# How to Enhance Your Web Presence

TL **by Tony Le**

Today's Game Plan

We're going to:

- 🔍 Discover how accessibility opens up your website to more people.

- 🚀 Learn clear, actionable SEO tips to make your events, stories, and resources easier to find online.

- 🛠️ Look at a real website makeover—what was broken, how it was fixed, and what tools made it possible.

- 🧰 Walk away with a practical checklist and free tools to start improving your site right away.
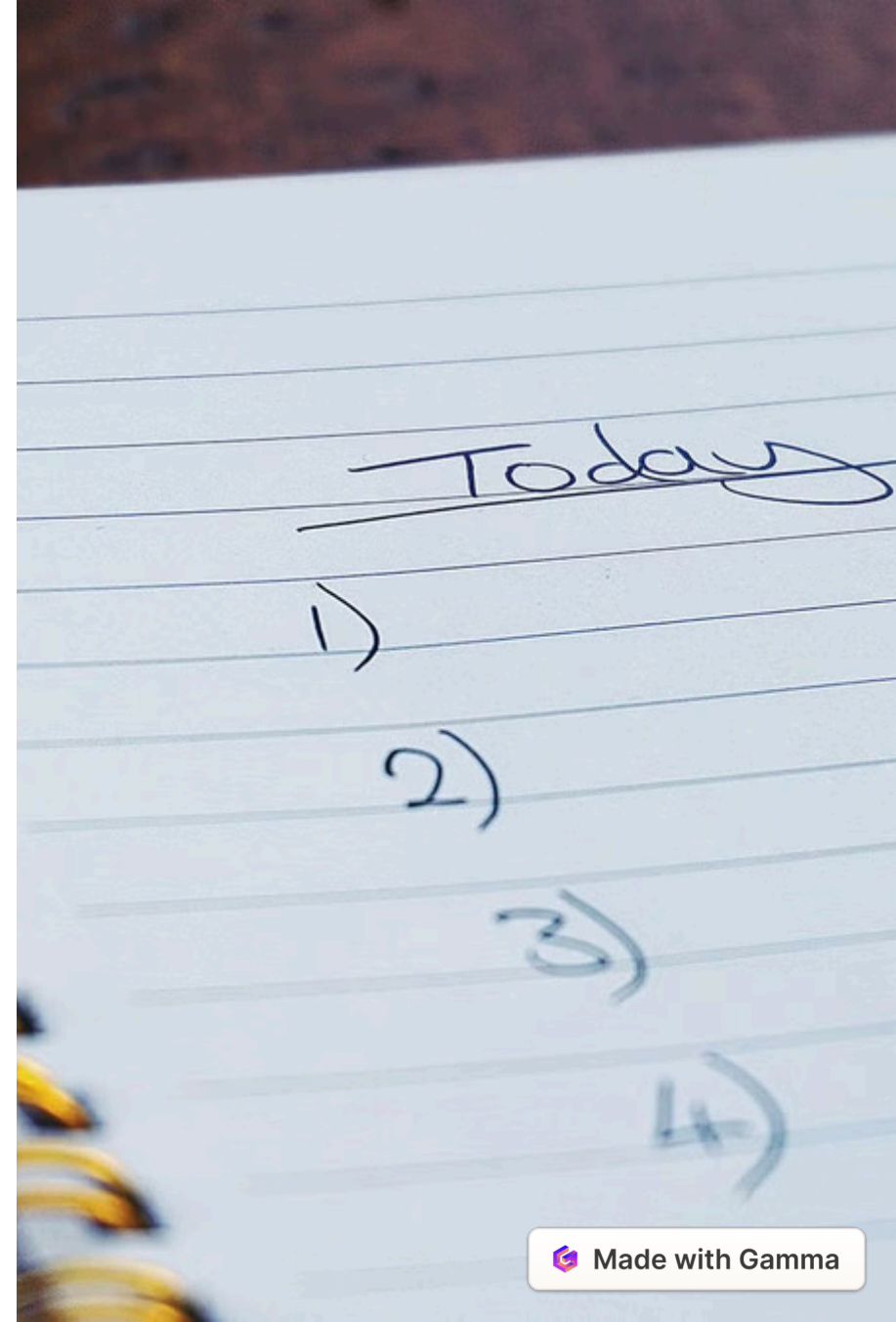
Why Accessibility Matters

Quick Statistic

- **1 in 4 adults** in the U.S. has a disability
- That's **over 61 million people** who may face barriers online

[Source](#)

Inclusive Design

Supports users with:

- Visual, hearing, motor, or cognitive differences
- Aging populations
- Mobile & screen reader users
- Neurodiverse and multilingual users

The "Curb Cut" Effect

Accessible design helps everyone

- High contrast = easier to read on mobile
- Captions = better in loud environments
- Keyboard nav = helpful for power users and people with motor limitations

What is a curb cut?

A curb cut is the small ramp built into sidewalks at street intersections, originally designed to make cities more accessible for people using wheelchairs.

The "Curb Cut" Effect - describes how accessibility features initially designed for people with disabilities, like curb cuts, often benefit a wider range of people, including those without disabilities.

Accessibility & The Americans with Disabilities Act (ADA)

💁 ADA Applies to Websites

ADA requires that public spaces — including websites — are accessible to people with disabilities.

🖊️ Cultural & Nonprofit Organizations Are Included

Nonprofit organizations, like for-profit businesses, are subject to ADA compliance when they provide goods or services to the public.

- Your website is an extension of your public service.
- If someone can't access your site, it's like being blocked at the front door.

📏 Compliance = The Web Content Accessibility Guidelines Standards

- The Web Content Accessibility Guidelines (WCAG) are the current standard.
- Most lawsuits reference **WCAG 2.1 Level AA**.

⚠️ Why It Matters

- 4,600+ ADA digital accessibility lawsuits filed in 2023 (**source**)
- Beyond lawsuits: it's about doing right by your community

Accessibility in Action – Let's Fix This Site

The Kinleaf Project

Home   About   Our Vision   Contact Us

Protecting the Places That Protect Us

Learn How We Help

WE STAND FOR WILD SPACES

At The Heart Of Our Mission Is A Deep Belief: Natural Habitats Are Not Just Places — They Are Life-Support Systems For Our Planet. Our Nonprofit Is Dedicated To Preserving These Vital Ecosystems, Advocating For Sustainable Stewardship, And Educating Future Generations About The Importance Of Protecting Biodiversity. We Work To Ensure Forests, Wetlands, And Wildlands Continue To Thrive — For Wildlife, For People, For The Future.

Our Mission

Why We Act

Our planet's most vulnerable habitats are under constant threat — from deforestation to climate change to industrial development. We step in where help is most needed. From policy advocacy to hands-on conservation, we work alongside communities and scientists to preserve ecosystems before they reach the point of no return.

Our Vision for Tomorrow

We envision a world where people live in harmony with nature — where clean air, flowing rivers, and thriving forests are a shared legacy. Through conservation projects, habitat restoration, and environmental education, we aim to create long-term, sustainable change that benefits all living things.

"Nature doesn't need us, but we desperately need nature. This organization is doing the kind of work that truly matters — protecting the roots of life itself."

— Dr. Lila Greene, Ecologist & Supporter

Be the Change. Save a Habitat Today.

Your support helps us protect endangered habitats and the countless species that call them home. Every donation goes directly to fieldwork, restoration efforts, and educational programs that make a lasting impact.

Donate Now

At first glance…

It doesn't look like anything is wrong with the site right? Let's take a closer look using a couple different tools.

- WAVE by WebAIM - **https://wave.webaim.org/**
- PageSpeed Insights - **https://pagespeed.web.dev/**

Made with Gamma

WAVE by WebAIM

wave.webaim.org

WAVE
web accessibility evaluation tool

Web page address:

WAVE Web Accessibility Evaluation Tools

WAVE® is a suite of evaluation tools that helps authors make their web content more accessible to individuals with disabilities. WAVE can identify many accessibility and Web Content Accessibility Guideline (WCAG) errors, but also facilitates human evaluation of web content. Our philosophy is to focus on issues that we know impact end users, facilitate human evaluation, and to educate about web accessibility.

WAVE Browser Extensions

You can use the online WAVE tool by entering a web page address (URL) in the field above. WAVE Chrome, Firefox, and Edge browser extensions are available for testing accessibility directly within your web browser - handy for checking password protected, locally stored, or highly dynamic pages.

WAVE API and Testing Engine

The WAVE subscription API and Stand-alone WAVE API and Testing Engine are powerful tools for easily collecting accessibility test data on many pages. The stand-alone API and Testing Engine can be integrated into your infrastructure for testing intranet, non-public, and secure pages, including in continuous integration processes.

Accessibility IMpact (AIM) Report

Your Accessibility IMpact (AIM) assessment report provides detailed WAVE test data, your site's AIM score (a measure of end user impact compared to web pages generally and as determined by human testers), and expert manual test results to give you insights into the accessibility of your web site for users with disabilities.

Introduction to WAVE

Made with Gamma

WAVE Results

https://wave.webaim.org/report#/https://yourwebsitechecklist.com/non-accessible-example/

WAVE Results Continued

On WAVE the most important information is located under "**Details**" which we see:

- Errors

- Contrast Errors

Clicking on each icons scrolls you to the location that contains the problem.
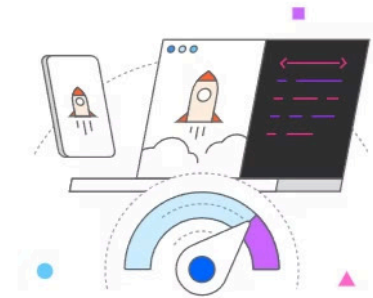
PageSpeed Insights

PageSpeed Insights

Docs

Enter a web page URL

Analyze

Make your web pages fast on all devices

CHECK OUT

What's new

Documentation

Learn about Web Performance

Made with Gamma

PageSpeed Insights Results

Report from Mar 31, 2025, 10:24:14 AM

https://yourwebsitechecklist.com/non-accessible-example/

Analyze

📱 Mobile   💻 Desktop

Discover what your real users are experiencing   ⓘ No Data

Diagnose performance issues

92	87	100	85
Performance	Accessibility	Best Practices	SEO

92

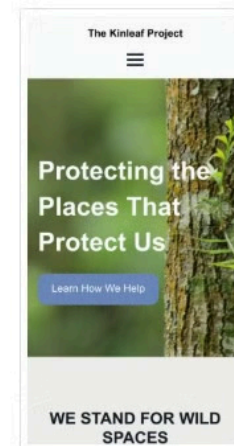**Performance**

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100

The Kinleaf Project
≡

Protecting the Places That Protect Us

Learn How We Help

WE STAND FOR WILD SPACES

METRICS   Expand view

Made with Gamma

PageSpeed Insights Results Continued

On PageSpeed Insights there are a lot of important information we can use but more if we're focused on Accessibility we can:

- See our total score out of 100
- Warning and errors we need to fix to improve the score.

87

Accessibility

These checks highlight opportunities to improve the accessibility of your web app. Automatic detection can only detect a subset of issues and does not guarantee the accessibility of your web app, so manual testing is also encouraged.

NAMES AND LABELS

⚠ Image elements do not have [alt] attributes

These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

CONTRAST

⚠ Background and foreground colors do not have a sufficient contrast ratio.

These are opportunities to improve the legibility of your content.

So what are some of the accessibility problems on the site?

https://yourwebsitechecklist.com/non-accessible-example/

What the tools picked up:

- Missing alternative text (alt tags) on images.
- Color contrast between background and text.

What the tools didn't pick up:

- In proper usages of heading tags (H1 - H6).
- Hard to read text with cases and capitalization.
- Non-clear actionable buttons.
- Images aren't properly named (filename)

Let's Take a Look at the Site Again, But Better

The Kinleaf Project

Home   About   Our Vision   Contact Us

Protecting the Places That Protect Us

Learn How We Help

We Stand for Wild Spaces

At the heart of our mission is a deep belief: natural habitats are not just places — they are life-support systems for our planet. Our nonprofit is dedicated to preserving these vital ecosystems, advocating for sustainable stewardship, and educating future generations about the importance of protecting biodiversity. We work to ensure forests, wetlands, and wildlands continue to thrive — for wildlife, for people, for the future.
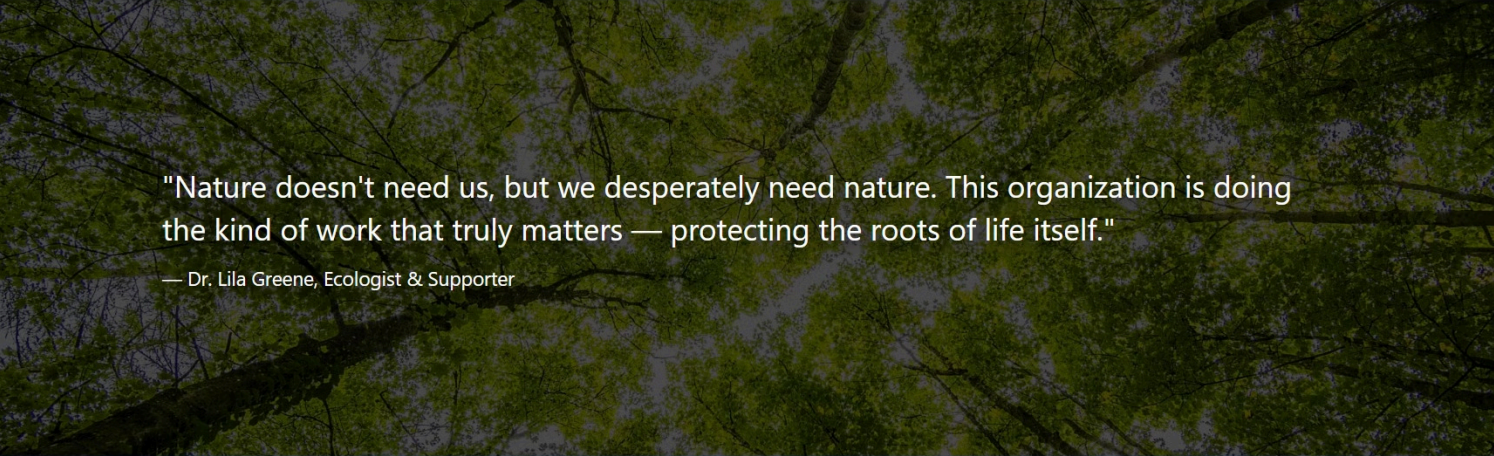
Read More About Our Mission

Why We Act

Our planet's most vulnerable habitats are under constant threat — from deforestation to climate change to industrial development. We step in where help is most needed. From policy advocacy to hands-on conservation, we work alongside communities and scientists to preserve ecosystems before they reach the point of no return.

Our Vision for Tomorrow

We envision a world where people live in harmony with nature — where clean air, flowing rivers, and thriving forests are a shared legacy. Through conservation projects, habitat restoration, and environmental education, we aim to create long-term, sustainable change that benefits all living things.

"Nature doesn't need us, but we desperately need nature. This organization is doing the kind of work that truly matters — protecting the roots of life itself."

— Dr. Lila Greene, Ecologist & Supporter

Be the Change. Save a Habitat Today.

Your support helps us protect endangered habitats and the countless species that call them home. Every donation goes directly to fieldwork, restoration efforts, and educational programs that make a lasting impact.

Donate Now

© 2025. All Rights Reserved

Made with Gamma

WAVE Results

https://wave.webaim.org/report#/https://yourwebsitechecklist.com/accessible-example/

PageSpeed Insights Results

https://pagespeed.web.dev/analysis/https-yourwebsitechecklist-com-accessible-example/msh1m2jb4l?form_factor=mobile

Report from Mar 31, 2025, 10:39:19 AM

https://yourwebsitechecklist.com/accessible-example/   **Analyze**

📱 Mobile   💻 Desktop

👥 Discover what your real users are experiencing   ⓘ No Data

◉ Diagnose performance issues

89	100	100	92
Performance	Accessibility	Best Practices	SEO

89

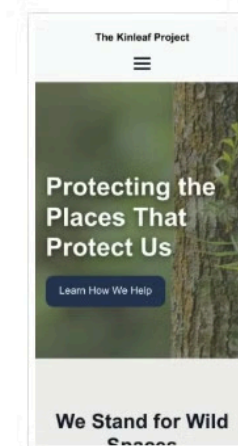## Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100

The Kinleaf Project

☰

Protecting the Places That Protect Us

Learn How We Help

We Stand for Wild Spaces

METRICS   Expand view

Made with Gamma

What did we change?

Protecting the Places That Protect Us

Learn How We Help

- Made the leading text an H1 (which is also good for SEO)
- Set a max width onto the text so it stayed in a readable spot
- Added an overlay to the image and some text shadow to make the text pop and easier to read
- Our buttons also have more context to them
- Our buttons also have WCAG AA and WXAG AAA
- Believe it or not we also have a dark background behind this image.

We Stand for Wild Spaces

At the heart of our mission is a deep belief: natural habitats are not just places — they are life-support systems for our planet. Our nonprofit is dedicated to preserving these vital ecosystems, advocating for sustainable stewardship, and educating future generations about the importance of protecting biodiversity. We work to ensure forests, wetlands, and wildlands continue to thrive — for wildlife, for people, for the future.

Read More About Our Mission

- Our heading text has been swapped to an H2
- We removed the full uppercase from the heading to make it easier to read
- Our text follows normal capitalization making it easy to follow
- Our buttons also have more context to them
- Our buttons also have WCAG AA and WXAG AAA

Why We Act

Our planet's most vulnerable habitats are under constant threat — from deforestation to climate change to industrial development. We step in where help is most needed. From policy advocacy to hands-on conservation, we work alongside communities and scientists to preserve ecosystems before they reach the point of no return.

Our Vision for Tomorrow

We envision a world where people live in harmony with nature — where clean air, flowing rivers, and thriving forests are a shared legacy. Through conservation projects, habitat restoration, and environmental education, we aim to create long-term, sustainable change that benefits all living things.

- Our heading text has been swapped to an H2
- Our images have ALT tags and are properly named
  - The one with the logs use to be "pexels-khaydenarts-923167-2048x1365.jpg" and now it is "brown-tree-logs.jpg"
  - Some CMS optimize images so you may see links like "brown-tree-logs-2048x1365.jpg" and that's okay.
  - Our ALT tag for this image is also "Brown tree logs"

"Nature doesn't need us, but we desperately need nature. This organization is doing the kind of work that truly matters — protecting the roots of life itself."

— Dr. Lila Greene, Ecologist & Supporter

- We added an overlay and a dark background behind the image making it easy to read the text
- The text color has also been changed from black to white

Be the Change. Save a Habitat Today.

Your support helps us protect endangered habitats and the countless species that call them home. Every donation goes directly to fieldwork, restoration efforts, and educational programs that make a lasting impact.

Donate Now

- Changed the background color to be more ADA compliant
- Updated the button to a different color so it didn't blend in to the background to much

Made with Gamma

WCAG AA & WCAG AAA

- Which one is more important?

- The minimal level required that is legally accepted is WCAG AA.

- Aiming for AAA isn't a bad thing but will give you the highest and most optimal accessibility level.

- We can check colors with this tool: **https://webaim.org/resources/contrastchecker/**.

Contrast Checker

Home > Resources > Contrast Checker

Foreground	Background
Hex Value	Hex Value
# 5F5FB4	# FFFFFF
Color Picker Alpha	Color Picker
1	
Lightness	Lightness

Contrast Ratio
5.55:1

permalink

Normal Text
WCAG AA: **Pass**
WCAG AAA: **Fail**
> The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
> **The five boxing wizards jump quickly.**

Graphical Objects and User Interface Components
WCAG AA: **Pass**
★
Text Input

Alternative Text

- ALT Text / ALT Tags
- It's important because it helps screen readers describe images to visually impaired users
- Add context to the site, not just provide a description for the image
- Improves SEO

Good ALT text describes the image.

If you were trying to describe an image to someone over the phone, how would you do it in a way that'll help them understand what the image is about?

Bonus: accessiBe ADA Compliance Checker

https://accessibe.com/accessscan

Great tool to get a birds eye view on much more in-depth issues.

---

accessScan — yourwebsitechecklist.com/acces

Accessible
Great work! Our scan indicates that your webpage is accessible and conforms with WCAG. Thanks for being inclusive!

No accessibility system detected

View the report and get more info on our remediation solutions — **Get Free Report**

Clickables — Score: 100
- Elements with button functionality should be tagged for assistive technology
- Buttons cannot be empty
- Links cannot be empty
- Links that open in new tabs/windows should be tagged for assistive technology

Titles — Score: 100
- Every page should include a single H1 title
- Titles cannot be empty
- Titles built as text tags should be labeled as headings for assistive technology
- Titles should have a consistent hierarchy

Orientation — Score: 75
- Interactive elements should be navigable using the keyboard
- Keyboard focus should have a noticeable outline
- Active popups should be tagged for assistive technology
- Every page should include hidden links that allow skipping blocks
- Manipulatively hidden interactive elements should be excluded from assistive technology
- Manipulatively hidden interactive elements should be excluded from tabindex

Menus — Score: 100
- Menus should be tagged for assistive technology
- Menu dropdowns should be tagged for assistive technology
- Dropdown expanded/collapsed state should be represented in the code

Graphics — Score: 100
- Objects and embedded text of images should be described for assistive technology
- Background images behaving as standard images should be tagged and described
- Non-functional icons/spacers should be excluded from assistive technology
- Figure elements should have text or be excluded from assistive technology
- Image map areas should be described for assistive technology
- Tracker images (pixels) should be excluded from assistive technology

Forms — Neutral
- Form fields should be properly labeled
- Form fields should not have duplicate ID selectors
- Required form fields should be tagged for assistive technology
- Incorrect use of aria-describedby/labelledby
- Search forms should be tagged for assistive technology
- All forms have associated submission buttons
- Validation status of form fields should be represented in the code

Document — Score: 100
- The HEAD element should include a title element with the name of the page
- The HTML element should include a proper "lang" attribute
- Meta viewport allows display scaling of at least 200%
- Page landmarks should be tagged and described for assistive technology

Readability — Score: 100
- Font sizes should be large enough to be readable
- Letter spacing should be wide enough to be readable
- Foreground and background colors have sufficient contrast

Carousels — Neutral
- Carousels should be labeled accordingly and be presented as landmarks
- Next and previous buttons should be labeled accordingly
- Carousels should not be tagged as live regions for assistive technology
- Carousel pagination buttons should be labeled accordingly

Tables — Neutral
- Tables used for building layouts should be tagged as presentation
- Avoid nesting tables or exclude their role from assistive technology
- Headless tables should have fallback rows for assistive technology

General — Neutral
- Deleted text should include an additional description
- Breadcrumbs should be labeled accordingly and tagged as navigation
- Reviews and ratings should be labeled and described accordingly
- Include a web accessibility interface
- Iframe elements should be labeled or titled

accessScan is powered by **accessiBe**

Put your website to the test.

Actionable Goals

5 things you can do to easily improve your website accessibility.

- Renaming image files and providing ALT text.
- Keeping color contrast compliant by having a passing score for WCAG AA.
- Having buttons be clear and descriptive.
- Proper uses of headings (H1 - H6).
- Proper uses of text capitalization for readability.

Why SEO Should Matter to Your Mission

📌 **What is SEO, really?**

- SEO = Search Engine Optimization

- It's how people find your website on Google and other search engines

- It's not about tricking the algorithm—it's about helping people find what they're already searching for

- 53% of all website traffic comes from organic search. (**source**)

No seriously, don't trick the algorithm.

Many people use a trick called "keyword stuffing" to try and boost their ranking. This leads to unnatural, unreadable content, and poor user experience. Google flags and penalizes sites for this.

Seriously try reading it.

Keyword Stuffing Version

Welcome to The Kinleaf Project, your destination for nature protection. The Kinleaf Project focuses on nature protection through nature protection programs. Our nature protection team at The Kinleaf Project is committed to nature protection education and nature protection advocacy. Support nature protection by joining The Kinleaf Project today.

Non-Keyword Stuffing Version

At The Kinleaf Project, we protect natural habitats through community-driven conservation, education, and advocacy. Whether it's restoring wetlands or promoting native plant growth, our mission is to create a healthier, more resilient environment for future generations.

Simple Fixes That Help People Find You

- Some of these we already covered in accessibility
  - Proper heading tags (H1 - H6)
  - Proper ALT text and image names
- Make your website mobile friendly
- Make sure your website loads fast by optimizing content such as images and videos
- Write proper meta titles and descriptions
- Set up and optimize your Google My Business profile
- Have your developer add in **Schema Markup**
- Write meaningful content
- Lots more that are just too much to cover in a single talk/presentation

Meta Title and Description



IDE Interactive
https://www.ideinteractive.com

IDE Interactive, Inc.: User-Driven Design & Development

Enhancing Customer Journeyswith Strategic Digital Experience Design. We are a Chicago-based design and development agency, dedicated to empowering brands and ...

We see these each time we search for something.

- The Meta Title is the Title of the Page

- The Description is what goes underneath it

  - The length for the description normally varies every once in a blue moon as Google experiments and changes their algorithm.

- These are important because they control how you site appear to other users when they search. If you page titles and descriptions don't match your content, chances are people won't find them.

- There's something similar called "Open Graph" which is very similar to Meta Titles and Descriptions. This is how your content embeds on social media platforms.

Made with Gamma
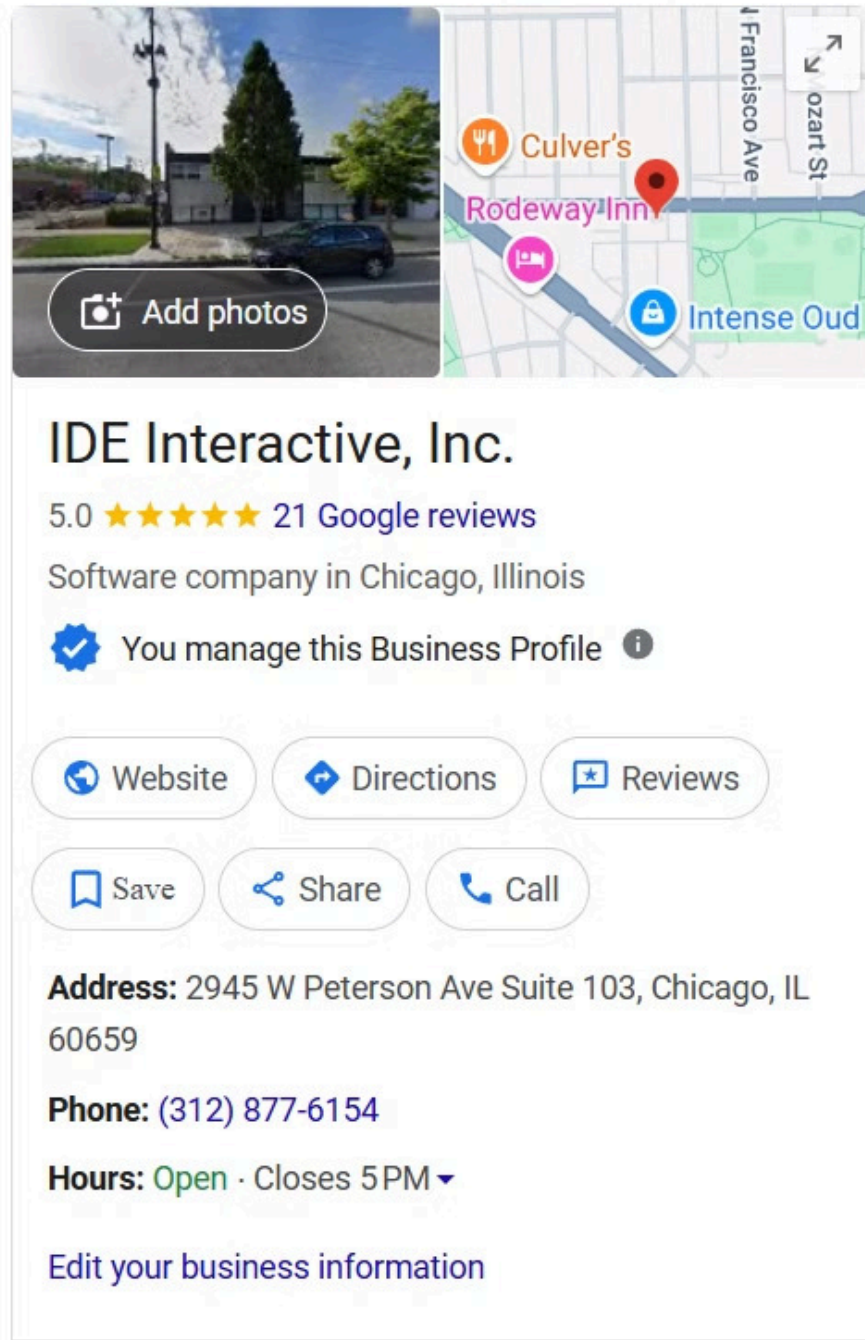
Google My Business

Having a Google My Business profile is important for Local SEO.

- Shows your org in local map results and the "near me" searches
- Lets you control what shows up in the sidebar on Google
  - If you don't have one sometimes people make suggestions for you and that's what ends up displaying instead
- Keeping your profile updated keeps you relevant and that traffic also flows back to your site.
- Getting good review puts you higher up on the recommendations list.

Schema Markup

This is where it gets a bit technical...

- Structured data that adds extra meaning to your website's content

- A hidden layer of code that search engines like Google can read

- Uses formats like **JSON-LD** to describe events, people, places, articles, and more

- Recommended by Google for improving how your content appears in search results

- We've worked on sites that saw 20% increase in traffic because they added in schema mark up. Don't quote us, it's all a science at the end of the day!

Schema Markup Example

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Event",
  "name": "Wetland Restoration Volunteer Day",
  "startDate": "2025-04-20T09:00",
  "endDate": "2025-04-20T15:00",
  "eventAttendanceMode": "https://schema.org/OfflineEventAttendanceMode",
  "eventStatus": "https://schema.org/EventScheduled",
  "location": {
    "@type": "Place",
    "name": "Kinleaf Preserve",
    "address": {
      "@type": "PostalAddress",
      "streetAddress": "123 Greenway Ln",
      "addressLocality": "Lindenhurst",
      "addressRegion": "IL",
      "postalCode": "60046",
      "addressCountry": "US"
    }
  },
  "image": [
    "https://kinleaf.org/images/wetland-volunteer-day.jpg"
  ],
  "description": "Join The Kinleaf Project for a hands-on day of wetland restoration and community connection.",
  "organizer": {
    "@type": "Organization",
    "name": "The Kinleaf Project",
    "url": "https://kinleaf.org"
  }
}
</script>
```

Honestly whenever I mention anything with code this is what a lot of people picture.
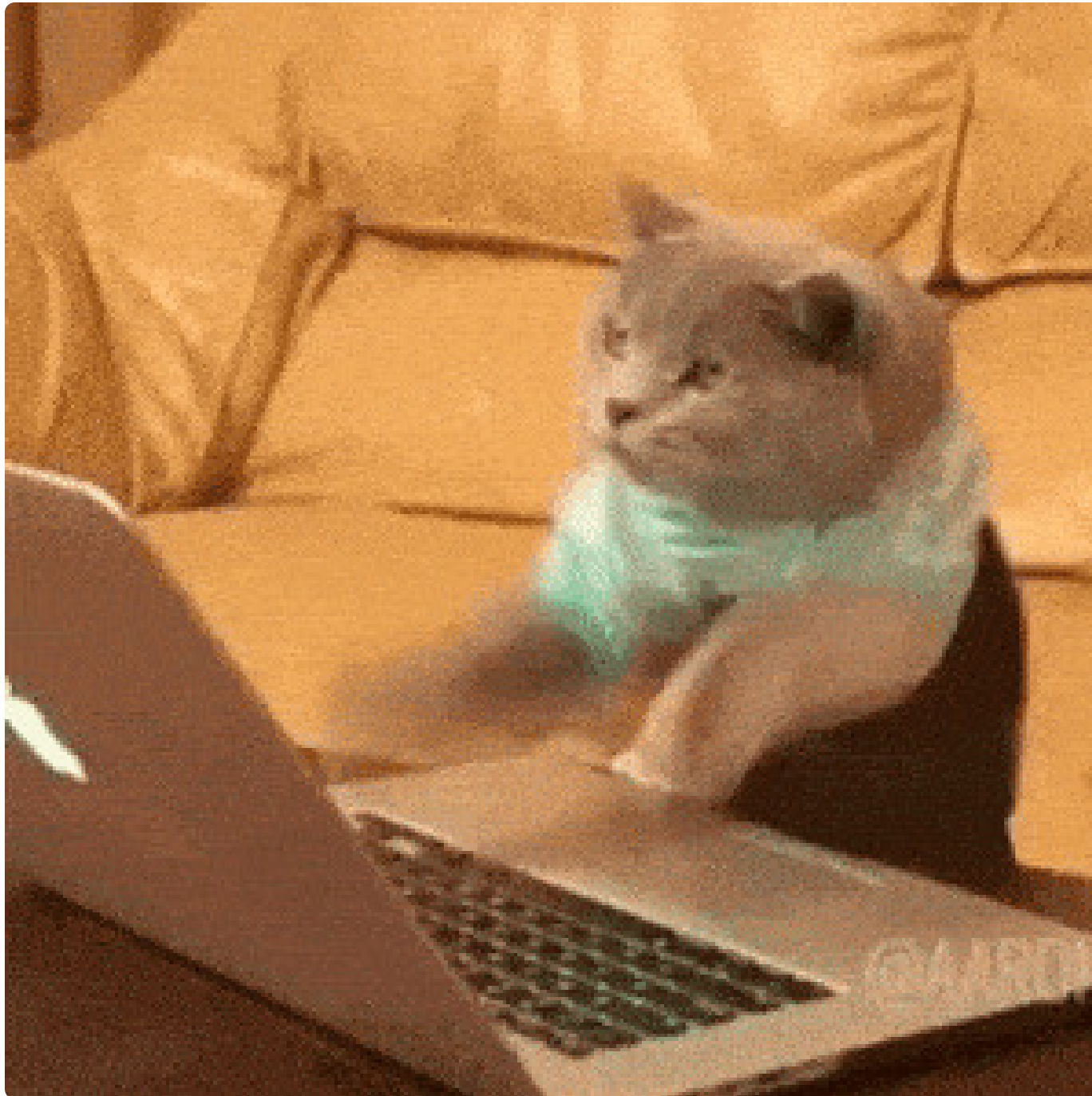
To be fair, I code and I still picture this.

SEO Takeaways

If it's two things you should takeaway from this short SEO segment that you can do right away it is:

1. Properly title and describe your pages (most CMS has this built in for you to edit).
2. Create or update your Google My Business profile (you do need a physical address/location to have one)

Q&A Time

Thank You!

All links (with extras) and this presentation will be posted on:

yourwebsitechecklist.com

Contact Info

IDE Interactive, Inc.

2945 W. Peterson Ave Suite 103
Chicago, IL 60659

tony@ideinteractive.com

ideinteractive.com

312-877-6154