

RECOMMENDATION	WCAG	SEO	COMMENT
<b>WCAG and SEO</b>			
All images must have a descriptive ALT text	●	●	
Form buttons have a descriptive value	●	●	
Form inputs have associated text labels	●	●	
Embedded multimedia is identified via accessible text	●	●	
Semantic markup is used to denote e.g. headings, lists, formatted text	●	●	
The reading and navigation order is logical and intuitive	●	●	This is more of a recommendation than a requirement for both guidelines, but a very important one at that. Readability enhances the visitor experience and logical navigation increases crawlability.
If the same visual presentation can be made using text alone, an image is not used to present that text	●	●	Again, this is more of a recommendation, but it makes the good point that images should be used only when they provide additional value.
The web page has a descriptive and informative title	●	●	
The navigation order of links, form elements etc. is logical and intuitive	●	●	A requirement for WCAG, a strong recommendation for SEO.
The purpose of each link can be determined from the link text itself or from the surrounding context	●	●	
Multiple ways are available to find other web pages on the site - at least two of: a list of related pages, table of contents, site map, site search, or list of all available web pages	●	●	A requirement for WCAG, a strong recommendation for SEO.
Beyond providing an overall document structure, individual sections of content are designated using headings, where appropriate	●	●	A requirement for WCAG, a strong recommendation for SEO.
Significant HTML/XHTML parsing errors are avoided	●	●	
<b>WCAG only</b>			
Images that do not contain content are given null ALT text (alt="")	●	●	Avoid null ALT text altogether, as validators and SEO do not like it.
Frames are appropriately titled	●	●	For SEO, don't use frames at all. Frames hinder crawling and the passing of link juice.
No page content flashes more than 3 times per second	●	●	Don't use flashing content, please.
Appropriately titled frames are sufficient for bypassing individual frames	●	●	For SEO, don't use frames at all. Frames hinder crawling and the passing of link juice.
Links with the same text that go to different locations are distinguishable	●	●	Avoid using duplicate content in link anchor text unless absolutely necessary.
If a web page is a part of a sequence of pages, the current page location is provided (e.g. Page 1 of 4)	●	—	
A descriptive text transcript (including all relevant visual and auditory clues and indicators) is provided for non-live, web-based audio (audio podcasts, MP3 files, etc.)	●	—	
A text or audio description is provided for non-live, web-based video-only (e.g., video that has no audio track)	●	—	
Synchronized captions are provided for non-live, web-based video (YouTube videos, etc.)	●	—	
A descriptive text transcript OR audio description audio track is provided for non-live, web-based video	●	—	
Synchronized captions are provided for all live multimedia that contains audio (audio-only broadcasts, web casts, video conferences, Flash animations, etc.)	●	—	
Audio descriptions are provided for all video content	●	—	
A sign language video is provided for all media content that contains audio	●	—	
When an audio description track cannot be added to video due to audio timing (e.g., no pauses in the audio), an alternative version of the video with pauses that allow audio descriptions is provided	●	—	
A descriptive text transcript is provided for all pre-recorded media that has a video track	●	—	
A descriptive text transcript (e.g., the script of the live audio) is provided for all live content that has audio	●	—	
Tables are used for tabular data. Where necessary, data cells are associated with their headers. Data table captions and summaries are used where appropriate.	●	—	Remember the golden rule: separate content from design. Use tables for tabular data only, and divs for layout.
Instructions do not rely upon shape, size, or visual location (e.g., "Click the square icon to continue" or "Instructions are in the right-hand column").	●	—	
Instructions do not rely upon sound (e.g., "A beeping sound indicates you may continue.").	●	—	
Color is not used as the sole method of conveying content or distinguishing visual elements.	●	—	
Color alone is not used to distinguish links from surrounding text unless the luminance contrast between the link and the surrounding text is at least 3:1 and an additional differentiation (e.g., it becomes underlined) is provided when the link is hovered over or receives focus.	●	—	

A mechanism is provided to stop, pause, mute, or adjust volume for audio that automatically plays on a page for more than 3 seconds.	●	–
Text and images of text have a contrast ratio of at least 4.5:1.	●	–
Large text (over 18 point or 14 point bold) has a contrast ratio of at least 3:1	●	–
The page is readable and functional when the text size is doubled.	●	–
Text and images of text have a contrast ratio of at least 7:1.	●	–
Large text (over 18 point or 14 point bold) has a contrast ratio of at least 4.5:1	●	–
Audio of speech has no or very low background noise so the speech is easily distinguished.	●	–
Blocks of text over one sentence in length:		
– Are no more than 80 characters wide.	●	–
– Are NOT fully justified (aligned to both the left and the right margins).	●	–
– Have adequate line spacing (at least 1/2 the height of the text) and paragraph spacing (1.5 times line spacing).	●	–
– Have a specified foreground and background color. These can be applied to specific elements or to the page as a whole using CSS (and thus inherited by all other elements).	●	–
– Do NOT require horizontal scrolling when the text size is doubled.	●	–
Text is used within an image only for decoration (image does not convey content) OR when the information cannot be presented with text alone.	●	–
All page functionality is available using the keyboard	●	–
Keyboard focus is never locked or trapped at one particular page element	●	–
If a page or application has a time limit, the user is given the chance to turn off, adjust or extend the time limit	●	–
Automatically moving, blinking, or scrolling content that lasts over 5 seconds can be paused, stopped, or hidden by the user	●	–
Automatically updating content (such as a news ticker) can be paused, stopped, or hidden by the user	●	–
Content and functionality have no time limits or constraints	●	–
Interruptions (alerts, page updates, etc.) can be postponed or suppressed by the user	●	–
If an authentication expires, the user can continue after re-authentication without losing their data.	●	–
A link is provided to skip navigation and other repeated page elements	●	–
It is visually apparent which page element has current keyboard focus	●	–
The language of the page is identified via the HTML lang attribute	●	–
The language of the page content that is in a different language is identified via the lang attribute	●	–
Words that may be ambiguous are defined through context	●	–
Abbreviations are defined the first time they are used	●	–
Alternative content is provided if the original content is deemed too difficult for a person with roughly 9 years of primary education	●	–
Pronunciation instructions are provided if the pronunciation is vital to the understanding of the word	●	–
When a page element receives focus, the page does not substantially change	●	–
When a user inputs information or interacts with the page, the page does not substantially change	●	–
Navigation links do not change order from page to page	●	–
Elements that are constant throughout the website (e.g. search boxes) are always identified in the same way	●	–
Substantial changes to the page must always be initiated by the user	●	–
Form element labels must say so if the element is required and/or it requires a certain type of value	●	–
Form validation errors are presented in an accessible manner	●	–
If the user can change or delete legal, financial or test data, the changes or deletions can be reversed	●	–
<b>SEO only</b>		
Make sure that search engines can access all pages you want indexed	–	●
Make sure that inappropriate pages are blocked	–	●
Use rel="next" and rel="prev" on navigation links in a sequence of pages	–	●
Use 301 redirects instead of 302 redirects	–	●
Keep the amount of 404 errors at a minimum	–	●
Make sure your site is fast (use Google PageSpeed to check)	–	●

Make your site mobile accessible by incorporating responsive design	-	●
Fix duplicate content issues via e.g. redirects or Google Webmaster Tools	-	●
Access the main content either with the www-suffix or without it, not both (fix with redirects or Google Webmaster Tools)	-	●
If you have a local business, choose a country-specific domain extension	-	●
Prefer subdirectories over subdomains if the pages have related content	-	●
Use a descriptive URL for pages and subdirectories	-	●
Use hyphens to split the words in a URL	-	●
Use Google Webmaster Tools to help the search engine handle your URL parameters	-	●
Use a HTML sitemap to help your site visitors and search engines	-	●
Use an XML sitemap to help search engines crawl your site	-	●
Make sure each page targets just one keyword or keyword phrase	-	●
Do research to ensure that the keyword you choose has the correct balance of high potential and low competition	-	●
Use the keyword in the URL	-	●
Use the keyword in the title of the page	-	●
Use the keyword in one or more headings	-	●
Use the keyword in the content of the page	-	●
Keep the title tag under 70 characters long	-	●
Make sure your content is unique	-	●
Make use of different content types (images, videos, infographics, etc.)	-	●
Avoid multimedia content where possible, as it is difficult to crawl	-	●
Inform search engines of translated pages by using the rel="alternative hreflang="x" annotation	-	●
Make sure your content is fresh	-	●
Try to aim for at least 300 words of content per page	-	●
Choose a descriptive file name for images	-	●
Keep your images as small as possible to avoid long load times	-	●
Use the meta-description tag to add information about your page	-	●
Add authorship information to your pages	-	●