



Using accessibility to unlock your website's potential.

This is not designed to be a technical document. For any technical questions on web accessibility or any web based technology please call [Adido Solutions](#) on the number below.....



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01202 853610

[oi-websolutions](#) and [Adido Solutions](#) are two partner companies who work together providing top class search, marketing, design, web development and consultancy services. Both can support you independently but together deliver a lot more.....that's why we do it!

The purpose of this document

This document shows you the true business benefits of building your website using web standards and making it accessible to ALL website users.

Accessibility does not mean disability

Properly planned websites can be accessed by more customers so deliver more value. That statement is both commercially sound and also sympathetic to disabled users needs. We show you that accessibility is too often seen as being to do with making websites compliant to the needs of handicapped people.....and that is all. We applaud and passionately demand the continued drive to making sites accessible to disabled people.

However accessibility is a wider issue. The word accessibility was chosen because we are describing: the enabling the customer to find your site and use it. So access is for everyone from everywhere.

Accessing all devices including mobile devices

Your site can appear on mobile phones, PDA's and other devices far more easily if it is an accessible site. This is made possible by the removal of unnecessary gimmickry in the coding behind the construction of your site. What makes your website inaccessible on a PC also makes it next to impossible to pick up on a mobile device. Conversely an accessible site can appear everywhere!

Part of the original thinking behind the World Wide Web was to create a common language for computers to talk to one another. Accessibility is taking this same principle and looking to enable communication of websites to as wide an audience as possible.

Web Standards and Future Proofing

Tim Berners-Lee, the inventor of the web, had a dream that his invention would be to have a global space that allows all types of people to share information easily and quickly, either for business or personal use.

The terrific growth of the Internet has led to many complications with people not being able to access websites for one reason or another. Today alone, 80% of UK websites block or restrict access to many visitors, simply due to the way they are built. The web needs guidance to allow it to reach its full potential and hence web standards have been introduced.





It is the role of the person designing the website is to make sure that it complies to these standards. These standards are in place to make sure any website has a chance of reaching its full potential.

Future Proofing

Although the web standards have been described in the past as limiting the creative options, in reality it is these standards that remove many hours of headache. For example: your new pretty website works on one browser but on nothing else!! What's happened?..... The beauty of an accessible website is that you are in effect "future proofing" your website as new devices and platforms are released. The reality is that accessibility allows the designer to be more creative by removing many headaches that are faced using non-compliant (ie "in-accessible") methods.

There are many benefits to building a website using "standards" so it makes no commercial sense not to work to such principles. The main reason for not complying with the standards is the person has no knowledge on the subject! The harsh reality is that many web developers charge more because they have to incur the cost of re-educating themselves on how to build an accessible site. Not a problem you have with us!

Search Engine Optimisation

Search Engine Optimisation (SEO) means getting your website high on the rankings of the main engines such as Google, Yahoo, MSN and alike. An accessible site is search engine friendly. This is because the pages which are built contain less code. They are therefore easier for the search engines to index and find. SEO is all about building key words into the site, relevant for your particular market or product sector. It is possible for non compliant websites to use SEO techniques. However why lose all the other benefits of accessibility and break the law with a non-compliant site? Sites need to be structured correctly for search engines. A lot of websites have hundreds of pages built for search engines.....but are non-accessible: wasted cost!

Other key issues for SEO that we consider in the seminar and help our clients with are Links. Ensuring your partners, suppliers and customers point their sites to your site is the single most critical issue in SEO outside of accessibility.

You must also keep your site alive with new material so search engines find regular changes and reflect this in their higher ranking of your website. Do this with Newsletters, Press Releases and other marketing materials: we offer you ongoing advice and tips in all these areas.

Conclusion

In summary therefore, the benefits you have include:

- higher search engine rankings due to web pages built efficiently
- the website allows the search engine to index your pages easily
- the website can be viewed on any device platform such as mobile phones
- different browsers allows users to surf the website the way they want to, making it easier for them to find what they want in the way they want it
- future proof your website

