

# Accessibility

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## Useful links

<https://www.w3.org/WAI/fundamentals/accessibility-intro/>

<https://developer.mozilla.org/en-US/docs/Web/Accessibility>

<https://monsido.com/web-accessibility>

### 1 Best Practices

#### 1.1 Site structure

##### 1.1.1 URL

Your URL should contain a keyword that you want your page to rank for.

Use hyphens as “word separators” in your URL. Not underscores.

Example: <https://backlinko.com/seo-site-audit>

Your URLs should be short and follow a simple structure.

Bad example

[www.example.com.au/bug.php?id=6366&edit=1](http://www.example.com.au/bug.php?id=6366&edit=1)

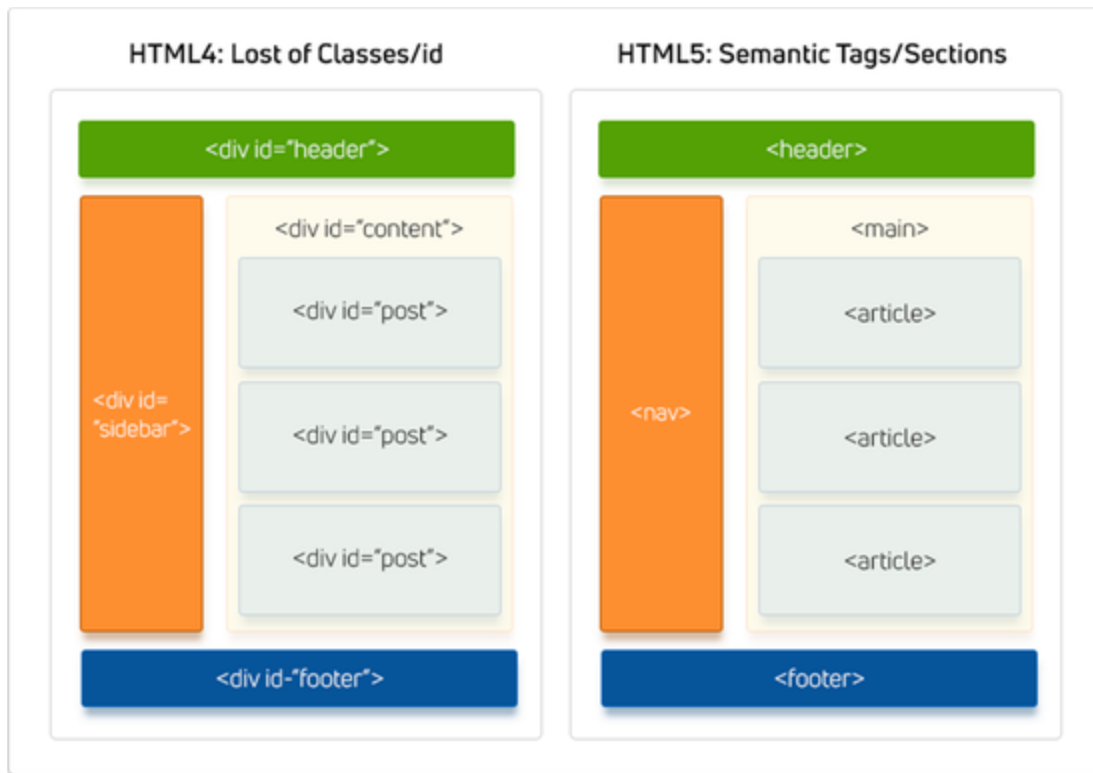
Good Example

[www.example.com.au/category-page/name-of-a-page/](http://www.example.com.au/category-page/name-of-a-page/)

#### 1.2 HTML Elements

##### 1.2.1 Use semantic tags

The semantic HTML tags **help the search engines and other user devices to determine the importance and context of web pages**. The pages made with semantic elements are much easier to read. It has greater accessibility. It offers a better user experience.



### 1.2.2 Don't place block-level element within inline elements

### 1.2.3 Headings

Use only one `<h1>` element per page, do not skip heading levels and follow the heading structure

### 1.2.4 Form

Form elements must have labels.

### 1.2.5 Lists

`<ul>` and `<ol>` must only directly contain `<li>`, `<script>` or `<template>` elements

### 1.2.6 Links

Link text (and alternate text for images, when used as links) that is discernible, unique, and focusable improves the navigation experience for screen reader users. [Learn more](#).

### 1.2.7 Avoid using `<b>` and `<i>` to bold and italicize texts on a web page

You shouldn't use `<b>` and `<i>` for bolding and italics because they have no semantic meaning. Use the font-weight CSS property or use the `<strong>` and the `<em>` tags instead.

## 1.3 Old Pages

*Zombie pages* are pages on a website that generate little or no traffic and are difficult or impossible to access through search engine results

When you delete Zombie Pages, you can get higher rankings and more Google traffic.

## 1.4 Error Pages

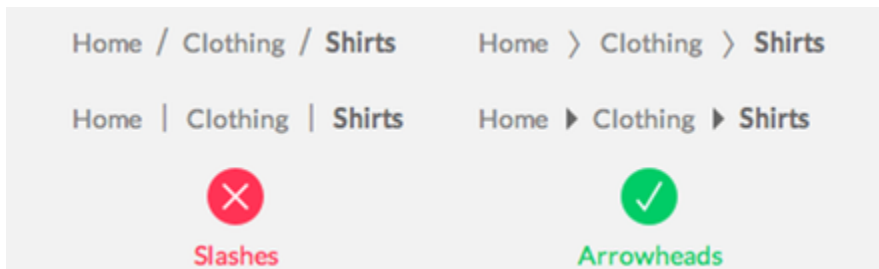
Show useful 404 pages. Consider including a link back to your root page and providing links to popular or related content on your site

Avoid:

- Allowing your 404 pages to be indexed in search engines (make sure that your web server is configured to give a 404 HTTP status code or—in the case of JavaScript-based sites—include the noindex tag when non-existent pages are requested).
- Blocking 404 pages from being crawled through the robots.txt file.

## 1.5 Breadcrumb Navigation

A breadcrumb or breadcrumb trail is a graphical control element used as a navigational aid in user interfaces and on web pages. It allows users to keep track and maintain awareness of their locations within programs, documents, or websites. Breadcrumb navigation should only be used if there are 3 levels or more.



## 1.6 Visual Content

### 1.6.1 Alt attribute

The alt attribute is the HTML attribute used in HTML and XHTML documents to specify alternative text that is to be rendered when the element to which it is applied cannot be rendered.

Descriptive file names are advised

## 1.7 Layout Shifts

If images are lacking an aspect ratio, the browser has no way of knowing how tall or wide an image is until it loads. This can cause content to shift as the image loads.

Add width="..." and height="..." attributes to specified images, matching their natural width and height, to provide an aspect ratio.

## 1.8 Mobile optimization

<https://moz.com/learn/seo/mobile-optimization>

- Optimize emails for mobile screens
- Large enough buttons
- Responsive css