information. ... www.networkadvertising.org/optout_nonppii.asp - Cached - Similar

Apple - QuickTime - Download
Download QuickTime 7 Player free for PC and Mac. Upgrade to QuickTime 7 Pro and capture video with a single click or convert media into a variety of ... www.apple.com › Mac › QuickTime - Cached - Similar

Windows Media Player - Microsoft Corporation
www.microsoft.com/windows/windowsmedia/download/ - Similar

rich Internet applications | Adobe Flash Player
Why is this top result?

Adobe Reader

Adobe Reader 9.4 (45.97 MB)

Your system: Mac OS (Intel) 10.4.11 - 10.6.3, English
Different language or operating system?

Learn more | System Requirements | Distribute Adobe Reader

Download now

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

```css
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 <a>difference between client-side and server-side image maps</a> here.</p>

<h2>Tips for Writing Effective Alt-Text</h2>

<p>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 <a>tips for writing alt-text</a> here.</p>

<h2>Labeling Links</h2>

<p>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 <a>screen reader</a> 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.</p>
Screen reader

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 to describe the function of the item. In HTML, the "description of the image" within the image tag. Picture have 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
Accessibility simulator

Page has four headings and three links: Improving Your Web Site’s Accessibility dash Internet Explorer.

**Heading level one**
Improving Your Web Site’s Accessibility

**Heading level two**
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 equals quote your description of the image quote within the image tag. Pictures are probably there for a reason. Certainly, graphical links have a purpose. Image maps need to have alt dash text for each quote clickable quote region. And, be sure to use client dash side image maps, not server dash side, or you’ll have even bigger problems. Learn about the Link difference between client dash side and server dash side image maps here.

**Heading level two**
Tips for Writing Effective Alt dash 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, quote Search the Card Catalog quote is much more useful than quote Photo of a collection of books and other reading materials scattered on a library table. quote Read more Link tips for writing alt dash text here.

**Heading level two**
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 Link screen reader and tabbing from link to link. So, using quote click here quote as link text is bad. Many people will hear only quote click here quote and will have no idea which way to go to find the explanation.
Fangs: Heading list

### Headings list

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

difference between client-side and server-side image maps

tips for writing alt-text

screen reader
Poor 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 click 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 click 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. click here to learn more.
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. Learn about the difference between client-side and server-side image maps <a>Click here.</a></p>

Tips for Writing Effective Alt-Text

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. <a>Click here.</a></p>

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. 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. <a>Click here.</a></p>
Accessibility simulator

Page has three links: Improving Your Web Site's Accessibility dash Internet Explorer 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 image. In HTML, you can provide alternative text for images by adding alt equals quote your description of the image quote within the image tag. Pictures are probably there for a reason. Certainly, graphical links have a purpose. Image maps need to have alt dash text for each quote clickable quote region. And, be sure to use client dash side image maps, not server dash side, or you'll have even bigger problems. Learn about the difference between client dash side and server dash side image maps Link click here. Tips for Writing Effective Alt dash 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, quote Search the Card Catalog quote is much more useful than quote Photo of a collection of books and other reading materials scattered on a library table. quote Read more tips for writing alt dash text Link click 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 quote click here quote as link text is bad. Many people will hear only quote click here quote and will have no idea which way to go to find the explanation. Link click here to learn more.
Headings list
Links list

chrome://fangs – Fangs: Improving Your Web Site’s Accessibility

Fangs output for: Improving Your Web Site’s Accessibility

Help and tutorial

Reload Preferences

Screen reader output Headings list Links list

Links list

click here.
click here.
click here
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)
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.
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.
WAVE: Headings

Improving Your Web Site’s Accessibility

- Label Graphics and Images
- Tips for Writing Effective Alt-Text
- Labeling Links
### Accessibility Extension

#### List of Headers Summary

<table>
<thead>
<tr>
<th>FAE Rule</th>
<th>Order</th>
<th>baseURI</th>
<th>Level</th>
<th>Landmark Role</th>
<th>Text</th>
<th>FAE Rule - Accessibility Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pass</td>
<td>1</td>
<td><a href="http://h5.designhammer.com/code/good.html">http://h5.designhammer.com/code/good.html</a></td>
<td>1</td>
<td></td>
<td>Improving Your Web Site’s Accessibility</td>
<td></td>
</tr>
<tr>
<td>Pass</td>
<td>2</td>
<td><a href="http://h5.designhammer.com/code/good.html">http://h5.designhammer.com/code/good.html</a></td>
<td>2</td>
<td></td>
<td>Label Graphics and Images</td>
<td></td>
</tr>
<tr>
<td>Pass</td>
<td>3</td>
<td><a href="http://h5.designhammer.com/code/good.html">http://h5.designhammer.com/code/good.html</a></td>
<td>2</td>
<td></td>
<td>Tips for Writing Effective Alt-Text</td>
<td></td>
</tr>
<tr>
<td>Pass</td>
<td>4</td>
<td><a href="http://h5.designhammer.com/code/good.html">http://h5.designhammer.com/code/good.html</a></td>
<td>2</td>
<td></td>
<td>Labeling Links</td>
<td></td>
</tr>
</tbody>
</table>

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

List of Links Summary

<table>
<thead>
<tr>
<th>FAE Rule</th>
<th>Order</th>
<th>baseURI</th>
<th>Link Text</th>
<th>Title</th>
<th>Type</th>
<th>Link</th>
<th>FAE Rule - Accessibility Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warn</td>
<td>1</td>
<td><a href="http://h5.designhammer.com/code/good.html">http://h5.designhammer.com/code/good.html</a></td>
<td>difference between client-side and server-side image maps</td>
<td>Web</td>
<td><a href="http://www.google.com/">http://www.google.com/</a></td>
<td>Warn: Ensure that links that point to the same HREF use the same link text.</td>
<td></td>
</tr>
<tr>
<td>Warn</td>
<td>2</td>
<td><a href="http://h5.designhammer.com/code/good.html">http://h5.designhammer.com/code/good.html</a></td>
<td>tips for writing alt-text</td>
<td>Web</td>
<td><a href="http://www.google.com/">http://www.google.com/</a></td>
<td>Warn: Ensure that links that point to the same HREF use the same link text.</td>
<td></td>
</tr>
<tr>
<td>Warn</td>
<td>3</td>
<td><a href="http://h5.designhammer.com/code/good.html">http://h5.designhammer.com/code/good.html</a></td>
<td>screen reader</td>
<td>Web</td>
<td><a href="http://www.google.com/">http://www.google.com/</a></td>
<td>Warn: Ensure that links that point to the same HREF use the same link text.</td>
<td></td>
</tr>
</tbody>
</table>

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

Don’t miss an opportunity!
Sees images

Twitpocalypse is upon us!
Images

What a sight-impaired user & (Search Engine) robot may see
Empty `<alt>` text

```
<img src="/twitpocalypse.png" alt=""/>
```
Helpful `<alt>` text

"Twitpocalypse is upon us!"

`<img src="/twitpocalypse.png" alt="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

- Google: 59.8%
- Yahoo: 21.3%
- Microsoft: 9.4%
- AOL: 4.8%
Deuteranope view

- **Google**: 59.8% (59.2%)
- **Yahoo**: 21.3%
- **Microsoft**: 9.4%
- **AOL**: 4.8%
Good: add legend

- Google: 59.8% (March 2008), 59.2% (February 2008)
- Yahoo: 21.3% (March 2008), 21.6% (February 2008)
- Microsoft: 9.4% (March 2008), 9.6% (February 2008)
- AOL: 4.8% (March 2008), 4.9% (February 2008)

March 2008
February 2008
Better: add pattern

- **Google**: 59.8% (February 2008), 59.2% (March 2008)
- **Yahoo**: 21.3% (February 2008), 21.6% (March 2008)
- **Microsoft**: 9.4% (February 2008), 9.6% (March 2008)
- **AOL**: 4.8% (February 2008), 4.9% (March 2008)
Juicy Studio

Juicy Studio: Colour Contrast Analyser
Summary of Failures

<table>
<thead>
<tr>
<th></th>
<th>Failures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luminosity Contrast Ratio</td>
<td>2</td>
</tr>
<tr>
<td>Difference in Brightness</td>
<td>13</td>
</tr>
<tr>
<td>Difference in Colour</td>
<td>35</td>
</tr>
</tbody>
</table>

Colour Contrast Results (all tests)

<table>
<thead>
<tr>
<th>Element</th>
<th>Parent Nodes</th>
<th>Sample</th>
<th>Colour</th>
<th>Background</th>
<th>Luminosity Contrast Ratio</th>
<th>Difference in Brightness</th>
<th>Difference in Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>• HTML.js&lt;br&gt;• BODY.front.not-logged-in.no-sidebars&lt;br&gt;• DIV#page&lt;br&gt;• DIV#page-inner&lt;br&gt;• DIV#header&lt;br&gt;• DIV#header-inner.clear-block&lt;br&gt;• DIV#logo-title&lt;br&gt;• DIV#skip-to-nav</td>
<td>Sample</td>
<td>#ffffff</td>
<td>#e7e7e7</td>
<td>1.24:1 (fail)</td>
<td>24 (fail)</td>
<td>72 (fail)</td>
</tr>
</tbody>
</table>
Audio & Video

What a hearing disabled user may experience
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
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.
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.

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
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

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
Prada Online Store

Search Engine & sight-impaired user experience
Site listing

Google search for site:usa.prada.com

Try Google Webmaster Tools

PRADA
usa.prada.com/buy-online - Cached
usa.prada.com/buy-online/ - Cached
[FLASH] usa.prada.com/buy-online/ExpressInstall.swf
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
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

en, download_pdf

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

Get Adobe Flash player
Levi Strauss & Co.

Case study: hard working website
Site listing

Google search for "site:us.levi.com" showing the official Levi's store as the top result.
Levis home page
Product list page
Product detail page
Product detail page
Modern Demi Curve Skinny Jean - Earthquake

Style #05703
$98.00

Free Shipping & Returns on Levi's® Curve ID Jeans! Use code CURVES at checkout. - More Details

Made to fit women who have balanced proportions between waist, hips and seat. The fit hits just below the hip to flatter your waist, smooth your shape and lengthen your silhouette – all without gapping, pinching or revealing. Comfortable and not too tight at the waist, skinny on down to the ankle. Classic five-pocket styling. Country Of Origin: Imported

Waist: Low rise, 8" Front rise, 12 5/8" Back rise
Fit: Demi Curve
Leg: Skinny, 12" Leg opening


Size Chart! Purchases are limited to no more than 6 units per item
QTY: 0 1 2 3 4 5 6

Return Policy Add to bag

Similar Products
Modern Demi Curve Skinny Jean - Blue Smolder - Levi's - levi.com

Modern Demi Curve Skinny Jean - Blue Smolder
$98.00 Now $58.97

Modern Demi Curve Skinny Jean - Etched Black - Levi's - levi.com

Modern Demi Curve Skinny Jean - Etched Black
$79.50 Now $29.90

Modern Demi Curve Skinny Jean - Glazed - Levi's - levi.com
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.
David Minton
Managing Partner @DesignHammer @DH_David
www.designhammer.com