[music playing]

[Narelle] Hello,

and welcome to another episode
of The Digital Access Show.

Actually, I think I start every
episode with that wording.

I.m going to have to come up with
something new. It gets a bit...

stale.

Look, I was at a network
meeting this week,

and it was really interesting,

because when I was talking
about digital accessibility,

and obviously, we're all
about digital accessibility,

digital communication.

The point I was

making to people was,

when you hop on your website,

you can see your website.

You know what's on your website.

You can read it.

You can access it.

You can fill out the forms.

However, you are

not thinking about,

or maybe not thinking

about the end user.

Flip it on its head.

Can a person on the autistic

spectrum access the website?

What about a person

with colour blindness?

What about a person whose

keyboard stopped working

and they've only got

the mouse, or vice versa?

So today's guests are

Nick Hoskings and Kim Amor,

from KN Website Design.

Why? Well,

Kim and Nick are really into

digital accessibility

themselves.

Nick is the developer at

KN Website marketing,

and Kim does the SEO

and works on that side.

And I just thought

we could have a really

interesting conversation…

about operability,

which is the theme
we're looking at,

which is also a principle

of the Web Content
Accessibility Guidelines.

So Nick and Kim, thank you
so much for coming on the show.

[Kim] Thanks Narelle,
great to be here.

[Nick] Thank you, Narelle.

[Narelle] Look, well, I love
having a chat to you guys.

Can you tell us a
bit about yourselves

and KN Website Design, please?

[Kim] Definitely.

We are operating in the
website design and SEO space.

And when we met
you, it was fantastic,

because we got to
talk all things SEO.

You were happy because you were
talking digital accessibility,

and we were talking
all good things SEO.

So it was really
interesting to see…

how a lot of those
commonalities were overlapping.

And we were really finding that,

well, we're both
in the same market

ultimately.

So from that perspective,

we love to build our clients
digitally accessible websites,

which allow everybody to
have a good user experience,

find what they're after,
the information they need,

and then ultimately,
from the other side,

the business owner is actually
getting good quality lead

and traffic through
their website.

They know how to
navigate through it,

and then can ultimately
bring them leads,

traffic and business.

So it's a win win for everybody

when you have a
good quality website,

which is what KN
Website Design love to do

and achieve with our clients.

[Narelle] Kim,

that's interesting,
like I know about the SEO

and the digital
accessibility interactions.

Where do they interact?
Where do they meet?

[Kim] That's a very
long answer question.

We've got a short
period of time.

[Narelle] Yeah.

[Kim] Did you want to
talk to this piece, Nick?

[Nick] Essentially,

good SEO and digital access…

do work hand in hand, because…

SEO isn't just on page content.

It's, it's the navigation
around a website.

It's, it's the little things.

It comes down to alt image text,

great for SEO,

but also it allows
people with disabilities

to read…

or have, have the website read

to them, including the pictures,

so that they get a full
understanding of your website.

So little things that you think
are not important are important

for both SEO and digital access.

[Narelle] Okay.

So,

in that you're really talking about
the operability side of the Web,

Content Accessibility
Guidelines,

Yes, stumble over words there.

With, when you design a website,
when you build a website,

what is the…

things that you…

should be doing

to ensure that someone

can navigate the website,

access the website?

[Nick] Trying to…

incorporate…

every little aspect

that you can think of.

It could be the font

sizing needs to be of a…

relatively large size, not,

you don't want your

content to be 100 pixels,

but 18 is what I usually go with

as a main paragraph content.

[Narelle] Yeah.

[Nick] Your structures, H1s, H2s,

H3s all need to be in line and…

to relevant sizes…

around the hierarchy
of your titles.

[Narelle] Yeah.

[Nick] Little things,

again, being able
to navigate the page,

work your way
around the page easily,

able to get to different pages
of within a website easily

and effectively.

Again, having your contact form.

Everyone thinks they want that

pretty little contact form, but…

it's got to have

relevant information

so that everyone can see it.

Labels and placeholders

are both important.

But if you put a placeholder in,

it will disappear

and not allow a…

someone that's using a reader,

if you put a space

bar, space in there,

that will wipe out the

place, place marker,

and it won't be able to be read.

So you need to have the labels

and the placeholders in place

so that everything can be read…

quite, quite easily by…

[Narelle] One of the things that
I'm often finding lately is,

because I use a
screen reader, obviously.

When I'm trying to
navigate a website,

a lot of the menus, Nick,

I have to literally tab
through with my tab key,

because I don't use a mouse,

every time on a
page with a menu.

What, what should
people be doing there?

[Nick] Well…

[Kim] I love these questions,
because ultimately, what,

what you're asking is a
lot of our standard SOPs.

So within our SOPs,
we take a lot of this…

level of detail…

[Narelle] Can I
ask, what's an SOP?

[Kim] A standard
operating procedure.

So, when we build websites,

we have our standards.

And, yeah, you're asking
questions to things that…

Nick ultimately
does in the builds.

So we're automatically

doing those things.

So you're really,

actually making us think,

and that's every time we

have a conversation with you.

So a lot of our, our standard

stuff that we do every day,

on every website

with alt image text.

That's a big one we

do actually come across,

that a lot of websites

don't necessarily have,

but we understand the power

from an SEO perspective.

and upon meeting you,

realise the power

of it going, well,

yes, there is a child

on a swing in a park,

and that gives you

context to the website.

Um, so from that perspective…

[Nick] But also with the menus,

it's having it…

in a position on

the website that…

is familiar with, with readers.

[Narelle] Yeah.

[Nick] And having

it in a format,

um, I don't know.

Some websites, the head menu

bar will scroll down with the…

as you scroll down a page.

That I find can be
a little bit off, well,

especially from a reader point,

I feel it…

confuses the
positioning on the page.

[Narelle] I hate that,
actually, to be honest.

I seriously hate that
because I lose where I am.

So with my residual sight, I
really don't know where I am.

[Nick] Yeah.

And again, traditionally,
your header…

is at the top of the page.

So as you scroll down,

you will lose that header,

but you should have enough input
into other sections of your page

that you can still transfer
to other areas of the website

without having to
have the header up…

menu following you.

I think it looks less…

spammy in many regards,

because if your reader
has a scroller used,

it's like, well, I need you to,

I need you to do this action,

rather than naturally getting
into to do what you…

trying to.

So, but yeah, a good,

a good menu should be
able to be navigated easily

via the keyboard,
menu or a mouse.

And try not to use these
menus within menus.

[Narelle] Now. that's something
I hadn't thought of.

That's a good point.

[Nick] Because, again, they I
believe most, some readers can…

not pick up or don't necessary
pick up the stub menu.

So try and keep your menus…

precise to what it is.

And again, it's like, it's like,

content on a page.

You, you need to have that,

a lot of the time you'll have
your header, and you might be…

one word rather than
the whole title of the page,

so you need to be
directed to exactly…

what that page is
going to be about.

Instead of putting "Contact Us",

I quite often just
put "Contact".

But it still has relevance
to what the page would be.

You're not putting…

Let's have fun or something,

'cause that could be…

something completely

different, like it's…

yeah, if you're trying to

sell a service, let's have fun.

Let's get in contact,

something like that,

but let's just keep it to what

the page is actually about.

So I think…

[Narelle] Yeah.

[Nick] A good menu should be…

short, sharp, to the point,

and not too many drop

downs and sub menus,

Because, again,

it's just confusing,

even someone with…

a sight or

I get confused sometimes when

you go to some menus, it's like,

I've got to go here. Okay.

There's just menu

after menu after menu.

Like, I don't actually

know where I'm going.

[Narelle] And actually,

you've got me thinking about

a menu I saw not long ago,

and it was that, it was sub

menus within sub menus.

And it didn't have the like

the event, the keyboard event,

so I could hit the

control key to get out of it.

And so I actually, literally had
to go through every sub menu

to get out of the menu.

And so I gave up and
said, I don't think so.

[Nick] And you think
about it that way,

you've given up.

So you're not going to
go back to that website.

If they were selling something,

you, you may need their product,

but because you couldn't work
your way around the website,

they've lost you as a
client, potential client.

So we need to make sure

that we are keeping people on,

on our pages as

long as possible,

and making it as

easy for them to…

work their way through.

So, and again, that

comes back to good SEO.

It's that flow.

But like a lot of people think

SEO page, page content is nice,

it's the whole process.

It's the navigation through

the pages to work out

and get the information

they actually want,

as quickly as they can.

But, hopefully, then stay on
your page and essentially go,

I need to do this.
I'm going to fill out this form,

Or ring the phone
number, whatever your…

CTA or Call to Action is.

[Narelle] One of the
things I found the other day,

and I, it got
really frustrating.

I was trying to find the
phone number of the company.

I have to deal with them.
I've got no options.

And no matter what I did,

like they had a picture
of a phone there.

So I found the

picture of the phone.

I couldn't find the

phone number,

because normally I would

just get the phone number,

have it read it out to me,

and then I would go into

my phone and do it that way.

But I couldn't find

the phone number.

When I hit the

picture of the icon,

there was nothing...

to, you know how sometimes it

can automatically ring for you?

However, I went to

another page at the contact,

it was the "Contact Us" page,

thinking, surely they'll have
the phone number in big font

so I can get, got it,

and ring them.

And that was struggle as well.

But the weird thing, that
when I went to the footer

on the "Contact Us" page,

and hit the phone number
at the telephone icon,

up it pops straight away.

Web pages have
different footers.

[Kim] This is one of
Nick's absolute bugbears.

It is!

[Nick] Again, don't
put, don't put your…

primary piece of
information in the footer.

[Narelle] Yeah.

[Nick] Again, don't…

Most website builders are able
to have a button put in there.

And a lot of them, they try
and make them fancy by "Call Us",

or "Contact Us".

I use "Contact
Us" if that button is

leading to your "Contact Us" page,

on your website

But however, if it's a…

actual, actual call or email,

I'll put the email address with
the code behind it to send out,

send to either direct dial
or to open up a web page,

sorry, not a web page,
an email page.

[Kim] You mean the direct link.

[Nick] Yeah. The direct…

[Kim] But it's very important
on mobile phones now too.

As you say, with
the phone number,

you just, you're hot to buy,

you're a ready to buy client,
ready to buy customer,

or you need the information

directly from someone.

You want to be able
to hit that phone number

on your mobile phone
when you found it,

and call that
company straight away.

And the amount of
clients that would get lost

through that difficulty
in the processing,

is just it's mind boggling that,

yeah, it's not again, an SOP,

a standard operating procedure
for all website builders.

[Narelle] Okay.

[Nick] There's no point in
hiding your phone number.

If you're hiding

your phone number,

people aren't going to call.

I wouldn't take

on a client if you…

weren't happy to have

their phone number or email,

or a combination put

on their website, because…

we can get your

ranking on page one.

But if you're not willing to

do the next step to actually…

allow that client to call,

just not going to work.

[Narelle] And I've got to admit,

that, that was

frustrating that day,

because all I wanted
was to ring the phone,

'cause I couldn't…

fill in the form, because
it wasn't accessible.

[Nick] Yeah.

[Narelle] Or it wasn't
fully accessible.

I worked out how to
do that after a while,

but I just had to
use their service,

and I just thought,
I'm over this.

So I actually put it away
and walked away for a while,

and then came back.

And I wouldn't have

done that normally,

but I needed their service.

It was just one of those things.

[Nick] That's sad.

[Narelle] And I couldn't

even Google them,

because Google took me

back to the same web page.

-[Kim] Yes.

-[Nick] Again…

[Kim] Like citations.

[Nick] Like a

citation. It's even,

their Google Business

Profile wasn't active,

because if you had to

search the business name,

you should have been able to
get a Google business profile,

which would normally have
the phone number listed

with a button to push…

-[Nick] Call direct.
-[Kim] Call direct.

[Narelle] Yeah, yeah.

[Nick] Again, SEO.

It's all comes down to,
they are so linked together,

that really you can't do
one without the other.

[Kim] Well, you can
put up a website,

but again, if it's
not accessible,

if you don't have

all the off-page SEO,

bringing all this goodness

back into your website

to bring leads and traffic.

But again, it's the

user experience.

If you don't have a

great user experience

or can't find their number,

or don't know what

their actual messaging is,

through copy and images and

the content and the headers,

it's just, it's not

going to work.

[Nick] And as we

said earlier on, we,

a business owner and

as a website designer,

I can't tell you who is going

to come and visit your website.

[Narelle] Yeah.

[Nick] I can build it as best

as I can to include everybody.

So,

I can't guarantee that…

no one with autism is

going to come to this website.

I can't guarantee that.

So we can't exclude anybody.

We have to include everybody.

And that's what we should be

doing in building websites is,

making them as inclusive

and, and, and friendly

and usability, and all those…

attributes for the

website to work.

[Narelle] That's a good

takeaway, Nick. I liked that.

[Narelle laughs]

Can I quote you on that one?

[Nick] It's all yours, Narelle.

[Narelle] Thanks,

because that's what I was

going to say, what takeaways?

Nick, you've already given one.

Kim, what's the

takeaway from you?

Because you and I have

had a lot of conversations…

about SEO and

digital accessibility,

and I've learnt so much

from you about SEO.

What's something,

what's a takeaway

you can give people?

[Kim] Can I make Nick feel

good and say, listen to Nick.

He builds a really nice

website that's accessible.

[Narelle laughs]

[Narelle] That'll do.

[Kim] That will do?

[Narelle] That will do.

[Narelle] I will answer your

question with more context.

I think it's just about

understanding and having…

an open mind to take on board…

from good quality developers,

what your website

and the level of…

detail that we do put in

to provide you with a

good quality product.

So from that perspective,

a lot of people can

design websites,

but just make sure

you're sourcing someone

who gives you

all of these points

and layers of where

you want to go.

Because if you're
just building a website,

it's not going to do anything.

You need a website
with good access,

good keywords, good,

I'm going to use
the word SEO again,

at the end of the day because
that will give you traction,

and provide your happy clients.

Happy clients
breed happy clients.

They're going to recommend
to their friends and…

send them to the website.

So,

it's the fact that we
get along so well.

As you're say, we have
so many in-depth chats.

-[Narelle] Yeah.
-[Kim] It's…

[Kim] Where the
world needs to go to.

Just, we're people.
We need to help each other.

Yes, we have all
of these amazing…

technology, available resources.

And yes, AI is coming into play,
but at the end of the day,

there's still a
human behind these…

electronics, behind the

laptop, behind the screens,

that need to connect

with the human beings.

So it's a tool.

Use the tools…

to optimise your

life experience,

and how easy your

life can become

with the tools that

are available to us.

[Narelle] SEO and digital

accessibility, marry them.

[Kim] Yeah.

[Nick] One hundred percent.

[Narelle] Guys, how

can you be contacted?

So if people want to find
out more about what you do,

more about SEO, how you,

you know, I know that
you've just included it all

through your standard
operating procedures.

It's just part of what you do.

I've put you on the spot a bit
and saying, how do you do it?

Because it's like anything.

It's such a habit with you,

you've really gotta sit there
and think, what do we do?

Yeah.

How can they contact you?

[Kim] Anybody can reach

out, obviously, via our website.

It would be the best way to go.

So if you Google

KN Website Design,

we will come up,

and you can find our

Google business profile

with all the contacts in there.

And we also have

a "Contact Us" form,

where you can book

a quick chat with us,

or a long chat,

because Narelle

knows I like a long chat.

We can have a look at

people's online footprint

and see where they

want to go with it.

What's working

for them right now,

and what we can look

at improving upon as well,

and giving them a

strategy and a process

to move forward with their

online footprint in the future.

So our website's best way to go.

Knwebsitedesign.com

[Narelle] Thank you so much.

Look, we do have some

interesting conversations,

where we try and marry,

how to marry SEO

and digital accessibility.

And I appreciate
your input today.

So, this is Kim and Nick
from KN Website Design.

If you like what we do, like,
share, subscribe, review.

Always love reviews, anything.

Feedback,

and tell everyone what we do,

because the more we can talk

to people about
digital accessibility

and the benefits,

the more everyone benefits.

And seriously, it's not
just people with disability.

See elderly,

people where English is
not their preferred language.

People that just
have a broken arm.

Everyone does get
affected sometime or other.

So we'll see you next time.

Have a good one. See ya.