

The "Shared DNA" of the Web

Why optimizing for a blind user is virtually identical to optimizing for Google's algorithm.



The Screen Reader User

Navigates by listening to structure

Headings (H1-H6)

"Jump to next section."

Users skip navigation menus and jump directly to H2/H3 tags to find the content they want quickly.

Images (Alt Text)

"Read description aloud."

Without alt text, the user hears "Image 4025.jpg" which is useless noise.

Links (Anchor Text)

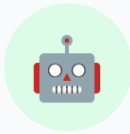
"Decide where to go."

Users often list all links on a page. Hearing "Click Here, Click Here" 10 times offers no context.

Video/Audio

"Read the Transcript."

Deaf/Hard of hearing users rely on captions and transcripts to consume video content.



Googlebot (Crawler)

Navigates by parsing code structure

Headings (H1-H6)

"Understand Content Hierarchy."

Google weights keywords found in H1/H2 tags much higher than body text to understand what the page is about.

Images (Alt Text)

"Index for Image Search."

Google cannot "see" the image. It relies entirely on alt text to rank your image in Google Images.

Links (Anchor Text)

"Pass semantic relevance."

Google uses anchor text to understand the **target** page. "Read SEO Guide" passes ranking power; "Click Here" does not.

Video/Audio

"Scrape the Transcript."

Google scrapes the text transcript to index the video content for keywords it otherwise couldn't hear.



The Bottom Line:

"Googlebot is essentially a blind user navigating your website at lightning speed. If you fix your site for screen readers, you have inherently optimized it for Google."