

Class 10: Web Standards: SEO, Accessibility, and Code Validation

Adhering to web standards will help search engines find and rank your site, disabled users navigate, and give more users a consistent experience.

Code concepts

- Unique, accurate page titles
- The “description” meta tag
- URL structures
- Appropriate use of the <h#> tags
- robots.txt
- rel=”nofollow” links
- Alt, longdesc attributes
- Link review- basic, images as links, :hover, mailto, target

Design & process concepts

- Offer quality content and services
- Make site easier to navigate
- Write better anchor text
- Optimize use of images
- Promote website in the right ways

Homework due next week:

- Assignment 10.1: Test and Fix with Code Validator
- *Assignment 10.2: Finalize Wireframes and Site Content
- *Assignment 10.3: First Visual Mockups
- **Reminder: Project 2 is due 4 classes from now...**

Unique, accurate page titles

The title tag appears at the top of each page and within the main header of a search result.

- The title tag should be unique for each page with a few keywords describing page content and needs to be placed in the <head> section of your page.

```
<title>
    Specialty Thai Dessert Menu -
    Julie's Curry house of Palo Alto
</title>
```

The description meta tag

The description meta tag describes the page content in the search result and should be unique for each page.

- Use full, helpful sentences and place the tag in the <head> section of your page.

```
<meta name="description"
content="Julie's Curry house offers
a wide selection of authentic and
modern Thai desserts..."/>
```

URL Structures

The file and folder names for your site appear in a searchable URL, so it is helpful to name them something relevant content-wise.

```
http://www.juliescurryhouse/menu/
thaidesert.html
```

The **menu** folder could be seen as a keyword.

H# Tags

Heading tags should highlight key topics in a page.

- H1 is often reserved for the page title.
- Do not place all content within heading tags- only section headers.

```
<h1>Lunch Menu</h1>
<h2>Appetizers</h2>
```

robots.txt, rel=nofollow

A text file named robots.txt can tell search engines which directories they are allowed to search through. Adding re=nofollow to your links will also stop search engines from indexing the page it links to.

- <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=156449&from=35237&rd=1>

```
<a href="http://www.example.com/"
rel="nofollow">discount drugs</a>
```

Accessibility

Section 508 Federal standards require some sites to be accessible to users with disabilities.

- Use alternate text, long description to describe your images.
- For people who are colorblind, use multiple visual cues in addition to color
- Organize your HTML so they can be read without requiring a stylesheet
- Ensure user control of time-sensitive content changes.

```
  

```

Some examples of users with disabilities

- Online shopper with color blindness
- Reporter with repetitive stress injury
- Online student who is deaf
- Accountant with blindness
- Classroom student with dyslexia
- Retiree with aging-related conditions, managing personal finances
- Supermarket assistant with cognitive disability
- Teenager with deaf-blindness, seeking entertainment

Code Validation

The W3C offers two sites that will check your HTML and CSS code against the latest standards for functionality and accessibility.

- HTML Validator:
<http://validator.w3.org/>
- CSS Validator:
<http://jigsaw.w3.org/css-validator/>
- A common error is a 'No Doctype Found!'. This error means that your page did not declare a doctype to tell what version of html the page is using. For this class, using the HTML 4.01 Transitional doctype is recommended. (To the right)

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD  
HTML 4.01 Transitional//EN"  
"http://www.w3.org/TR/html4/loose.  
dtd">
```

Linking review

Create a hyperlink using the anchor tag <a>

- Basic link
- Image as a link
- Using mailto to send an email via a link
- Use target to tell which window to load the page in.
Options are: _blank, _self, _parent, _top
- Use CSS to change a link on hover.

```
<a href="pages/menu.html">link  
text</a>  
  
<a href="menu.html"></a>  
  
<a href="mailto:yukiko.ishida.aau@  
gmail.com">Email me!</a>  
  
<a href="menu.html" target="_  
blank">link text</a>  
  
(In css)  
a {color: 00ee00;}  
a:hover{color: #000000;}
```