

# User Experience and Accessibility



HELLO!

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1. What is Accessibility
2. What is User Experience
3. Why both matter for SEO

Broadly speaking, when we say a site is accessible, we mean that the site's content is available, and its functionality can be operated, by literally anyone.



“

*57 million Americans  
have a disability...*

*(that's ~17% of the population)*



Why is web accessibility important?

...the inclusive practice of ensuring there are no barriers that prevent interaction with, or access to, websites on the World Wide Web by people with physical disabilities



Don't exclude people from using  
your products or services

**Visual**



# Auditory



# Mobility



# Cognitive



# The negative implications to not having an accessible website

- Narrowing your potential target market



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- Negative brand reputation

# The negative implications to not having an accessible website

- Narrowing your potential target market
- Lost revenue
- Negative brand reputation
- Legal Implications



What does an accessible  
website mean?

# WCAG defines 4 principles: P O U R

**Perceivable** - Information can be presented in different ways



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# WCAG defines 4 principles: P O U R

**Perceivable** - Information can be presented in different ways

**Operable** - Functionality can be used in different modalities

**Understandable** - Information and functionality is understandable

**Robust** - Content can be interpreted reliably

## Common issues people have online



Text that doesn't wrap

## Common issues people have online



Links without anchor text

## Common issues people have online



Code issues for keyboard  
only users



## Common issues people have online



Font size

## Common issues people have online



Poor Contrast

## Common issues people have online



Reliance on Color

## Common issues people have online



Animations and carousels

## Common issues people have online



Page time limits

## 3 sets of accessibility guidelines

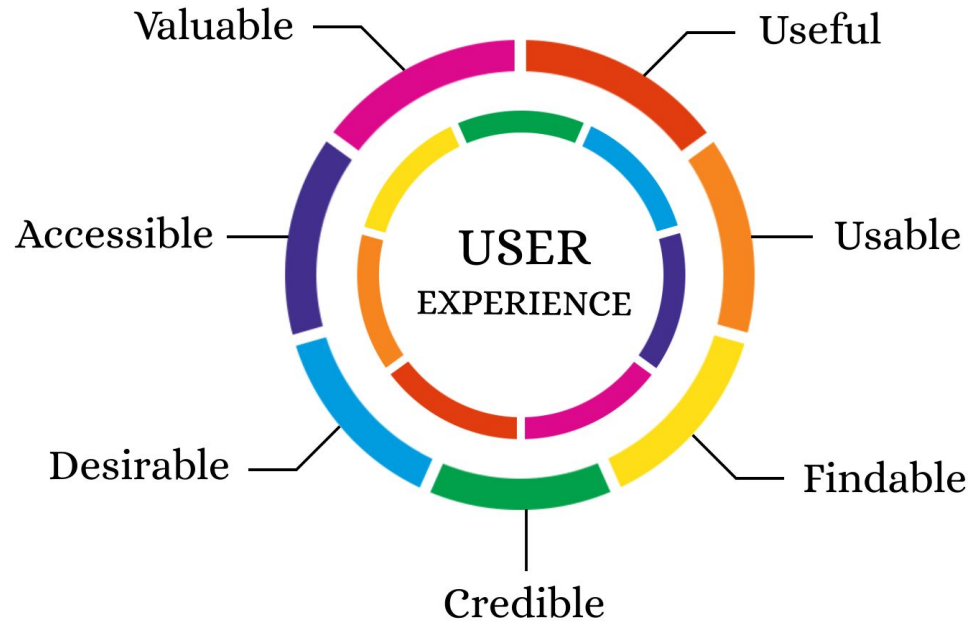
[Web Content Accessibility Guidelines \(WCAG\)](#)

[Authoring Tool Accessibility Guidelines \(ATAG\)](#)

[User Agent Accessibility Guidelines \(UAAG\)](#)







## **User Experience...**

**Gives users the answer they are  
looking for**

**User Experience...**

**Answers the users question fast**

## **User Experience...**

**Provides answers on a site that  
is accessible on all devices**

Our mission is to **organize** the  
world's **information** and make it  
**universally accessible** and **useful**.



Coming  
Soon



## Page Experience



**Interactivity:** Users are able to interact quickly with elements on the site.

## Page Experience



**Loading performance:** A fast server response time will result in better performance.

## Page Experience



**Visual stability:** Content should not jump around the page as it is loading.



**Mobile-friendliness:** Users should be able to access the page via mobile and enjoy the same experience as desktop users.

## Page Experience



**Security:** The page should run on HTTPS

## Page Experience



**Browsing safety:** Safe browsing checks for security issues including malware, deceptive pages, harmful downloads, and uncommon downloads

## Page Experience



**Presence of intrusive interstitials:** This might include aspects like pop-ups and ads that intrude on the main reading and viewing experience. Content should be easily accessible.



## CORE WEB VITALS

**Largest Contentful Paint (LCP):** measures loading performance. To provide a good user experience, LCP should occur within 2.5 seconds of when the page first starts loading.



## CORE WEB VITALS

**First Input Delay (FID):** measures interactivity. To provide a good user experience, pages should have a FID of less than 100 milliseconds.

*(Interactivity)*

# FID

First Input Delay



## CORE WEB VITALS

**Cumulative Layout Shift (CLS):** measures visual stability. To provide a good user experience, pages should maintain a CLS of less than 0.1.

*(Visual Stability)*

# CLS

Cumulative Layout Shift





**Crystal Carter**  
@CrystalontheWeb



The countdown to the update has begun, but hey, Mrs Carter and Mrs Carter 😊 are here to explain Core Web Vitals so you can get your site in formation.

[#corewebvitals](#) (1/9)



1:18 PM · Feb 22, 2021 · Twitter for Android

<https://bit.ly/3ldZZHR>



**Danny Sullivan** ✓

@dannysullivan



Replying to @dannysullivan @fighto and @searchliaison

So with page experience, it could become a more important factor over time than with an initial launch as a great page experience becomes more common to pages. But also, and as we've kept saying, it's one of many factors: [developers.google.com/search/docs/gu...](https://developers.google.com/search/docs/gu...)

### Understand how page experience will affect ranking

Once the changes [mentioned in our roadmap](#) are rolled out, page experience will join the hundreds of signals that Google considers when generating Search results.

While page experience is important, Google still seeks to rank pages with the best information overall, even if the page experience is subpar. Great page experience doesn't override having great page content. However, in cases where there are many pages that may be similar in relevance, page experience can be much more important for visibility in Search.

## WHAT MAKES A GOOD MOBILE SITE?

Mobile users are goal-oriented. They expect to be able to get what they need, immediately, and on their own terms.



Google



## Potential Negative Impacts



Poor SERP visibility

## Potential Negative Impacts



Decreased Conversions

## Potential Negative Impacts



Poor bounce rate

## Potential Negative Impacts



Low number of leads



Page Titles



Headings



Sitemaps





Anchor Text



## Breadcrumb Links



Alt Text



Navigation



Readability



## User Interactions

# Testing and Implementing

## Wave Evaluation Tool

The screenshot shows the Wave Evaluation Tool interface. At the top, it says "WAVE" and "powered by WebAIM". Below that, there is a toggle switch for "Styles" set to "ON". The main section is titled "Summary" and contains a grid of statistics:

5 Errors	0 Contrast Errors
39 Alerts	74 Features
193 Structural Elements	321 ARIA

At the bottom of the summary section, there is a button labeled "View details >".

The screenshot shows a detailed view of the evaluation results, categorized into "5 Errors" and "39 Alerts".

- 5 Errors:**
  - 4 X Empty link (represented by four red 'x' icons)
  - 1 X Broken skip link (represented by one red 'x' icon)
- 39 Alerts:**
  - 1 X Suspicious alternative text (represented by one yellow warning icon)
  - 1 X Skipped heading level (represented by one yellow warning icon)
  - 1 X Possible heading (represented by one yellow warning icon)
  - 1 X Suspicious link text (represented by one yellow warning icon)
  - 1 X Redundant link (represented by one yellow warning icon)



## Testing and Implementing

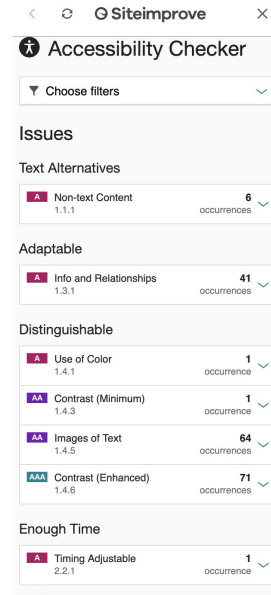
# Siteimprove Accessibility Checker

The screenshot displays the Siteimprove Accessibility Checker interface. At the top, there is a navigation bar with a back arrow, a refresh icon, the Siteimprove logo, and a close button. Below this is the title "Accessibility Checker" with an accessibility icon. A "Choose filters" dropdown menu is visible. The main content area is divided into several sections, each with a heading and a list of issues. Each issue entry includes a severity icon (A, AA, AAA), the issue name, the WCAG rule number, and the number of occurrences with a dropdown arrow.

Section	Issue Name	WCAG Rule	Occurrences
Text Alternatives	Non-text Content	1.1.1	6
Adaptable	Info and Relationships	1.3.1	41
Distinguishable	Use of Color	1.4.1	1
	Contrast (Minimum)	1.4.3	1
	Images of Text	1.4.5	64
	Contrast (Enhanced)	1.4.6	71
Enough Time	Timing Adjustable	2.2.1	1

## Testing and Implementing

# Lighthouse



The screenshot shows the Siteimprove Accessibility Checker interface. It displays a list of accessibility issues categorized into several groups: Text Alternatives, Adaptable, Distinguishable, and Enough Time. Each issue is listed with its severity level (A, AA, AAA), the issue name, the specific WCAG rule number, and the number of occurrences. A 'Choose filters' dropdown is visible at the top.

Category	Issue Name	WCAG Rule	Occurrences
Text Alternatives	Non-text Content	1.1.1	6
Adaptable	Info and Relationships	1.3.1	41
Distinguishable	Use of Color	1.4.1	1
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Distinguishable	Images of Text	1.4.5	64
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Enough Time	Timing Adjustable	2.2.1	1

## Testing and Implementing

- » WP Accessibility
- » WP Accessibility Helper
- » wA11y – The Web Accessibility Toolbox
- » accessiBe

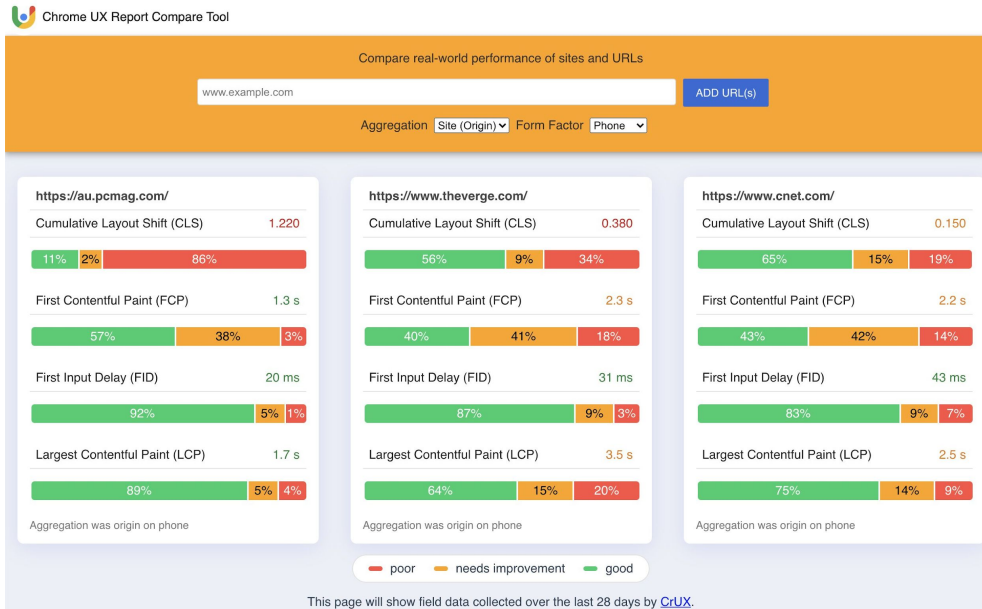
## RESOURCES

<https://seosly.com/google-page-experience-audit/>  
- Olga Zarzeczna

<https://www.contentkingapp.com/academy/ux-seo/>  
- ContentKing

<https://www.deepcrawl.com/blog/events/page-experience/>  
- Jamie Indigo

# https://crux-compare.netlify.app/



**THANK YOU!!!**

**Niki Mosier**

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Slide  
link:<https://bit.ly/nikibrightonseo2021>

