

<http://cnn.com/>  
<http://bbc.com/>

CNN has 212 errors and 98 warnings in html mostly caused by using style elements in the html. By using style in the html, you are taking away from creating a lean, semantic html page. BBC has created a successful markup page, validating with no html errors. CNN has 99 errors in CSS caused mostly by using CSS3 code. They have however provided the proper tags required for each browser for a backup code. BBC has 78 errors for the same reason and resolution as CNN. CNN uses impactful keywords like cnn, money, and news to successfully describe the content on the website. BBC's most impactful keywords are various ways that users may already be searching for BBC to insure that that is what they are presented with. In my opinion, users would be overwhelmed with the amount of information they are initially presented with. This may explain the large bounce rate with cnn at 46.7% over the past 3 months and 68.1% for BBC just yesterday. Using fangs add-on for Mozilla, CNN's site was absolutely horrific for a screen reader. There are hundreds of brackets, quotes, and colons that someone looking at the site would never even see or care to have read back about. The BBC site had a much better reader outcome and is therefore much better in terms of accessibility.