

[music playing]

[Narelle] Hey,

and welcome to

The Digital Access Show.

I'm Narelle Wright,

and on the Digital Access Show,

we talk about digital

communication,

digital accessibility,

and the fact that, really,

all we really are talking

about is just straight,

good communication.

Our guest this week is Nick
Hosking from KN Website Design.

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

[Nick] Thanks for
having me, Narelle.

[Narelle] Nick, the
last time we were on,
you were talking about...

digital accessibility
and development,
and what needs to be considered.

You've actually just
started up a new campaign,
and I'll admit

I'm involved in it,

called the Do Better Campaign.

What is the Do Better Campaign?

[Nick] The Do Better
Campaign, in a nutshell,

is to educate business owners,

and businesses in general,

about the importance
of digital accessibility.

Not just...

I mean, it's not good enough just
to have a website these days.

It needs to be
accessible to all,

including the blind, the...

the dumb, all the disabilities
that are in the world,

need to be able to
resonate with your website.

The Do Better Campaign is...

to encourage business
owners to simply...

do better with their
digital presence.

[Narelle] It's interesting,

because I know myself
why you became part of it,

but can you tell everyone else

why you've become part of it?

What was in the

Do Better Campaign

that said you need

to be part of it?

[Nick] The nuts

and bolts of it is...

Kim and I joined

was the fact that,

a lot of what...

the Do Better is trying to

do is also great for SEO.

They are a marriage that

happens very simultaneously.

By doing certain things for SEO,

you're also making your
website more accessible.

So, we want to help
businesses not just...

be found online through
the search engines,

but we want them to be found by
people that need those services.

Be it they might have a hearing
impairment, they might be blind.

They could be...

able-bodied.

Everybody needs
to be able to use the,

the internet for
its full potential,

no matter what their
ailment is or disability.

[Narelle] Nick,

I've looked at the Disability
Discrimination Act 1992.

And what it covers,
and I'm quite...

Interested to see, implicitly,

it does cover
digital accessibility,

but it's not
explicitly mentioned.

Now, when you consider it,

1992,

the internet and

the computer usage...

was not there

that we have today.

Do you think

that's a reason for...

digital accessibility

not being taken up?

[Nick] I think, again,

It's a great point you actually

raised there, because...

1992 was 33 years ago.

We're not...

Thirty-three years ago,

not every man, woman
and child had a phone.

Nowadays, everyone
has a phone which is...

connected to the internet.

So,

the way we use the
internet has changed.

So,

legislation hasn't
kept up with that.

There have been
tweaks and modifications,

but no new actual
act has been written

with the fact that so many
people are on the internet.

Websites in general have...

There's more websites
in the world than...

people know what
to do a lot of the times.

So, are they all accessible?

Probably, well, they're not.

There is a small
portion that are, so...

congratulations, but

there is a lot that isn't.

So,

We're here to educate

people on what...

better ways they can...

simply, yeah, do better...

to get their digital

presence in line with...

what should be

and bring them up to that AA,

at least AA standards for WCAG.

[Narelle] Yep.

What is the WCAG, Nick?

Can you give us a bit more

information on that, please?

[Nick] Yep.

But yeah, so it's
the web content.

And it's little things.

It's font sizes,

images,

header menus,

being able to scroll through
using a keyboard, not a mouse.

All those little things that
just create a great website.

And something that...

A lot of SEOs are fundamentally
built on user experience.

The more user experience
you have on your website,

the better it's going to rank
and the better accessible it is.

So, if you're continually
hitting roadblocks by using...

the tab functions,

or having badly named
file conventions on images,

or even alt image text,

it confuses the user because...

blind people use screen readers,

deaf people need it visually.

So, it's everyone.

A lot of people are visually...

dominated to, they learn
through visual prompts.

So, you've got to
have everything in line

to build a good website
that is accessible.

[Narelle] What do you say
to someone that comes along,

and says, oh, I
can build a website.

I'll just do it myself.

What is your answer to that

with regards to the

Do Better Campaign?

[Nick] How long do we have?

In a couple of sentences,

that yes, anybody

can build a website,

but is that website

going to work for its user?

Because I can build...

Someone can build a website,

but is it going to speak to the

user that's using the website?

If it's not,

then there's no point
building the website.

And a lot of people build
websites thinking that they know...

what they're building,

or who their client is.

They end up building
it for themselves,

because they don't
understand their own client.

So, if you think that...

If you've got in your mind that...

everybody will be
able to see my website,

you need to think about, well,

a large portion of people

do have a disability of some...

degree.

I mean, it's not

always a physical...

disability either because

it could be autism.

It could be...

like a blindness.

It could be...

lack of fingers,

or even simply lack

of finger movement,

or feeling that means that
they can't use a mouse.

So, you've got to really
think about all the aspects,

and all your users
before you build a website.

It's not just...

a pretty picture on the web,

on the internet,
it needs to be functional.

So, yeah, it's not as
easy as everyone thinks.

It's like...

putting a couple of
pictures up and text,

and they've got a website.

Even the hierarchy
of your H1s, H2s, H3s...

need to be in the correct order.

So there's all these
functionalities that...

don't necessarily,

like a lot of builders will
naturally default to H2...

as it's heading.

Any time you put a heading
text in, it will default to H2.

You've got to
change that and go,

no, I need that to be a H2.

Sorry, H3 or H1,

or H6,

depending on how
much content you've got.

So, it's all those little things
that people don't know...

about building a website
that makes it such a...

I enjoy it. I love it.

But it needs to
be done properly.

[Narelle] What about the person
that says get AI to build it?

[Nick] AI,

yes, it's come a long way,

but still got a long way to go.

It's only as smart as the people
feeding it the information.

At the moment,
it doesn't think for itself,

and...

it doesn't always think, well,

it will know about
the WCAG standards.

It will know all those things,

but it may not
always implement it.

So you need to make sure that...

if you are building
an AI website,

you're probably not also
getting your language,

and your, like...

You need to make sure that what
you build reflects who you are.

Again, it comes back to what's
the intent of that website.

Am I trying to
sell to this client?

Am I trying to give
this client information?

You need to have all that,

which AI can't necessarily
articulate in its language,

but it also doesn't necessarily
give you the correct structures.

It won't give you
alt image text.

It's still got some way to go

before it's going to be
able to do the complete job.

[Narelle] Yeah.

Nick,

video is such a big
component on websites today,

videos, reels.

What...

needs to be considered

when you're building a
website with regards to video?

Cause I don't think people
really think about this much.

They just whack the video up
and say, she'll be right, mate.

[Nick] Personally speaking,

Videos should not be
hosted on the website.

They should be hosted
through a Vimeo or a YouTube,

or a video platform,

because if you're
hosting it on your website,

it's going to slow it down.

But it also needs to be of a...

a...

size that can be easily viewed.

It shouldn't start playing
as soon as you scroll over it.

You should have the controls
to be able to start and stop,

and mute and all those

things before it starts.

Also should be captioned.

And this is the big one.

It comes back to the fact
that I might see the video,

but I can't hear the video.

So it needs to be
captioned correctly,

not just captioned to what...

your eyes picked
up as you're saying.

It needs to be
captioned correctly,

and allows people to experience,

that no matter how they're
viewing it or listening to it.

But the big one is try
and make sure that...

it's of a size that isn't
going to be massive,

and overpowering and scary,

because a lot of like, some
people get frightened by...

loud music that comes on...

automatically.

So, give the user the control
to be able to start, stop,

pause without just

essentially scaring them.

[Narelle] Yeah,
that's a good point.

So the Do Better Campaign
is encompassing all this, is it?

[Nick] Yes.

So, we've partnered with a number
of different people who have...

skills, not just in websites,

but in video and
print media and...

and auditing websites as well.

And giving an overview of
what can be done for a website

that is accessible and allows...

businesses to see

what is possible.

Sometimes, they'll be

heavily focused on one section,

or one portion of what

the campaign's about.

In some other cases, it'll be...

directed to other

people in the campaign,

but it's about a coercive...

group of people that

all have the same vision

and drive to...

to encourage people,
businesses to do better.

[Narelle] So Nick,

what are we going to see
from the Do Better Campaign,

as people out there?

[Nick] So, we are starting
with targeting Allied Health,

to show, because a lot of...

Allied Health providers
will be servicing...

clients that have a
disability of some degree.

So, if...

their business can

be digitally accessible,

we will be able to...

help them grow their business,

because people with a disability

can access the website,

be able to navigate the website,

and ultimately will feel more

comfortable with that provider,

knowing that they

understand their needs.

[Narelle] Really, you're

saying it's all about trust?

[Nick] Pretty much.

[Narelle] Oh, okay.

[Nick] As a user, if I need...

if I feel comfortable

navigating,

this person understands

my disability or my...

my way of accessing information,

it builds that trust

that they also get me...

as a person.

Therefore, I'm more

likely to go to that provider,

rather than having to

go find somebody else,

that I don't know how to
get through their website.

It's clunky, it's messy, it's...

The form's used...

it's not used labels,
it's used placeholders,

and all the things
that essentially...

make a website not accessible.

[Narelle] Yeah.

Nick,

what advice could you give
to the Allied Health provider,

in regards to what

we've talked about?

[Nick] In two words, do better.

But to expand on that, it's...

learn what your
clients are wanting.

Your business is,

you need to know
what your business is,

but you need to know
who your client is,

and how they get
the information.

If they're going to your
website and can't navigate it,

or don't know, it's too
hard to find the information,

that is going to
make them leave.

Now, they might come
back and try it again.

They might not. You may
have lost that client forever.

So, if you can make
them stay on your website,

click through all the tabs that
you want them to click through,

and get back to the information
that they've come to see...

quickly.

They know that the phone number
is clearly labelled and marked,

and accessible.

Contact forms are accessible.

All those little things that
go into making a website...

great.

Will it allow your client...

to contact you and
ultimately buy your service?

[Narelle] Yeah.

Good advice there, Nick.

Nick, how can people find more
about the Do Better Campaign?

[Nick] So, we do have a website.

It's dobetteraccess.com.au.

So, you'll be able to
find out more about...

the partners that are
involved in Do Better,

but also reach out and...

email us...

for more information.

We...

We also...

Narelle is going to a lot of...

seminars and expos as well,

and promoting the

Do Better program.

There is flyers out

and around the place.

But ultimately,

go to the website,

learn about what...

Do Better is about,

and get in contact with us.

[Narelle] Yeah.

Thanks, Nick.

Thanks for your time today.

So, Nick Hosking from

KN Website Design,

and also the Do Better Campaign.

We'll have the website address at

the end of the podcast for you.

And if you like what we do,

please like, subscribe, review.

So I'm Narelle,

and we'll see you next time

on The Digital Access Show.

See you later.

[music playing]