LAYSHI CURBELO

Seamless Accessibility: Integrating UX, SEO, and Conversion for Growth

layshicurbelo.com

GAAD Speakers Fund | GAAD Foundation

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User Experience Designer and CEO of Command Z,
podcast focused on design and tech.

130+ Episodes in English
and Spanish

12+ Recorded Countries
around the world

A11Y Embedded in the
tech lifecycle

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Agenda

- What is A11Y, SEO and UX.

- Why A11y is important?

- Page Experience and Algorithms

- How does a11y affect ux?

- Best Practices, Tips and Tricks
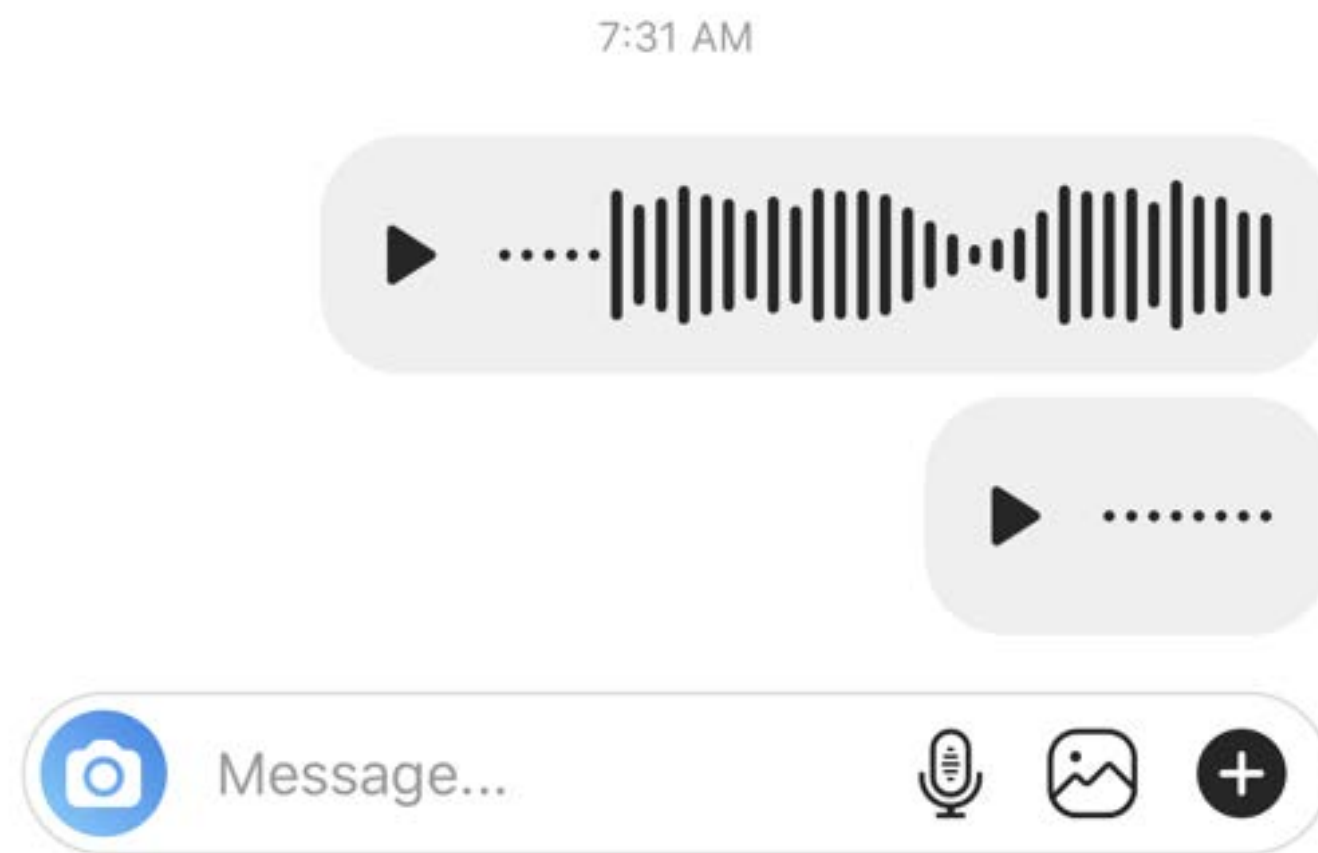
- and....AI?

Foto de Cottonbro Studio

ACCESSIBILITY = A11Y

Refers to the practice of making products, services, and digital content **usable** and **accessible** to individuals with disabilities.

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SUPERPOWER?

No matter what is the disability or the equipment that you have.

Your superpower will make everything always available.

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7:31 AM

Message...

¿WHAT ARE THE GUIDELINES OF WEB A11Y ?

1. Pilars [4]
2. Guides [13]
3. Success Criteria [78]
4. Level of Conformance [3]
   a. A
   b. AA
   c. AAA

---

1. Perceivable

Information and user interface components must be presentable to users in ways they can perceive.

Guideline 1.1 Text Alternatives

Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.

Success Criterion 1.1.1 Non-text Content

(Level A)

Understanding Non-text Content
How to Meet Non-text Content

All non-text content that is presented to the user has a text alternative that serves the equivalent purpose, except for the situations listed below.

- **Controls, Input:** If non-text content is a control or accepts user input, then it has a name that describes its purpose. (Refer to Success Criterion 4.1.2 for additional requirements for controls and content that accepts user input.)

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PERCEIVABLE

PERCEIVABLE

OPERABLE

COMPRENSIBLE

ROBUST

People need to perceive the content of a webpage. The components of the interface are objets for user interaction.

👀/👂 *1 way is not enough*

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OPERABLE

If you can perceive the content you should be able to used it. The formats are crucial; times, graphics, mediums.

🖱 / ⏳ *1 way is not enough*

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COMPRESIBLE

How might we leverage the changes to ensure everyone understands the available content?

🧠 / ▶️ *Content for everyone*

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ROBUST

PERCEIVABLE

OPERABLE

COMPRENSIBLE

ROBUST

ROBUST

Did our content is really available in all the ways we could? All the devices can access to our content?

📱 *Adaptive content to new technologies*

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WHAT IS UX?

It refers to the overall experience of a user. UX design encompasses all aspects of the user's interaction with the product, including how it looks, how it functions, and how easy it is to use.
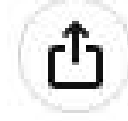
How you do access and how easy is to consume the content.

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OtterBox iPhone 14 Pro Max (ONLY) Defender Series Case - BLACK , rugged & durable, with port protection, includes holster clip kickstand

Visit the OtterBox Store

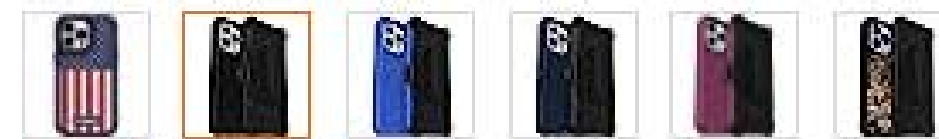4.6 ★★★★½ ⌄ | 1,041 ratings | 21 answered questions

-45% $35⁹⁶

List Price: $64.95 ⓘ

Get $60 off instantly: Pay $0.00 upon approval for the Amazon Store Card.

Color: **Black**

Pattern Name: **Case Only**

| Case Only | Case + Glass + Otter Protection Program |

Brand	OtterBox
Color	Black
Form Factor	Basic Case
Compatible Phone Models	iPhone 14 Pro Max

OtterBox iPhone 14 Pro Max (ONLY) Defender Series Case - BLACK , rugged & durable, with port protection, includes holster clip kickstand

Visit the OtterBox Store

4.6 ⭐⭐⭐⭐☆ ˅ | 1,041 ratings | 21 answered questions

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Form Factor	Basic Case
Compatible Phone Models	iPhone 14 Pro Max

6 VIDEOS

Roll over image to zoom in

```html
<img alt="OtterBox iPhone 14 Pro Max (ONLY) Defender Series Case - BLACK , rugged &amp; durable, with port protection, includes holster clip kickstand" src="https://m.media-amazon.com/images/I/717d1XEDYML._AC_SX466_.jpg" data-old-hires="https://m.media-amazon.com/images/I/717d1XEDYML._AC_SL1500_.jpg" onload="markFeatureRenderForImageBlock(); if(this.width/this.height > 1.0){this.className += ' a-stretch-horizontal'} else{this.className += ' a-stretch-vertical'};t
```

```html
<img src="https://m.media-amazon.com/images/I/71ruMbquuDL._AC_SY355_.jpg" class="a-dynamic-image" id style="max-height: 339px; max-width: 339px;" data-old-hires="https://m.media-amazon.com/images/I/71ruMbquuDL._AC_SL1500_.jpg" data-a-manual-replacement="true"> == $0
```

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A11Y Affect UX?

✍🏼 Improved Usability

⌨️ Reduced Friction

🧠 Enhanced Engagement

🔊 User Empowerment

💬 Innovation

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What is
SEO?

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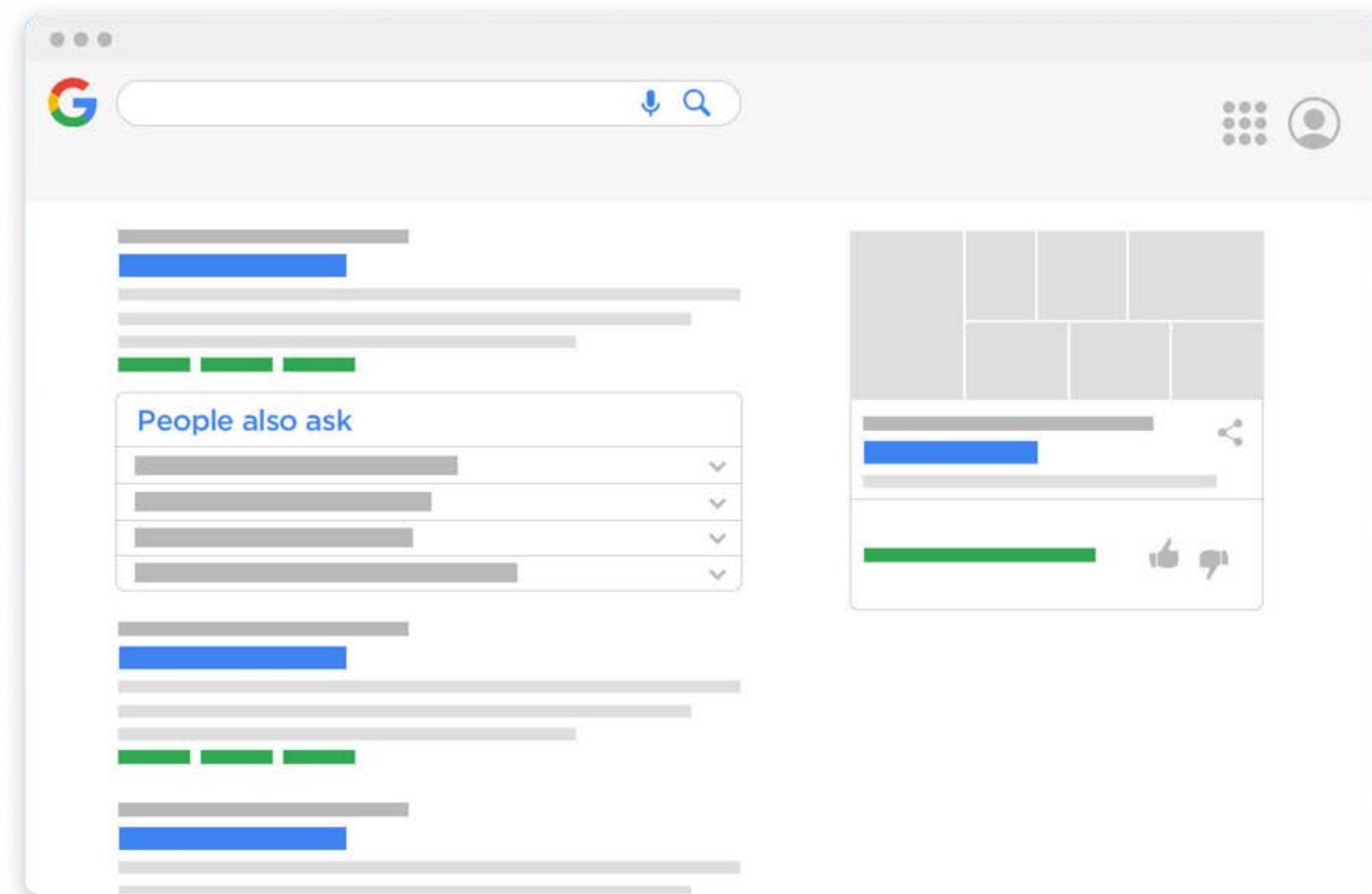
What is SEO?
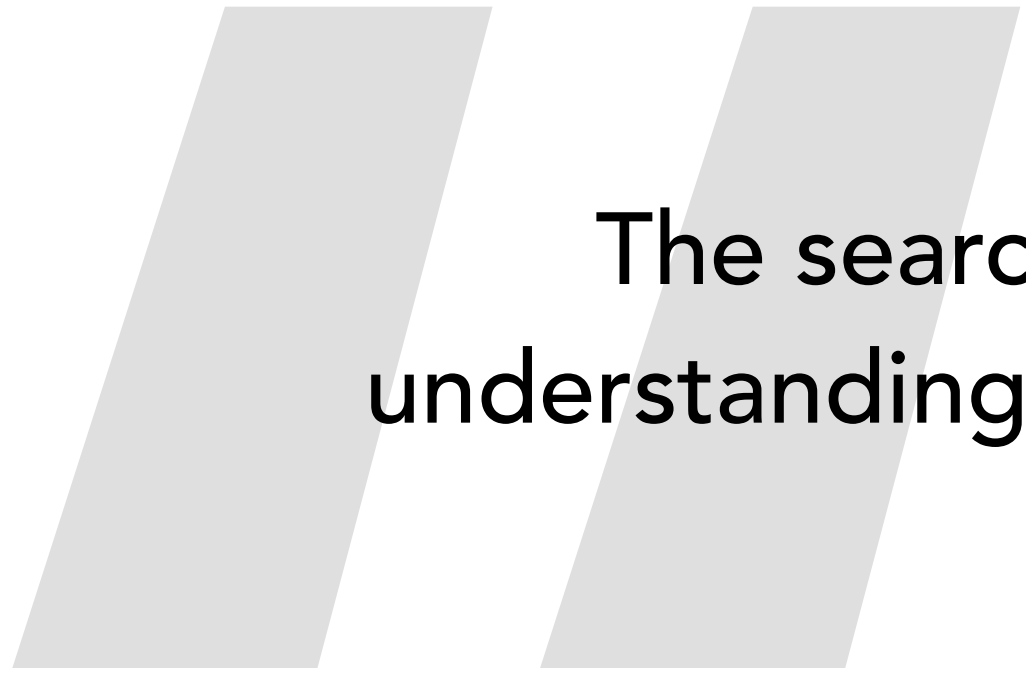
🚀 Boosts website visibility.

🚦 Drives organic traffic.

🥊 Increases online competitiveness.

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"

The search engines just like assisted technology based the
understanding of the content on digital codification, in simple words
scanning the code and the content.

Nina Overdorff d Equidox

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	UX	A11Y	SEO	AI
Alt - Text	⬛	✅	✅	✅
Headings	✅	✅	✅	✅
Language / Localization	🟨	✅	✅	✅
Content Diversity	✅	✅	✅	✅
Navigation	✅	✅	✅	🟨
Interactions	✅	✅	✅	🟨

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ALT - TEXT

SEO: It help to rank better on google images.

UX ❌: Keyword stuffing

A11Y: Better understanding for assistive technologies

AI: Generate descriptive alt text for the following image

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ALT TEXT TIPS 🍕

- Be Descriptive

- Keep it Concise

- Context Matters

- Describe Links

- Be Mindful of File Names

For a photo of a cat: "A brown tabby cat resting on a windowsill."

HEADINGS


```
H1 TAG ——— <H1>On-Page SEO</H1>

<html>
.....
<h1>On-Page SEO</h1>
<p>
<p>
<h2>Sub Heading<h2>
......
</html>
```
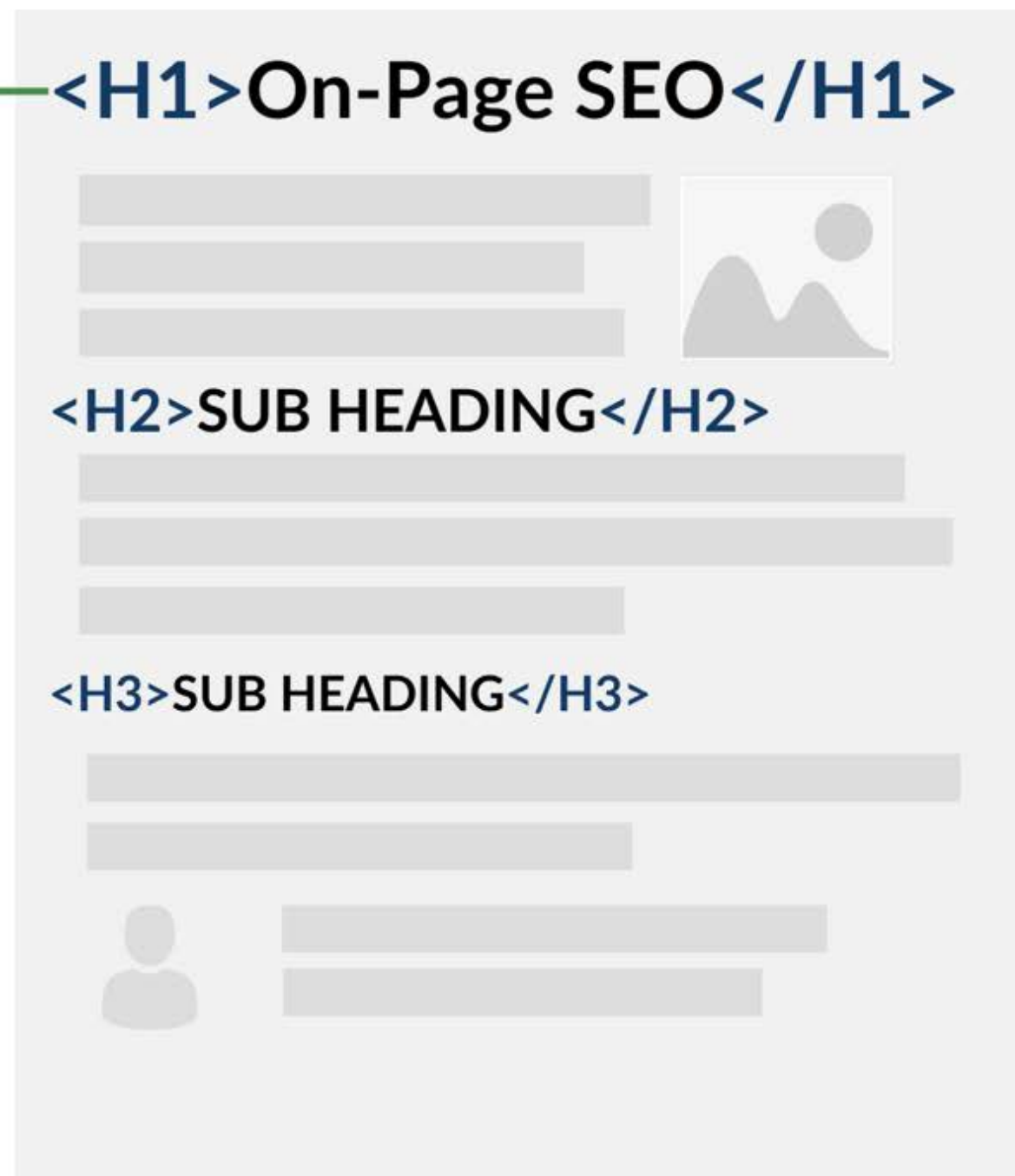
SEO: It helps us position our content.

UX: It enables a more optimized reading

A11Y: It provides a sense of structure to the content read by the screen reader.

AI: *Please provide a well-structured heading outline for...*

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⛔ HEADINGS 🙅🏽

Google's crawler does not recognize the text contained in images.

LOCALIZATION

https://www.t-mobile.com/

https://www.t-mobilepr.com/

SEO: High ranking in searches in different languages.

UX: Allows content tailored

A11Y: Provides linguistic meaning to the content read by the screen reader.

AI: *Please provide a comprehensive list of techniques for optimizing this content or actual navigation or user interface elements.*

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CONTENT DIVERSITY
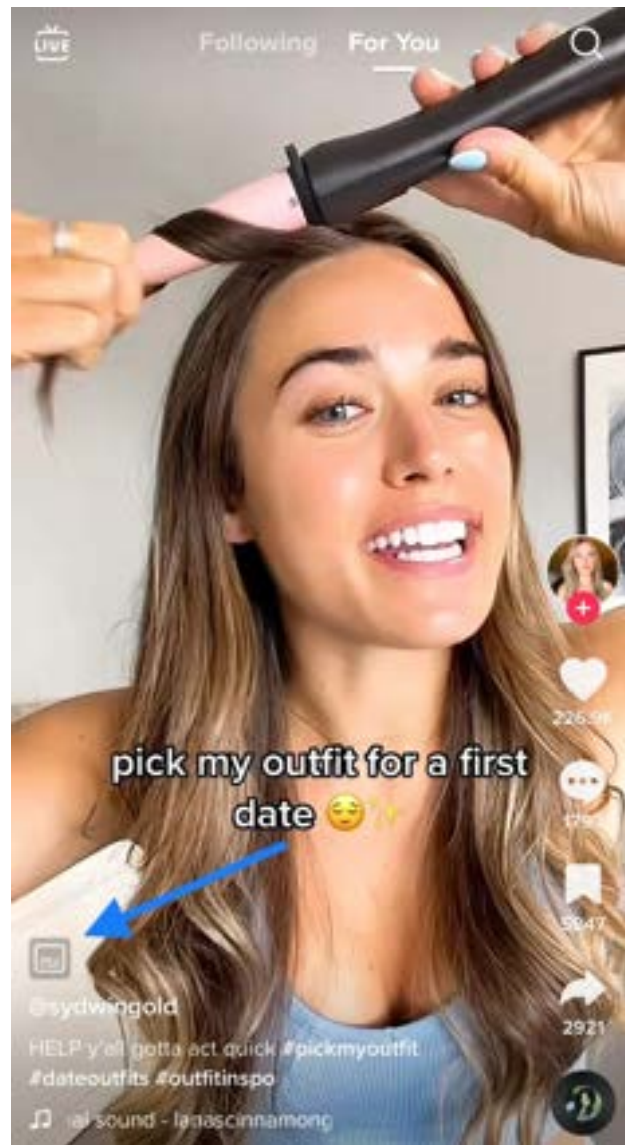
SEO: Allows search engines to crawl the content of your video or audio.

UX: Enables user-tailored content.

A11Y: Provides alternatives for consuming the content.

AI: AI can automatically transcribe spoken content in videos and audio files into text.

NAVIGATION

YOU WILL READ THIS FIRST.

Then you will go back and read this body of text. Why? Because this text-box has a lot of words in a small, light-weight font with tight spacing. Your brain thinks it is less important. **That's the power of visual hierarchy!**
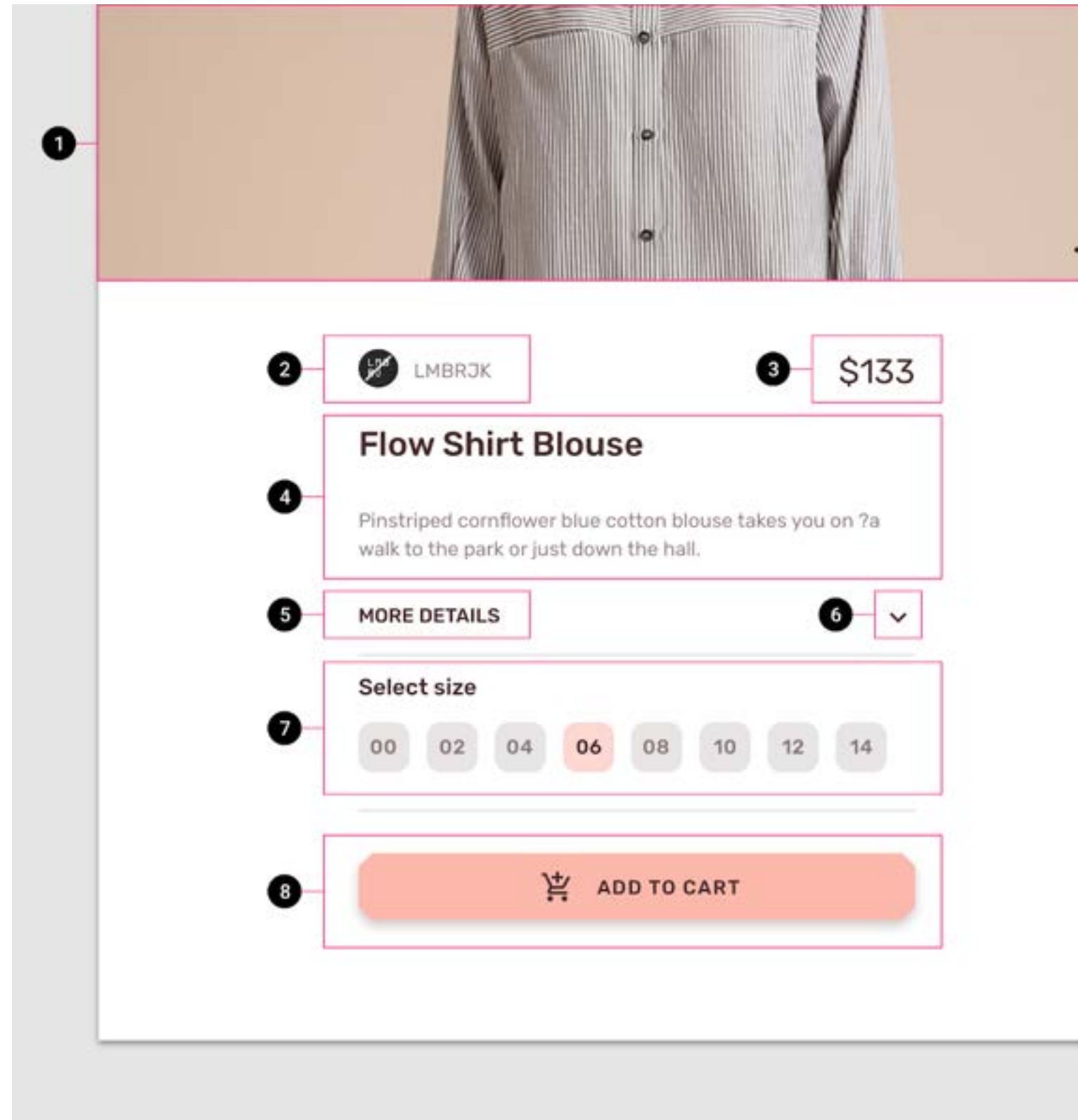
And then you will read this.

SEO: Improve info findability.

UX: Structured content for easier user navigation.

A11Y: Consistency aids content comprehension.

AI: Request auto-analysis for content grouping.

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NAVIGATION

INFORMATION ARCHITECTURE

- **SEO**: Helps crawlers grasp site structure.

- **UX**: Guides users to enable interactivity.

- **A11Y**: Keyboard users need logical focus.

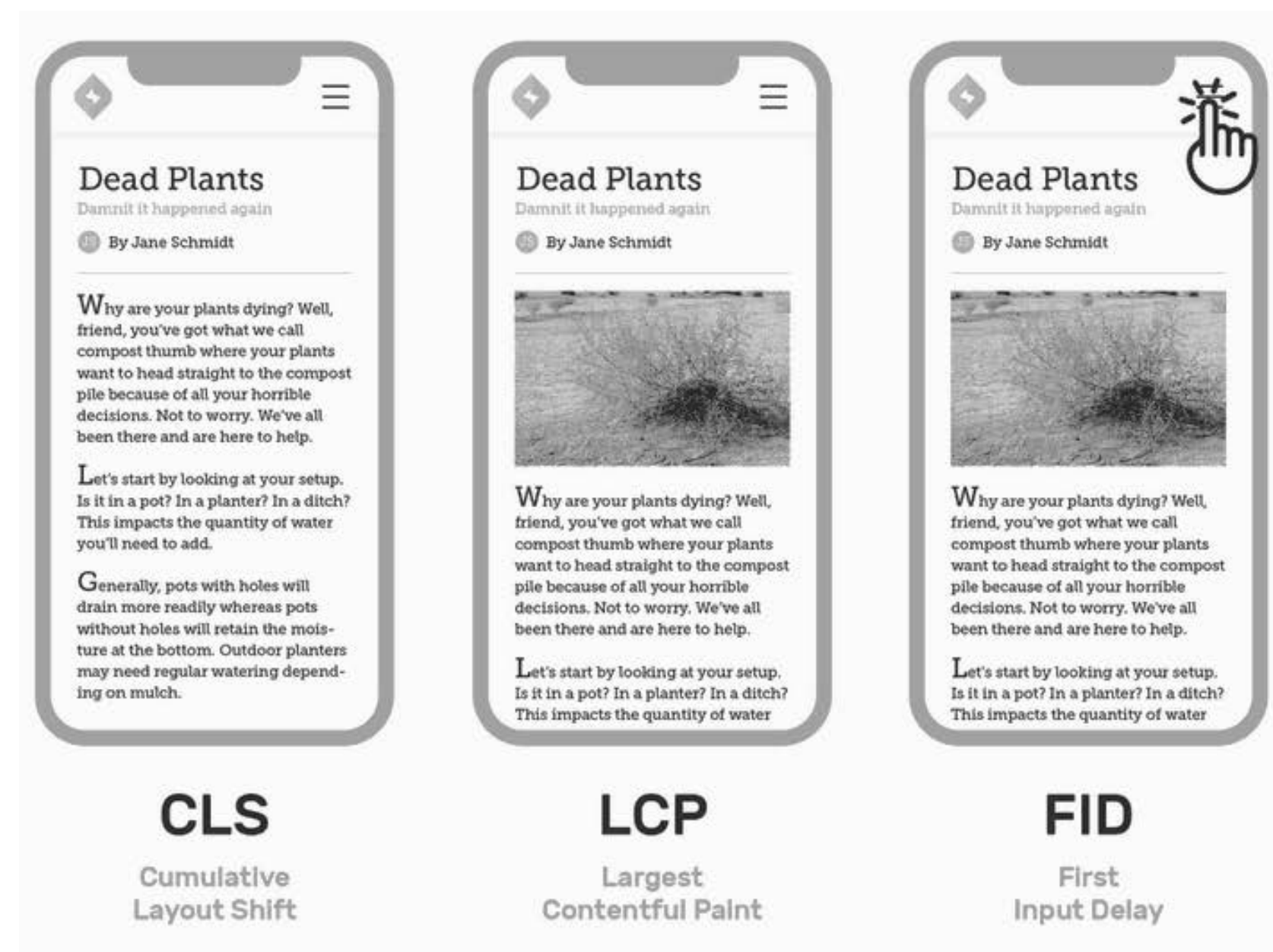- **AI**: AI automates A/B tests for better order based on user findings

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ALGORITHM

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PAGE EXPERIENCE 22

Page Experience provides a holistic image of the quality
of a user's experience on a web page.

Core Web Vitals: 3 performance metrics
to measure your page's speed.

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CORE WEB VITALS

CLS
Cumulative
Layout Shift

LCP
Largest
Contentful Paint

FID
First
Input Delay

UX: Faster loading = better user experience.

A11y: Fast loading aids accessibility for users with disabilities.

SEO: Speed and UX impact bounce rates and user engagement, influencing search engine rankings.

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"
Something like Core Web Vitals could potentially
be created to measure website accessibility...

John Mueller - Google's Senior Search Analyst

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In summary: optimizing your site for **accessibility** will, in turn, improve the **user experience**, which will then contribute to **SEO SUCCESS**.

AI

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PEOPLE-FIRST CONTENT

Create useful, trustworthy, and people-centered content.

Google's automated ranking systems are designed to present useful and reliable information primarily created to assist users.

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PEOPLE-FIRST CONTENT

Key characteristics of people-first content include:

🔢 User-Centric and Solution-Oriented

🧩 Engaging and Informative

💻 Transparent and Trustworthy

👩‍🦽 Accessible and Inclusive

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PEOPLE-FIRST CONTENT

1. If the content cites other sources, does it provide enough value and originality?

2. Does the content offer valuable information compared to other pages in search results?

3. Is the content written by an expert?

4. Will people who read your content feel that they've had a satisfactory experience?

5. Do you mainly summarize what others say without adding any value?

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PEOPLE-FIRST CONTENT

- **SEO**: Is the use of automation, including AI generation, evident to visitors?

- **UX**: Will people reading your content feel the need to seek better-quality information from other sources

- **A11Y**: Is the content easy to understand, navigate, and consume?

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"PAGE EXPERIENCE"

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"PAGE EXPERIENCE"

"PEOPLE-FIRST CONTENT"

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"PAGE EXPERIENCE"

"PEOPLE-FIRST CONTENT"

UX | A11Y | SEO | AI

"

People Ignore Design That Ignores People.

Frank Chimero - Designer

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Shall we go for a virtual coffee? 😂

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Email: layscurbelo@gmail.com

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