

THE SEO & ACCESSIBILITY

Quick Reference Guide

A checklist of high-impact fixes that improve Web Accessibility (WCAG) and boost Google Ranking signals simultaneously.

Boost Reach

Access the **\$13 Trillion** global disability market spending power.

Slash Bounce Rate

Accessible sites see up to **45% lower** bounce rates (a key SEO signal).

Technical SEO

Screen readers and Google Bots read your site **the exact same way**.

The "Must-Fix" Checklist

✓ 1. Image Alt Text

Describe the *function* or *content* of the image.

```

```

✓ 2. Heading Structure

Never skip levels (e.g., H1 to H3). Use for structure, not size.

```
<h1>Main Topic</h1>
<h2>Sub-Topic</h2>
<h3>Detail</h3>
```

✓ 3. Color Contrast

Text must stand out against background.

- **4.5:1** for normal text
- **3:1** for large text (18pt+)
- *Tool: WebAIM Contrast Checker*

✓ 4. Descriptive Links

Avoid "Click Here". Tell the user where they are going.

✗ <a>Read More

✓ <a>Read SEO Report

✓ 5. Form Labels

Every input needs a visible label or aria-label.

```
<label for="email">Email Address</label>
<input id="email" type="email" ... >
```

✓ 6. Keyboard Nav

Can you use the site with ONLY the "Tab" key?

- Visible focus outline enabled?
- No "keyboard traps"?
- Logical tab order (Left to Right)?

Common Failures vs. SEO Impact

Accessibility Issue	Frequency	Specific SEO Penalty
Low Contrast Text	83.6%	High bounce rate (hard to read); Poor mobile experience signal.
Missing Alt Text	58.2%	Lost Image Search traffic; Google fails to understand visual context.
Broken Link Text	50.1%	Poor internal linking structure; Google loses semantic trail.
Missing Form Labels	45.9%	Lower conversion rates; Negative First Input Delay (FID) impact.

Essential Testing Tools

Lighthouse

Built into Chrome

WAVE

Visual Evaluation

Axe DevTools

Deep Audit

Screen Reader

NVDA / VoiceOver