

***MAKE YOUR WEBSITE
WORK FOR YOU***



WEB HEADS UNITED

PIA CIVILETTI



Scientiam Associates

Partnering with Entrepreneurs and Small Companies for
Branding, Websites, Graphics and Marketing

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***BEFORE YOU BUILD
OR REDESIGN***

WHAT WE WILL COVER TODAY

1. Purpose
2. Branding
3. Strategy

01

PURPOSE

START WITH THE BASICS

- ❖ Who are you?
- ❖ What is your business? Why are you in business?
- ❖ What are your business/marketing goals?
- ❖ Why do you need a website? Or Why are you redesigning?
- ❖ What do you want to accomplish with your website?

02

BRANDING

BRAND BEFORE YOU BUILD!

- ❖ Business plan, target market, differentiators, positioning statement, (Who, what, how, when and why), vision, mission
- ❖ The Tangible – Name, logo, tagline, colors, imagery,
- ❖ Brand Tools – This is where your website comes in.
- ❖ Launch Your Brand – Internally and externally
- ❖ Build Your Brand – Don't stop at the launch. Websites can change overtime to develop your position in the market.

03

STRATEGY

- ❖ Build it right and they will come
- ❖ Keep them on your website and ensure they take the correct action



- ❖ Measure your success and make necessary changes
- ❖ Evolve the strategy with your business and the market

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Thank You!



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WELCOME!



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**ACCESSIBLE BY
DESIGN**

Website

Accessibility

Web Accessibility = websites, tools, and technologies are designed and developed so that people with disabilities can use them – Web Accessibility Initiative. These optimizations can also help people with bifocals or progressive lenses and senior citizens.

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Robert Coxe, Owner

What is WCAG?

Websites, for businesses open to the public, are required by federal law to be accessible under Title III of the ADA. While the concept of a 100% accessible website has not been determined completely by the DOJ or the courts, it is best practice to make your site as accessible as possible.

- The best advice that can be followed are the Web Content Accessibility Guidelines (WCAG 2.1 AA).
- These guidelines come in both an A, AA, and AAA levels.
- WCAG 2.2 rules should be coming out in December 2022.
- WCAG 3.0, now being worked on, should have rules in “plain english.”

WCAG Overview

Four Principles of Accessibility

- 1) **Perceivable:** Color contrast (text and buttons), alt text, video captions, text spacing
- 2) **Operable:** Site can navigated with a keyboard (heading structure), target size, time, focus elements
- 3) **Understandable:** Clarity of grammer, error ID, authentication, contact info
- 4) **Robust:** Your site works with assistive technologies (generally automatic in WordPress)

1. Perceivable (1)

Color contrast for text and buttons should be provided for users to be able to distinguish between the background and the relevant feature.

- Logos and backgrounds are excluded from the guidelines above.
- Try not use higher than 16:1 contrast, (Black and White = 21:1).
- Try to use sans-serif fonts (Helvetica, Arial, Verdana), not serif fonts (Times New Roman, Garamond, Georgia).

1. Perceivable (2)

Examples of Contrast Levels (WCAG 2.1) – Contrast = 21:1

- AA = 4.5:1 for regular text (<18pt), 3:1 for large scale text (>=18pt)
- AAA = 7:1 for regular text, 4.5:1 for large scale text
- I use at least 10:1 for all text sizes (#424242), which is the contrast here.
- Note: this contrast level also conforms with the Accessible Perceptual Contrast Algorithm (APCA) standard.
- The background color can also be changed to meet contrast requirements.

1. Perceivable (3)



All images should have a textual description that can be read by a screen reader (Alternative Text).

- Instead of “bullfrog” write “bullfrog on a log in a pond” or something similar.
- Google also uses the alt. text, along with the title, to determine what is in the image. In this sense, Google is visually impaired. Your description helps your Search Engine Optimization (SEO).

2. Operable (1)

Headings (H1, H2, H3, H4, H5, H6) need to be nested within each other for ease of tabbing through the website.

- There should only be one H1 heading per page.
- H4 should be under H3, which is under H2 and so on.
- You should not have any keyboard traps (where the tab function gets stuck).
 - Examples: carousels and sliders that do not stop within 3 seconds and pop-ups.
- Do not use flashing elements – It can migraines in people susceptible to this.

2. Operable (2)

Navigation, Buttons, and Link Text should have a focus element.

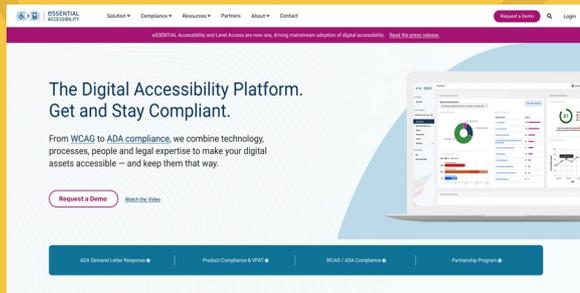
- Focus Element (make sure clickable area is 44px X 44px)
 - Inversion of the background and text colors on hover assuming the colors meet the color contrast requirements.
 - A descending margin (solid or dotted) showing the element being targeted.
- Purpose of a link should be clear - (i.e. instead of “Learn more” use “Learn more about ...”).

3. Understandable

Your website should be understandable by most users.

- Text should be written to be understood by users at a secondary level education (try to not use jargon, unusual/technical words or unknown abbreviations).
 - But, depending on the subject, this cannot always be achieved.
- Contact information should be provided for help/assistance with your website.
- Authentication should be clear and transparent with a reduction or elimination of multiple passwords (“redundant entry”).

Overlays



Do not use overlays such as Userway, accessiBe, One Click, or others that can be found.

- These overlays can confuse screen readers and make it difficult for disabled users to navigate your page.
- It is best to make your page as accessible as possible using WCAG.
- Be sure to include an Accessibility Statement in the footer stating what you have done to make your page accessible.



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Tools you can use

There are many tools that you can use to make your page more accessible.

- **WordPress Plugins:** WP ADA Compliance Check Basic, Accessibility Suite, WP Accessibility Tools, and others.
- **WebAIM Color Contrast Checker:** Gives your color contrast ratio using hex codes.
- **Browser tools:** Lighthouse (Chrome), WAVE (Chrome and Firefox), and Axe Dev Tools (Chrome and Firefox), Ainspector (Firefox)
- **Checklist for Website Accessibility:** <https://accessibility.voxmedia.com/>

Conclusion & Q's

The main reason to make a website accessible is not to avoid lawsuits, but to allow all users to utilize your site. An accessible website helps not only the disability community, but also senior citizens who are using bifocals or progressive lenses, and helps with a better user experience overall and SEO.

For more information: <https://www.gerireid.com/designing-an-accessible-future.html>.

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ON-SITE SEO

TOM BARTHOLOMEW



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ON PAGE SEO

SEARCH ENGINE OPTIMIZATION

On-page optimization or things you can do with your website to rank higher in search results.

- URL
- Metadata - Titles and Descriptions
- Heading Tags (H-tags)
- Alternative Text also called Alt Tags
- Internal Links
- Page Speed

KNOW YOUR CUSTOMER

When optimizing and writing content for your website you need to understand who you are writing for.

- Have a Buyers Persona or multiple
- Solve their (the buyer) problems
- WIIFM Radio

KNOW YOUR COMPETITOR

To really rank higher in search results you have to know what your competition is doing, and you have to do it better.

Use tools to find what your competitors keywords are, and how they are using those keywords.

THE WORDS YOU USE

SEMRUSH recently analyzed over 23,561 texts ranging in Google's top 10 results. They found that the lowest-scoring texts had two things in common: They were **too long or too complex**.

In fact, 41% of low-scoring texts used words that were too complex.

According to a 2003 report from the US Department of Education, the average American reads at a 7th or 8th-grade level.

WELCOME!

JEFF SEVERSON

J.T.S. Design, Inc.

Custom Web Development, WordPress
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TODAY'S TOPICS

- Own Your Domain and Secure It
- Choosing a Secure Web Host
- A Proactive Approach to Website Security
 - Strong Password Policies
 - Up-to-Date Software
 - Other Security Considerations
- Have a Backup Routine