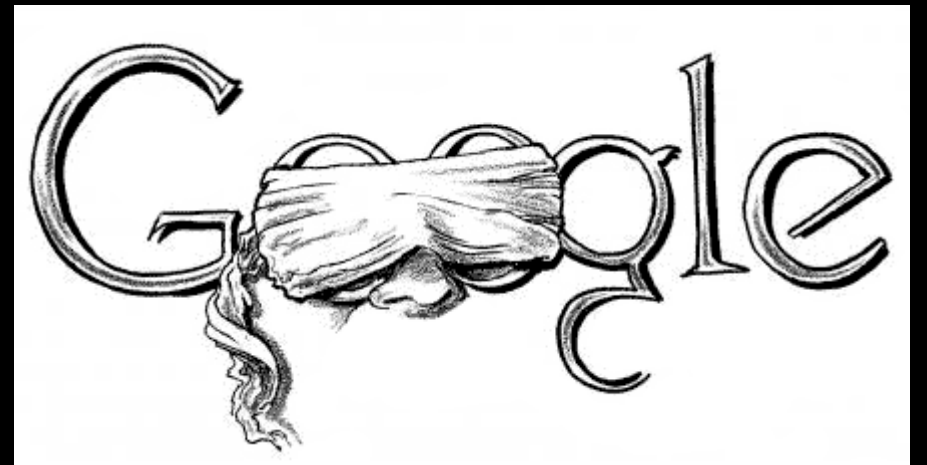
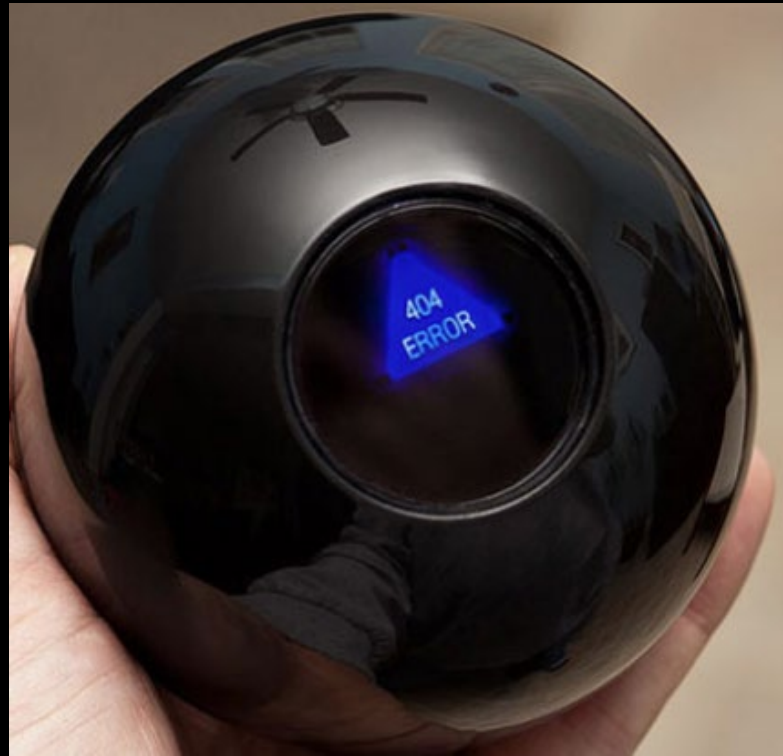


# Google is blind

How accessibility improves searchability

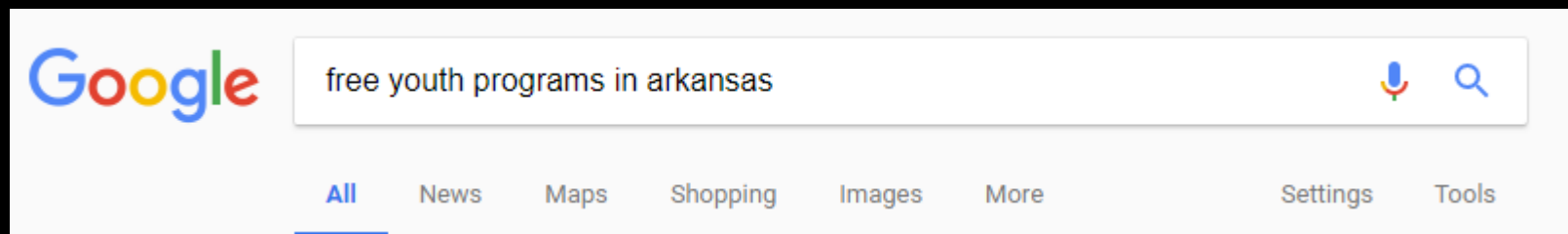


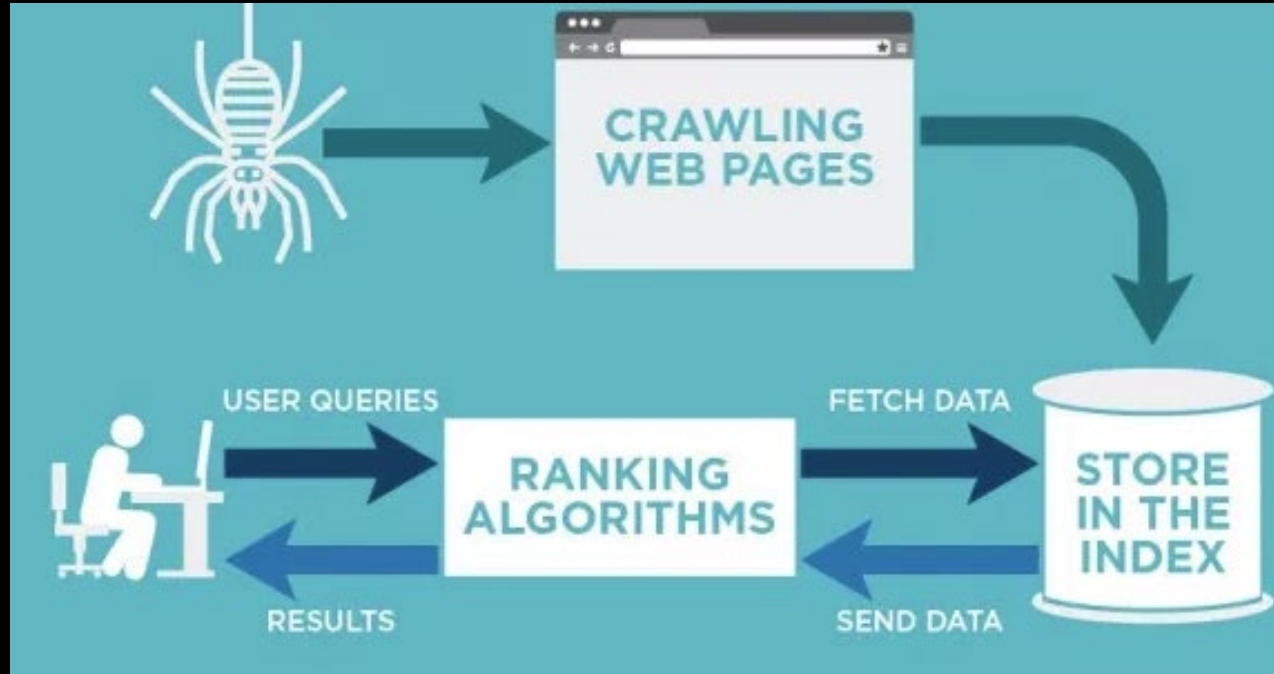
# Let's Learn About Search Engines



# 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.





## 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 addition 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...](http://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 **camp**s 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 **camp**s 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!

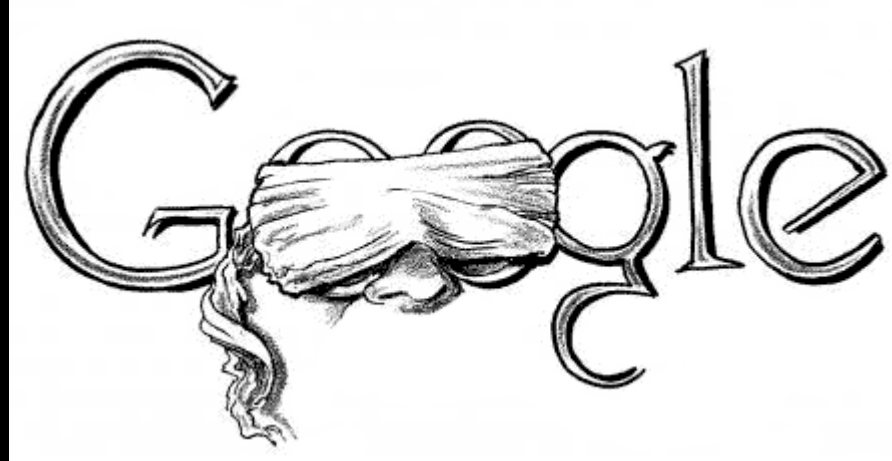
- Google searches 30 trillion webpages 100 BILLION times per month!
- The Google index is now at 100 million gigabytes!



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).





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)



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Now, let's learn about accessibility.



# What is web accessibility?

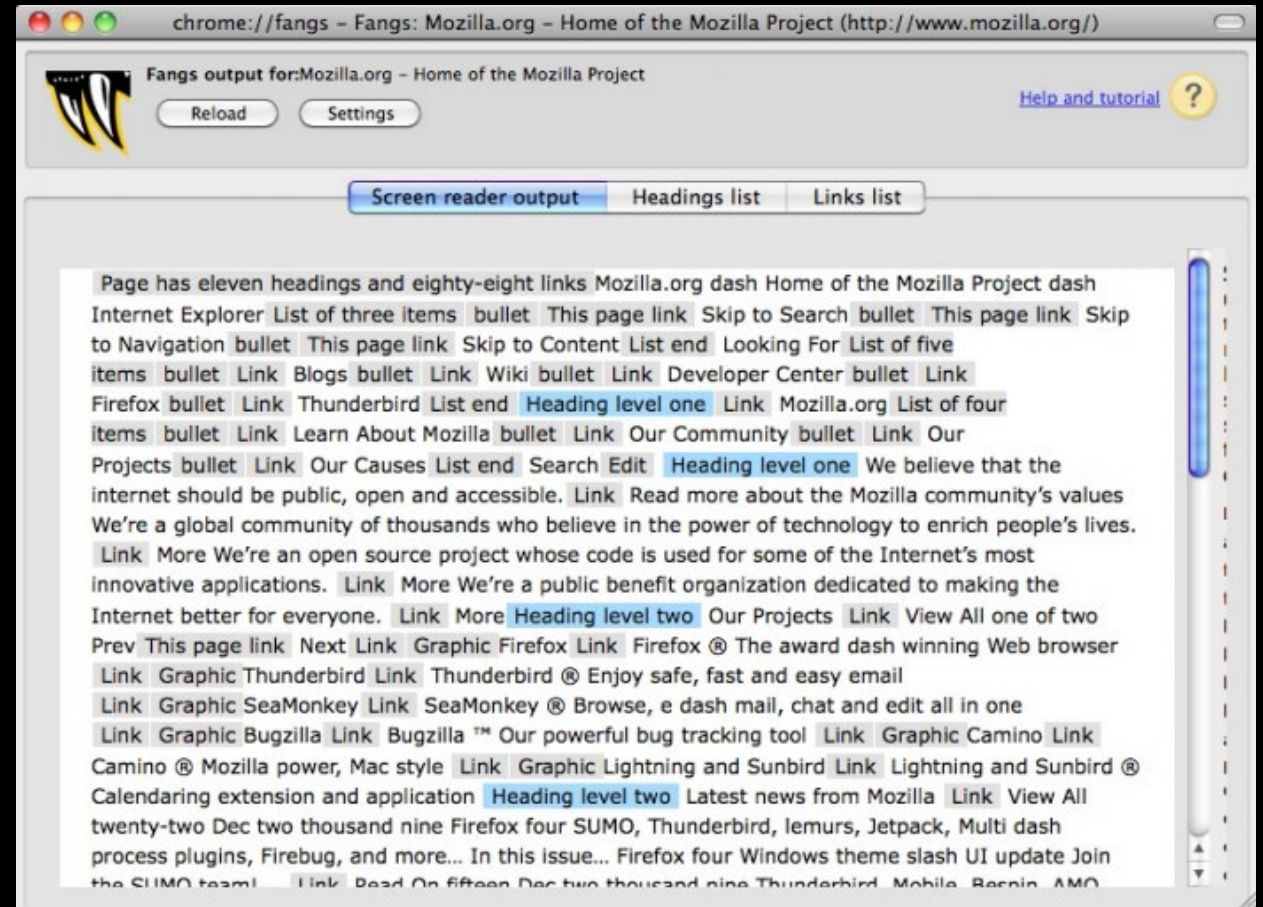
Web accessibility means that websites are designed and developed so that people with disabilities can use them. More specifically, people can:

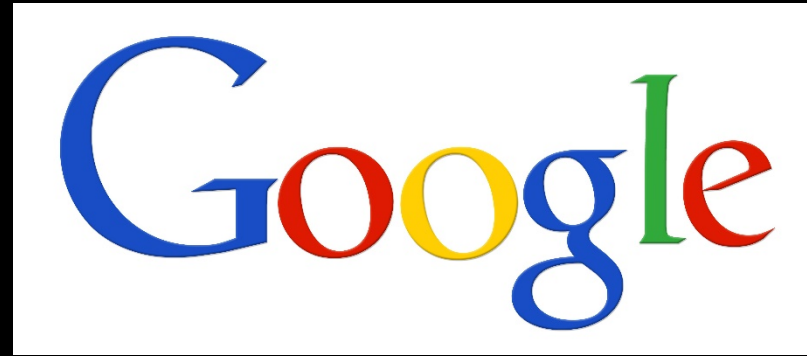
- perceive, understand, navigate, and interact with the Web



# 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.*





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



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.

`<h1>Earth</h1>`

`<h2>North America</h2>`

`<h3>United States</h3>`

`<h4>Arkansas</h4>`

`<h5>Little Rock</h5>`

`<h6>West Little Rock</h6>`

# Proper use of heading tags creates clear page structure.

➤ Page title often repeats the h1

➤ What's MOST important (h1 tag)

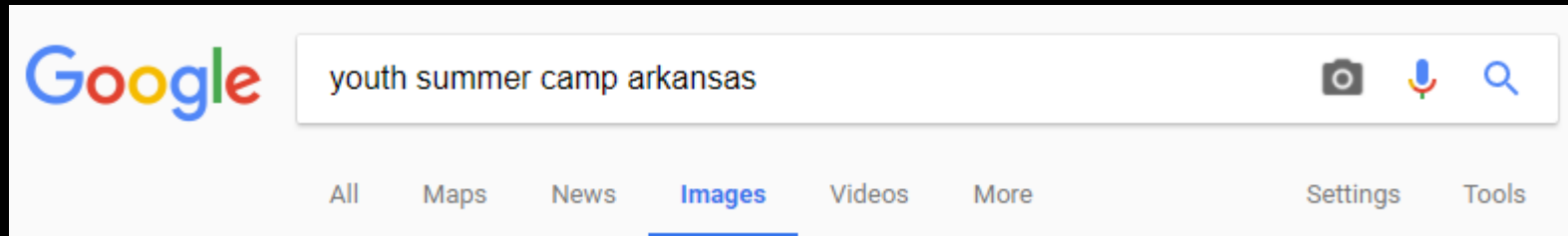
➤ h2 is a subheading

The screenshot shows a web page for "Arkansas 4-H Camps for 13-19 year olds". The page title in the browser tab is "UA 4-H camps for 13-19 year olds". The page header includes the University of Arkansas logo and the text "Division of Agriculture | Agricultural Experiment Station" and "Cooperative Extension Service". A navigation bar contains links for "Farm & Ranch", "Yard & Garden", "Business & Communities", and "Environment & Nature". The main content area features a sidebar with a list of "Activities & Programs" including "4-H Afterschool Program", "4-H Camps", "Cloverbuds-5-8 year olds", "Juniors-9-12 year olds", "Seniors-13-19 year olds", "Leadership Opportunities", "Summer", "4-H Social Media Contests", "AOS Summer Day Camps", "ATV Safety", "Animal & Poultry Science", "Arkansas Outdoor School", "Citizenship/Leadership", "Competitive Events", and "ExCEL Leadership Program". The main article is titled "Arkansas 4-H Camps for 13-19 year olds" and includes a "Register Now" button. Below the main article is a section for "Adventure & Challenge Camp" with details about sessions, age, registration deadline, and fee. A photo of a person climbing a tree is included with the caption "Working as a team to conquer Jacob's Ladder."

Image descriptions are important.

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

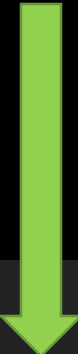
- Google can't see your photo. YOU have to tell Google - and screen readers – what is happening in the image.







300 x 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

Like us on Facebook @ AOS Summer Day Camp

[www.uaex.edu/daycamp](http://www.uaex.edu/daycamp)

Swimming • Canoeing • Archery • Rock Climbing • Arts & Crafts • Hiking

**For Campers 7-15 Years Old • June 11-August 3**

**CAMP SESSIONS INCLUDE:** Natural State of Science  
Creativity Camp • Teen Camp • Makers Camp  
Pioneer Camp • Sports of all Sorts • Science in Action  
Outdoor Adventures • Wilderness Skills • Greatest Hits

**U of A** DIVISION OF AGRICULTURE RESEARCH & EXTENSION University of Arkansas System

For more info contact Mike Simmons: (501) 821-6884 or [daycamp@uaex.edu](mailto:daycamp@uaex.edu) or go to [www.uaex.edu/daycamp](http://www.uaex.edu/daycamp)

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](mailto: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.


## About the Cooperative Extension Service

Since 1905, when J. A. Evans was appointed state agent for Arkansas and Louisiana, some form of Extension educational work has occurred in Arkansas.

The Cooperative Extension Service is part of the University of Arkansas System Division of Agriculture. With offices in all 75 counties, our faculty and staff provide educational programs and research-based information to the people of Arkansas. From agricultural programs to family financial management to youth education, we offer educational programs that have immediate and practical applications.



The University of Arkansas Cooperative Extension Service is very proud to have faculty in every county of the state who live and work with the citizens they serve. Extension educational programs touch all segments of our society and address a wide range of needs in both urban and rural areas. Extension works in four major educational areas:

Click [here](#)  for the video transcript.

# 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.

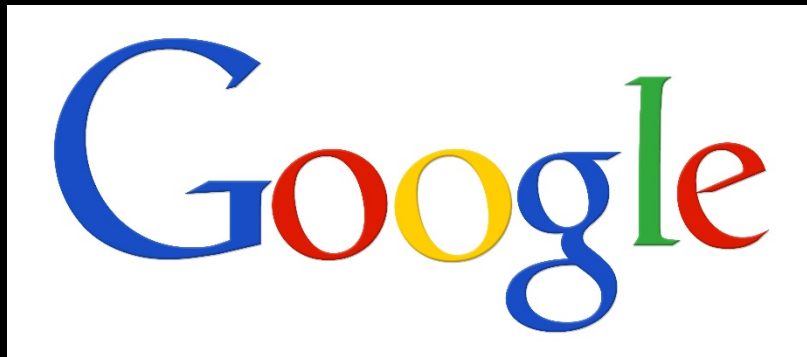


# Three tips for making effective transcriptions.

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.

# 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](mailto:accole@ualr.edu)