

Five Quick Ways to Create Accessible Content & Boost SEO



Search engine optimization and accessibility go hand-in-hand, and when you focus on one, you are often helping the other. Focus on creating content that's clear, purposeful and easy to navigate, for humans and for tech (like search engines and screen readers). Clean, well-structured content can help people find your site and use it correctly. So, whether you're writing for web content accessibility guidelines or SEO, you're moving in the right direction. Using these five quick tips will ensure the content you develop is a win-win.

1. Use descriptive page titles that tell the reader what the page is about.

- **SEO:** Helps search engines understand page content and improves click-through rates.
- **WCAG:** Helps screen reader users orient themselves within browser tabs.

i. **Instead of:** Home

Try: Home | Blue Sky Nature Preserve - Official Site

2. Write compelling meta descriptions.

- **SEO:** Meaningful summaries of the webpage's content encourage readers to click through from search result pages.
- **WCAG:** Improves user experience, especially for screen reader users or individuals using cognitive aids.

i. **Instead of:** Leaving the meta description blank or restating the page title

Try: Learn about conversation efforts and how you can get involved at Blue Sky.

3. Add meaningful alt text to images. Think about the purpose of the image on the page, and describe it so that it relates to the content it supports.

- **SEO:** Increases the chance of appearing in image searches. Compelling images may extend user time on a page.
- **WCAG:** Provides context for screen reader users.

i. **Instead of:** "Image123.jpg" or "Photo of Event"

Try: Volunteers Planting Wildflowers at Blue Sky's Annual Greening Day.

4. Use proper heading structure (H1-H6), and divide content into digestible sections.

- **SEO:** Helps search engines understand content hierarchy and improves the relevance of content to drive higher rankings.
- **WCAG:** Assists all users in understanding and efficiently navigating the content on the page.

i. **Instead of:** Writing in straight paragraphs using bold for section headings or skipping heading levels.

Try: Breaking long paragraphs into shorter passages. Use H2-H6 subheadings to properly identify sections and subsections, and think of ways to turn paragraphs into lists.

5. Write descriptive link text.

- **SEO:** Boosts contextual keyword relevance.
 - **WCAG:** Links are understandable when read out of context.
- i. **Instead of:** "Click Here" or "Read More" or <https://www.bluesky/volunteer/123.html>

Try: Learn more about volunteering at Blue Sky.