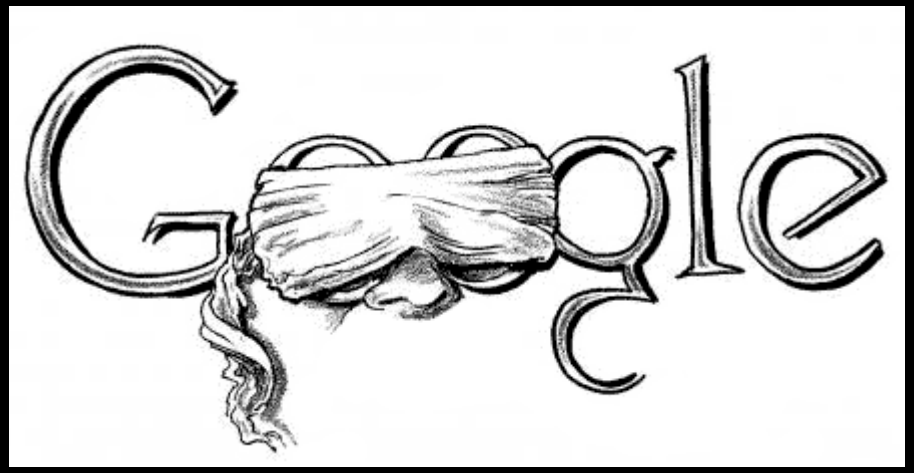
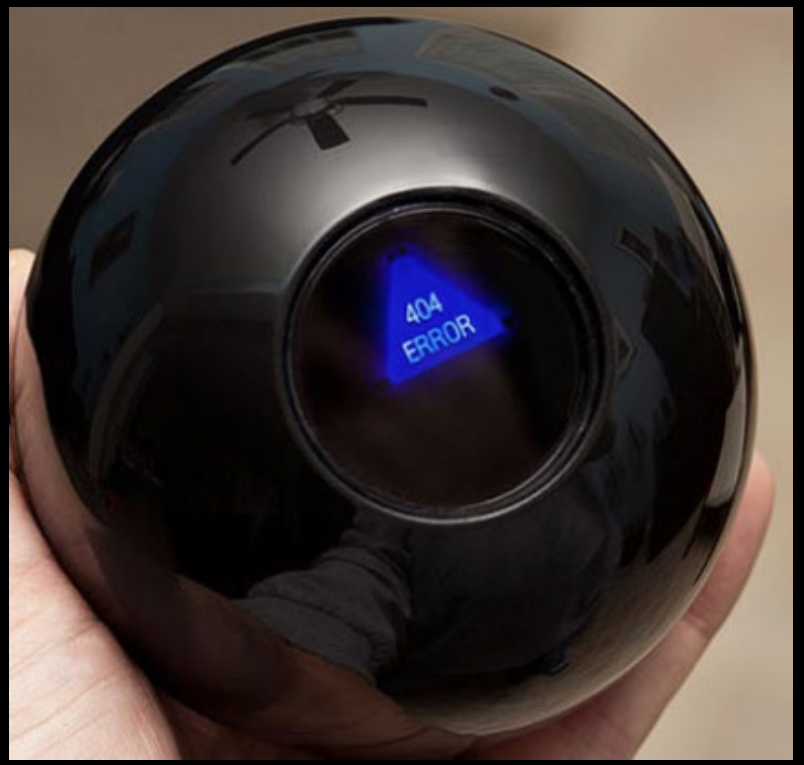
Google is blind

How accessibility improves searchability

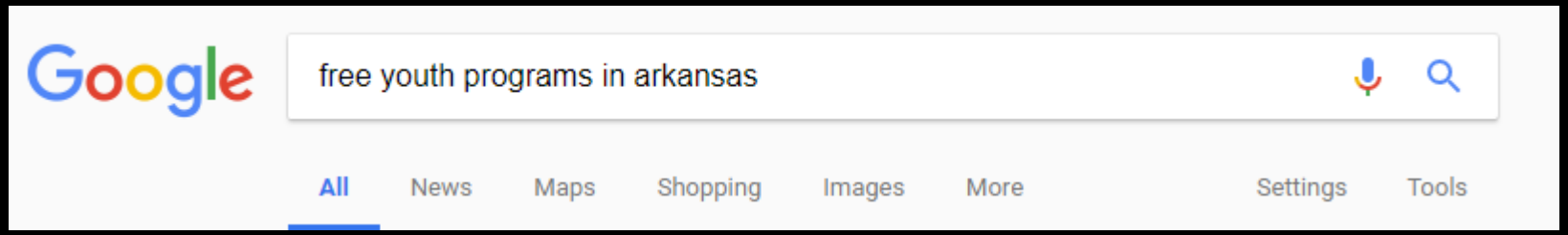


Let’s Learn About Search Engines

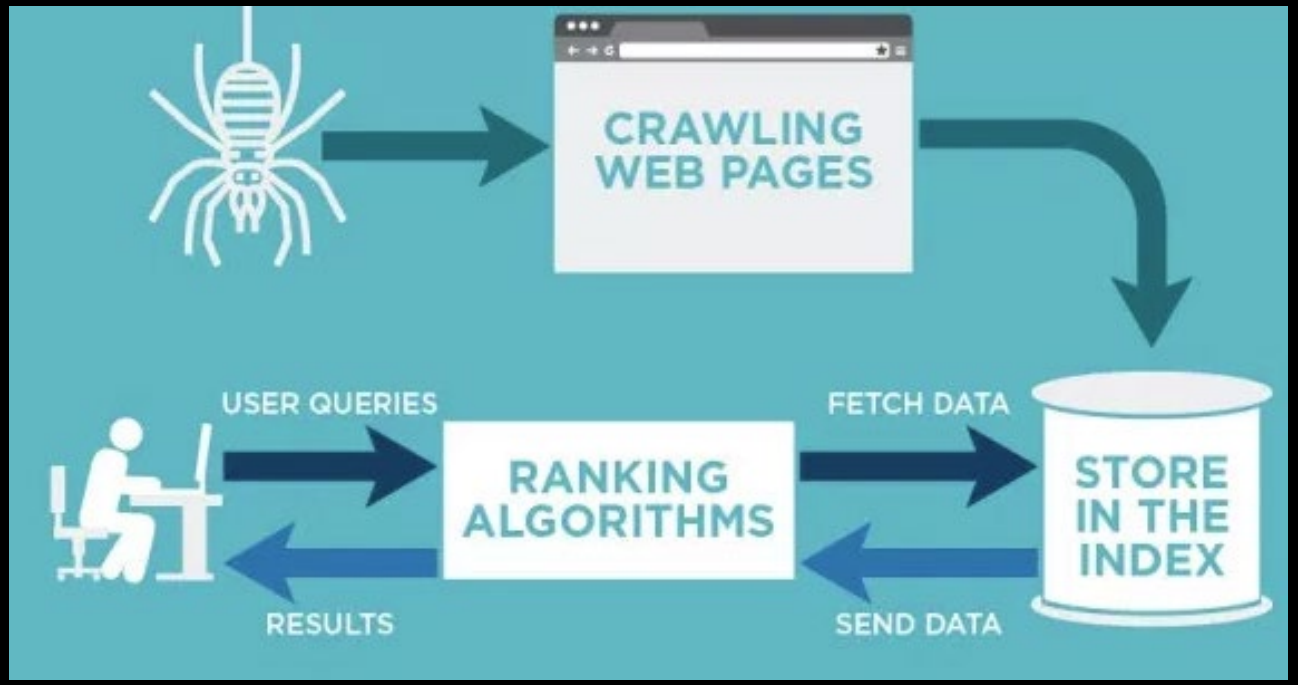


How do search engines work?

- The major functions of a search engine are crawling and indexing web content including text, images, video, etc. *to serve relevant results to their users.*
- HTML content is the easiest to index.



Source: https://moz.com/beginners-guide-to-seo



Source: https://www.computerical.ml/internet/how-google-works

Education & Youth Programs | United Way of Central Arkansas

https://www.uwcark.org/education-youth-programs

Arkansas Career Pathways 114 East Capitol, Little Rock **AR** 866-400-7284. Pathways is a new **program** that enables your local two-year college to offer those who qualify **free** career training and college **classes**. In addtion to **free** training and college **classes**, the Pathways **program** may be able to help you overcome the ...

Little Rock Family's Ultimate Guide to Summer Camps & Classes ...

www.littlerockfamily.com/post/.../little-rock-family-guide-to-summer-day-camps-class...

Mar 5, 2018 - Plan your child's summer care, enrichment opportunities, and old-fashioned, outdoor fun with help from our ultimate guide to summer **camps** and **classes** in Little Rock and the state of **Arkansas**. ... Craft **Camp-Arkansas** 4-H **Camps**. ... This **camp** gives kids an intro to creative writing.

Rockin' at the Rock — Youth Programs

https://www.rockinattherock.com/youth/

Location. Building 1992 1992 **Arkansas** Blvd Little Rock AFB, **AR** 72099 ... School Days: **Youth Programs** Monday - Thursday: 2 - 6 PM (ages 9 - 18) Friday: 2 - 7 PM (ages 9 - 18). School Out Days: **Youth Programs** Monday - Friday: 1 - 6 PM (ages 9 - 18) Saturday: 12 ... **FREE** with **Youth Programs** Membership. Passport to ...

Affordable Arkansas Summer Day Camps for kids | Outdoor summer ...

https://www.uaex.edu/4h-youth/activities-programs/camps/summer-day.aspx

The **Arkansas** 4-H Camping **Program** offers camping and training opportunities for **youth** 5-19 years old and adults. Our overnight **camps** take place at the C. A. Vines **Arkansas** 4-H Center 10 miles west of Little Rock. Canoeing, swimming, archery, fishing, rock wall climbing, high ropes challenge **course**, and off-site ...

Free 4-H and Youth Development Programs in DeWitt, Arkansas

https://www.uaex.edu/counties/arkansas/programs.aspx

4-H is the "largest" **youth** organization in the world with more than 807 clubs established across **Arkansas** and 133,000 young people involved in the 4-H **program**. 4-H has been in existence over 100 years. 4-H clubs give **youth** ages 5-19 an opportunity to participate in the **youth** development educational **program** of the ...

Google is powerful!

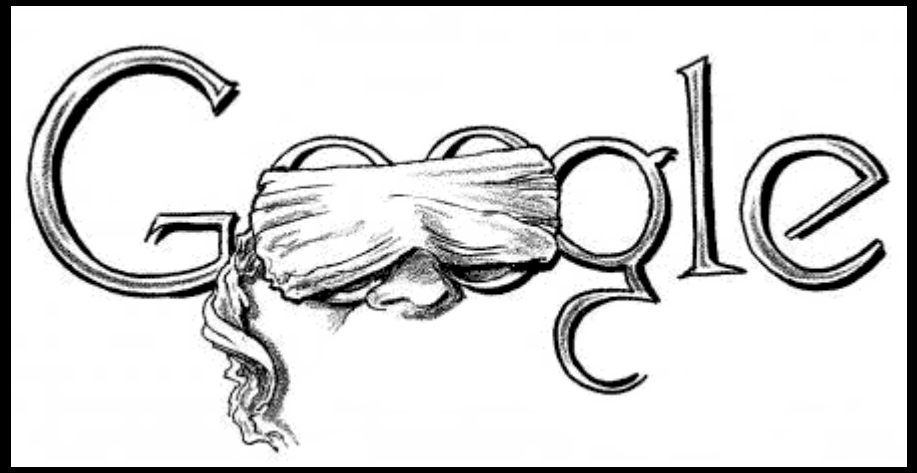
- Google searches 30 trillion webpages 100 BILLION times per month!
- The Google index is now at 100 million gigabytes!

Source: https://venturebeat.com/2013/03/01/how-google-searches-30-trillion-web-pages-100-billion-times-a-month

How is Google limited?

Google is blind.

- Search engines cannot “see” images or “watch” videos.
- They can only read HTML written content and alt tags (headings, image descriptions, video transcripts).



Source: https://moz.com/beginners-guide-to-seo

How can we help Google index our content?

SEO (Search Engine Optimization)

- The process by which content owners add search engine-friendly content is called SEO (Search Engine Optimization)

Source: https://moz.com/beginners-guide-to-seo

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Now, let’s learn about accessibility.

What is web accessibility?

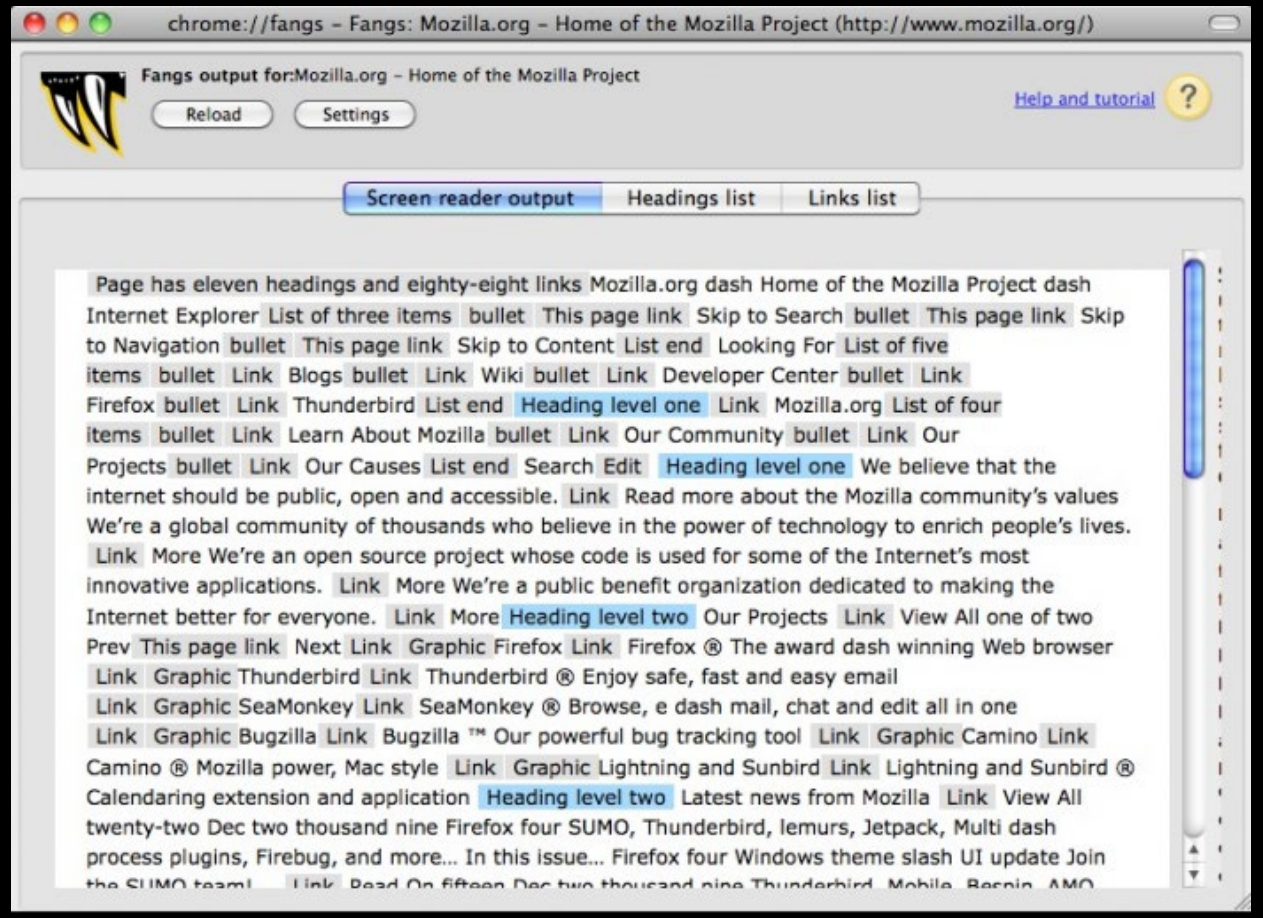
Web accessibility means that websites are designed and developed so that people with disabilities can use them. More specifically, people can:

- perceive, understand, navigate, and interact with the Web

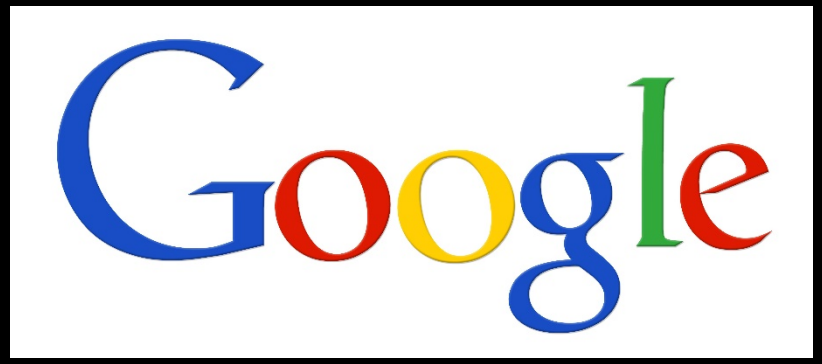
Source: https://www.w3.org/WAI/intro/accessibility.php

How do visually impaired people access web content?

- The most common way is through a text-to-speech software or screen reader.
- Screen readers comb through a website *a lot like a search engine combs through HTML and SEO content.*



Source: https://gizmodo.com/5620079/giz-explains-how-blind-people-see-the-internet



So what does accessibility have to do with how Google indexes content?

Here are three ways accessibility compliance improves SEO:

1. Proper use of heading tags and page structure
2. Inclusion of clear image descriptions
3. Providing video transcriptions

Source: https://webaim.org/blog/web-accessibility-and-seo/

How to properly use heading tags.

Heading tags create clear page structure for the visually impaired and Google alike.

- What's most important is the h1 heading.
- There are six levels of heading tags.
- Blind users can navigate heading tags via their screen readers by skipping content to get to deeper levels.

Proper use of heading tags creates clear page structure.

- Page title often repeats the h1
- What's MOST important (h1 tag)
- h2 is a subheading

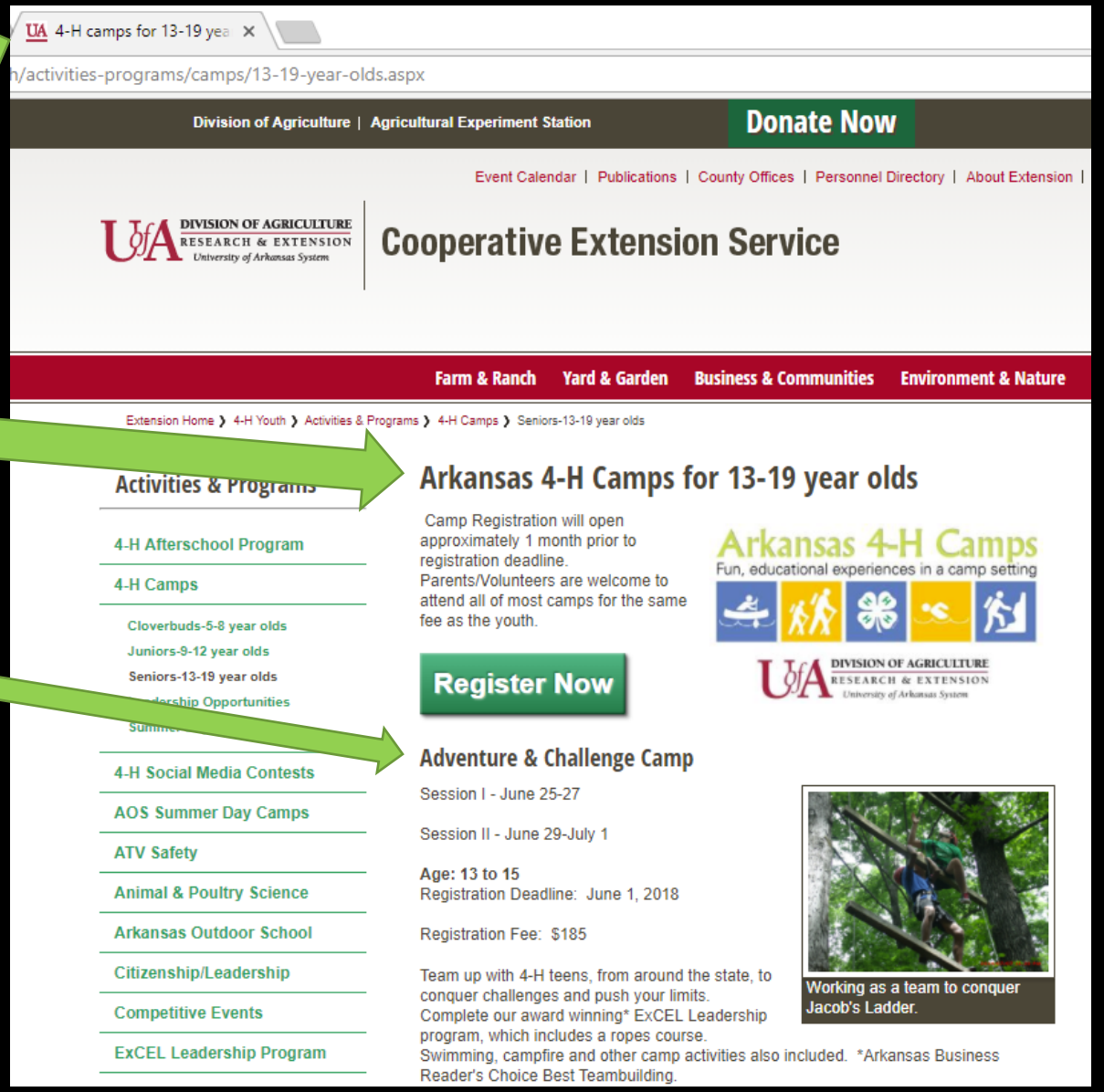
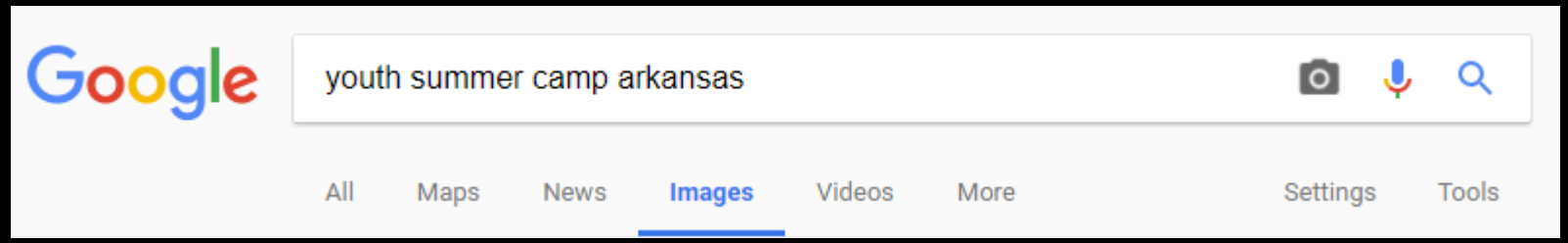


Image descriptions are important.

Properly described – and named – images help with accessibility and make it easier for Google to find you.

- Google can't see your photo. YOU have to tell Google - and screen readers – what is happening in the image.



Source: https://webaim.org/techniques/alttext/

300 × 283 - Images may be subject to copyright

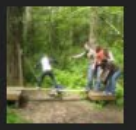
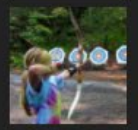
Arkansas 4-H Camps - Summer - Year-round - Day Cam...

UAEX.edu

Day camp art work

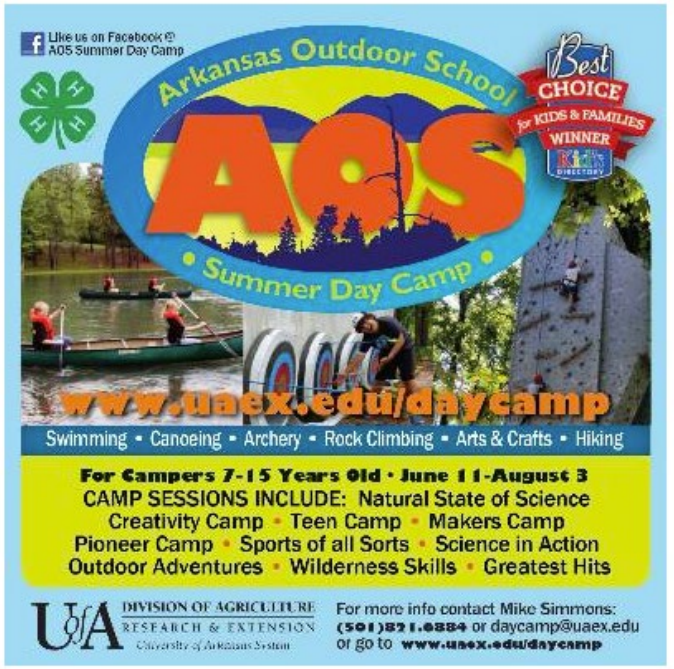
Visit | Save | View saved | Share

Related images:

Without an image description, visually impaired users – and Google – have no idea what is happening in this image.

Arkansas Outdoor School (AOS) Summer Day Camp for Youth



Want something fun, exciting, and educational for your children this summer? Not sure where to look? Then check out AOS Summer Day Camp. All of our activities are designed to emphasize teamwork, self-confidence, communication and cooperation.

For more information please email us at daycamp@uaex.edu or call (501) 821-6884.

Register Now-

Day Camp Parent Handbook

Look no further! The 4-H team has a summer camp PERFECT for your kid!

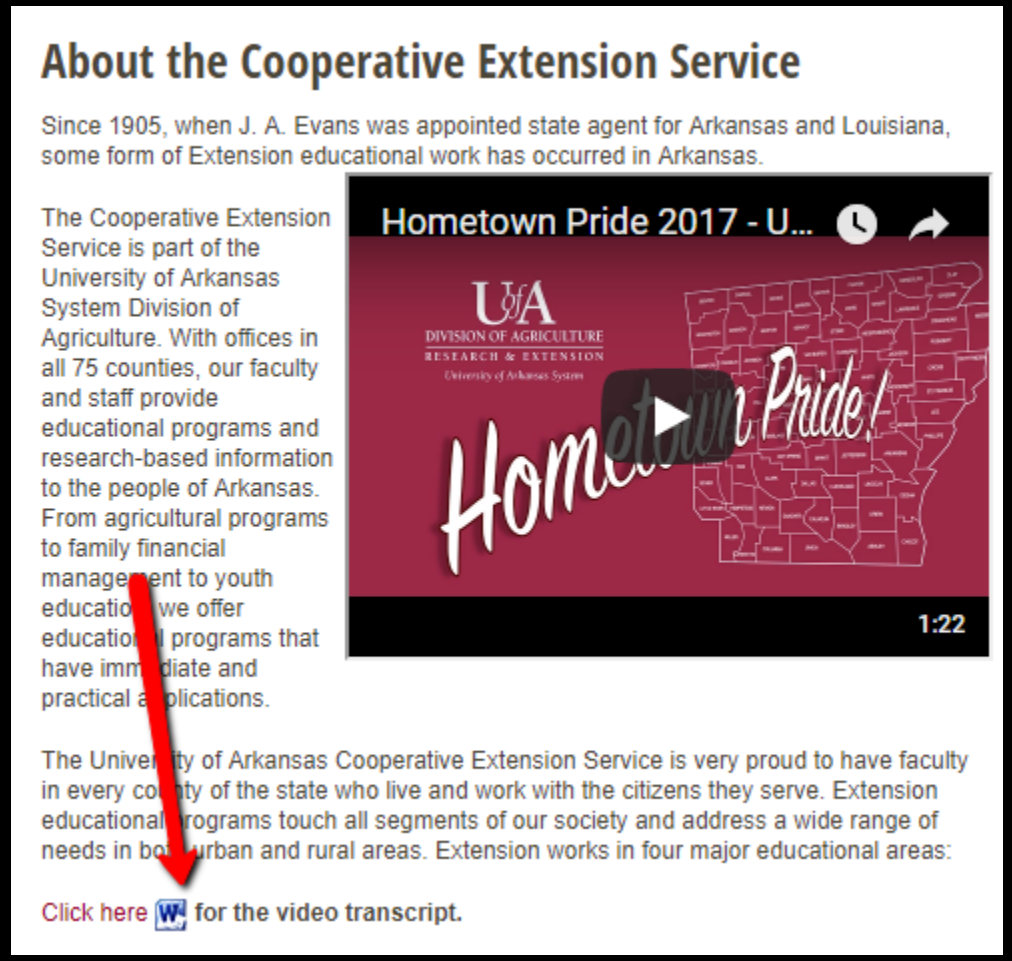
Tips for writing effective image descriptions include:

- Explain the purpose of the image.
- Avoid adding “clip art” or decorative images.
- Add location- some people search for local images that are relevant to them.
- Is the gender/race/ethnicity something you want to include?
- When talking about images with more than one person, describe the group, not the individuals unless it’s important.

The importance of video transcriptions.

How do transcripts help?

- A transcript is the same word-for-word content as captions, but presented in a separate document, whether it is a text file, word processing document, PDF, or web page.
- This content can be read by screen readers and indexed by Google.



Source: https://webaim.org/techniques/captions/

Video transcripts boost engagement for all users.

- One study compared 37 web pages before and after adding transcripts. Pages with transcripts earned on average 16% more revenue than they did before transcripts were added.

Source: https://www.3playmedia.com/2016/06/14/7-ways-video-transcripts-captions-improve-seo/

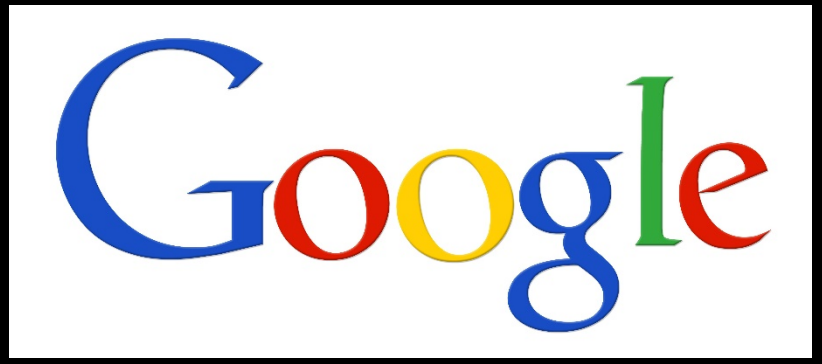
Three tips for making effective transcriptions.

1. Imagine your video was being aired on the radio and see if it would make sense and be fully understandable.
2. Identify the speaker.
3. Pause frequently in the video to make time for audio description.

Source: https://www.3playmedia.com/2017/05/12/best-practices-for-creating-accesible-video-for-blind-and-low-vision-viewers/

Recap time!

1. Add heading tags to give meaning and structure to your content
2. Add image descriptions to describe visuals for screen readers.
3. Add video transcripts to describe videos for visually and hearing impaired visitors.



Google wants you to optimize search
for PEOPLE, not for bots!

Thank you!

Amy Cole accole@ualr.edu