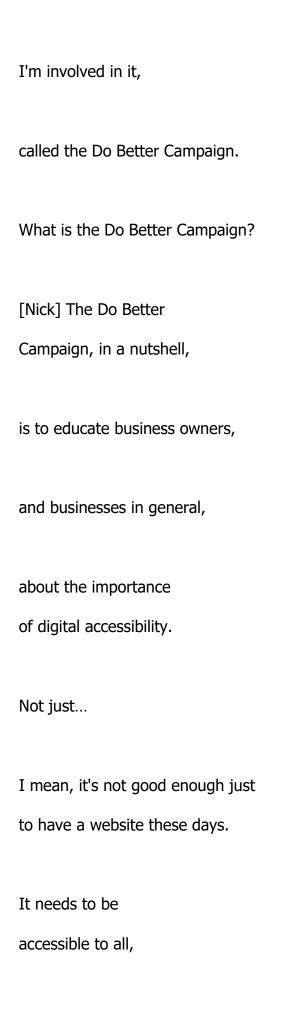
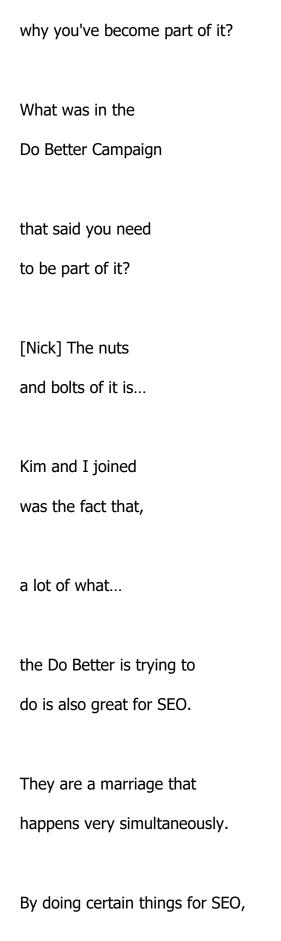
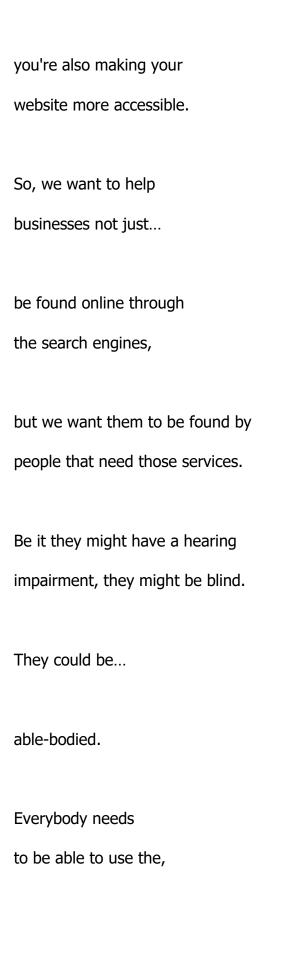
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[music playing]
[Narelle] Hey,
and welcome to
The Digital Access Show.
I'm Narelle Wright,
and on the Digital Access Show,
we talk about digital
communication,
digital accessibility,
and the fact that, really,
all we really are talking
about is just straight,
good communication.
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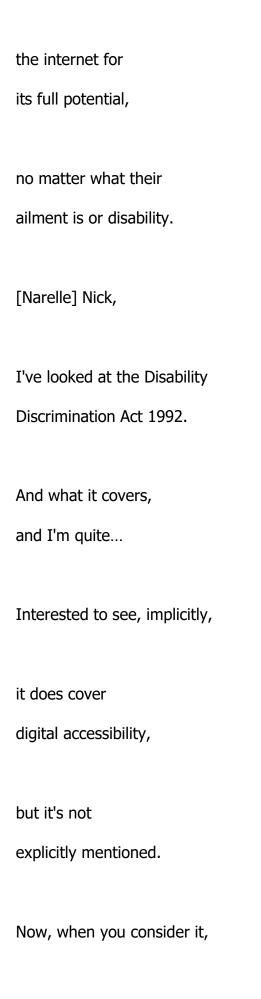




including the blind, the... the dumb, all the disabilities that are in the world, need to be able to resonate with your website. The Do Better Campaign is... to encourage business owners to simply... do better with their digital presence. [Narelle] It's interesting, because I know myself why you became part of it, but can you tell everyone else



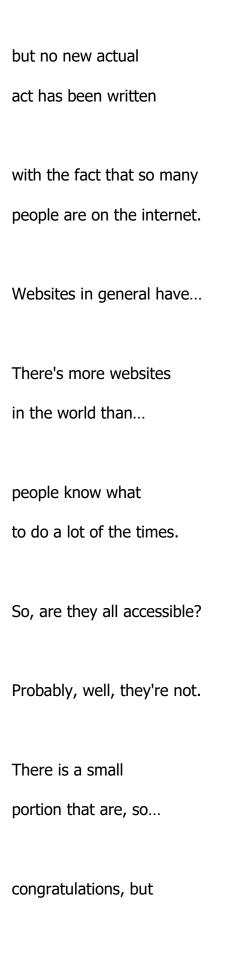


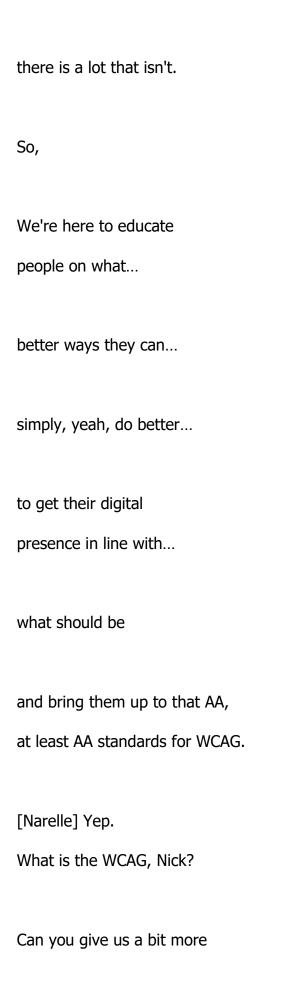


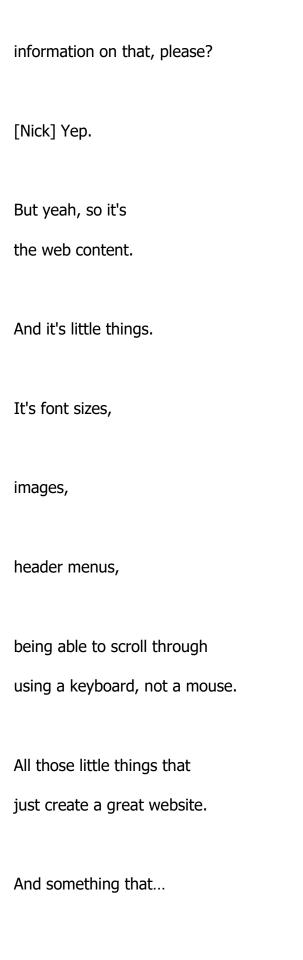
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1992,
the internet and
the computer usage...
was not there
that we have today.
Do you think
that's a reason for...
digital accessibility
not being taken up?
[Nick] I think, again,
It's a great point you actually
raised there, because...
1992 was 33 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,

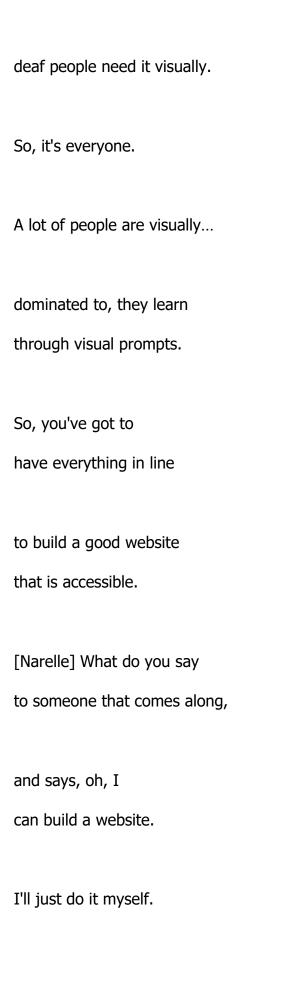


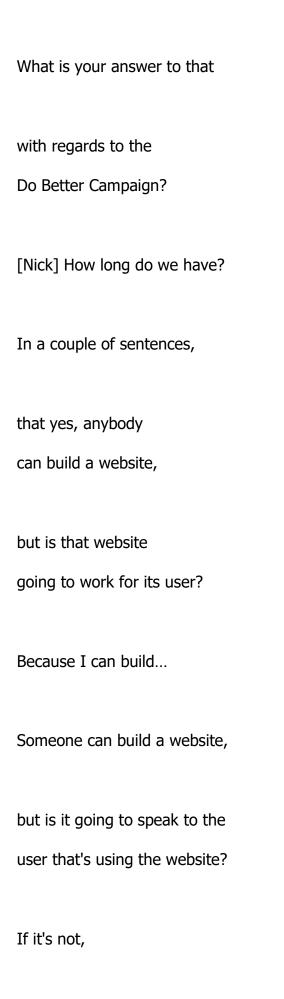


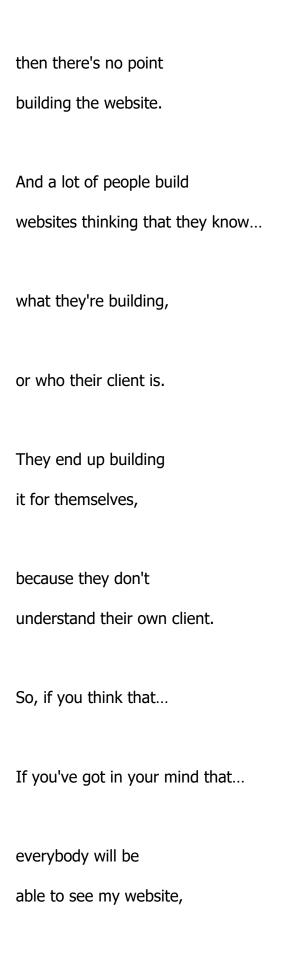


A lot of SEOs are fundamentally built on user experience. The more user experience you have on your website, the better it's going to rank and the better accessible it is. So, if you're continually hitting roadblocks by using... the tab functions, or having badly named file conventions on images, or even alt image text, it confuses the user because...

blind people use screen readers,



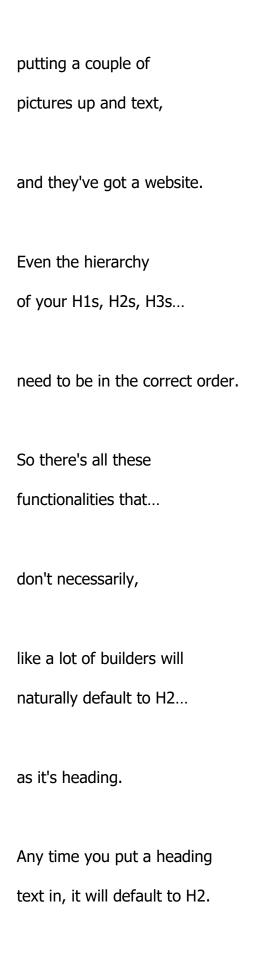




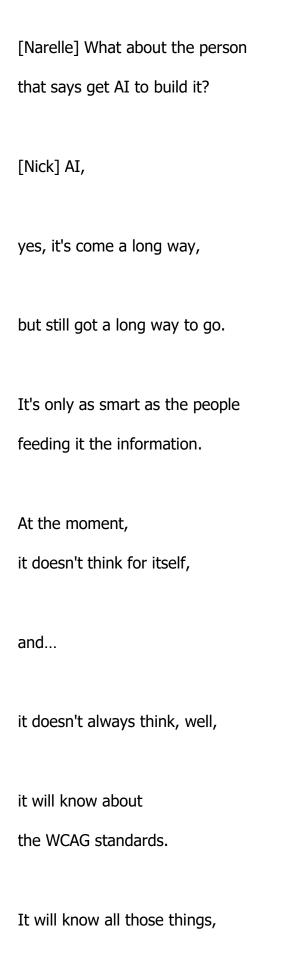
a large portion of people
do have a disability of some
degree.
I mean, it's not
always a physical
disability either because
it could be autism.
It could be
like a blindness.
It could be
lack of fingers,
or even simply lack

you need to think about, well,

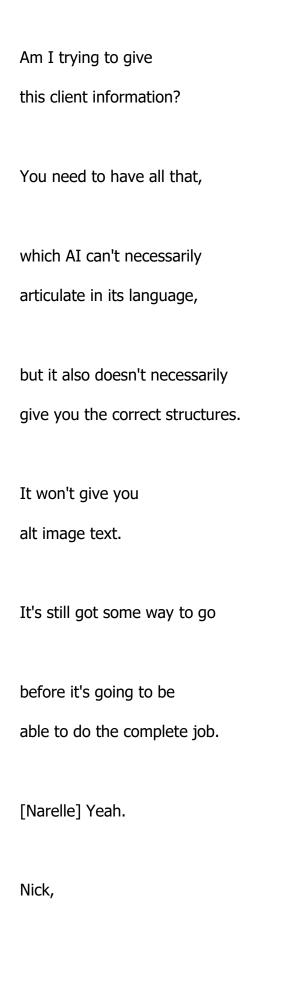
of finger movement,
or feeling that means that
they can't use a mouse.
So, you've got to really
think about all the aspects,
and all your users
before you build a website.
It's not just
a pretty picture on the web,
on the internet,
it needs to be functional.
So, yeah, it's not as
easy as everyone thinks.
It's like

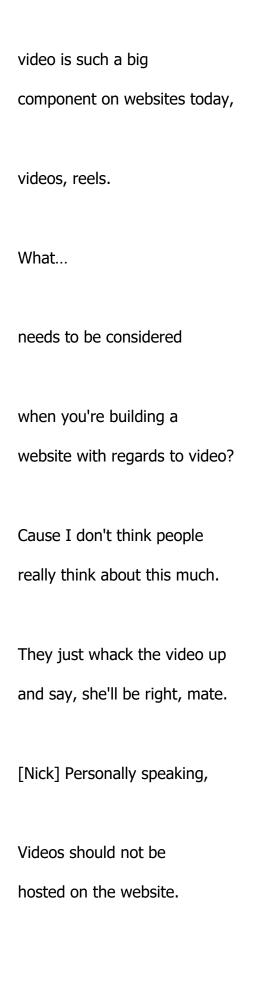


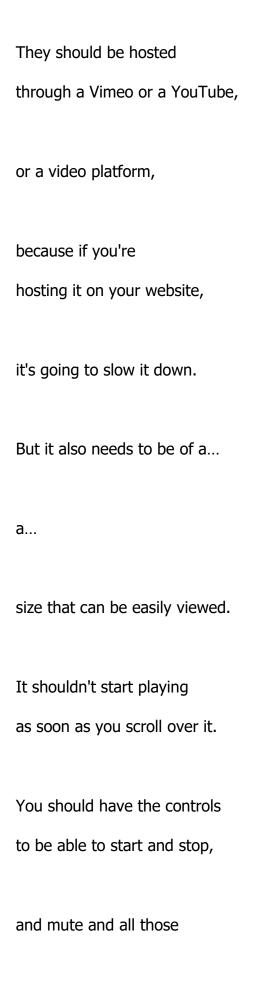
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You've got to
change that and go,
no, I need that to be a H2.
Sorry, H3 or H1,
or H6,
depending on how
much content you've got.
So, it's all those little things
that people don't know...
about building a website
that makes it such a...
I enjoy it. I love it.
But it needs to
be done properly.
```

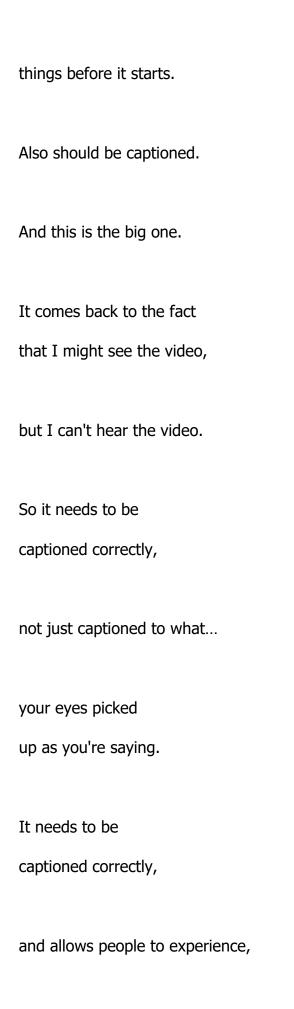


but it may not always implement it. So you need to make sure that... if you are building an AI website, you're probably not also getting your language, and your, like... You need to make sure that what you build reflects who you are. Again, it comes back to what's the intent of that website. Am I trying to sell to this client?





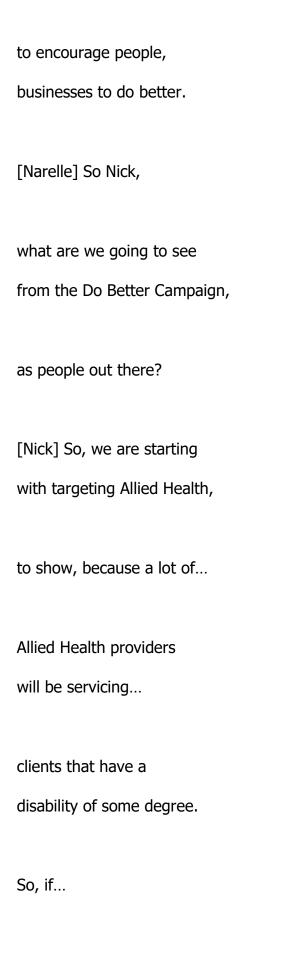


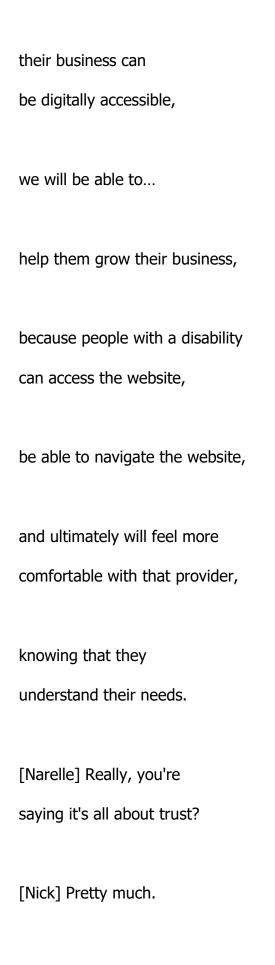


that no matter how they're viewing it or listening to it. But the big one is try and make sure that... it's of a size that isn't going to be massive, and overpowering and scary, because a lot of like, some people get frightened by... loud music that comes on... automatically. So, give the user the control to be able to start, stop, pause without just

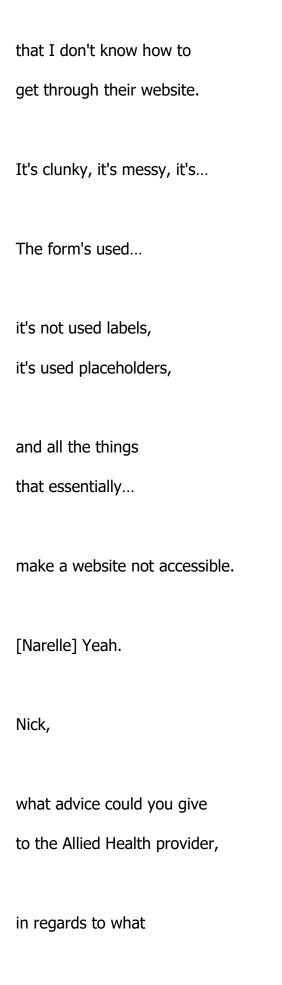
essentially scaring them.
[Narelle] Yeah,
that's a good point.
So the Do Better Campaign
is encompassing all this, is it?
[Nick] Yes.
So, we've partnered with a number
of different people who have
skills, not just in websites,
but in video and
print media and
and auditing websites as well.
And giving an overview of
what can be done for a website

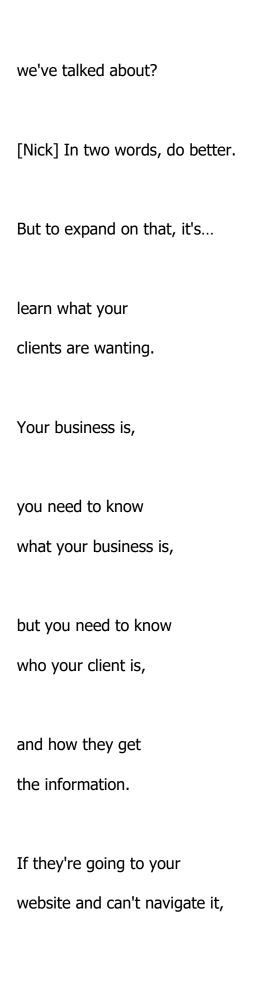
that is accessible and allows
businesses to see
what is possible.
Sometimes, they'll be
heavily focused on one section,
or one portion of what
the campaign's about.
In some other cases, it'll be
directed to other
people in the campaign,
but it's about a coercive
group of people that
all have the same vision
and drive to





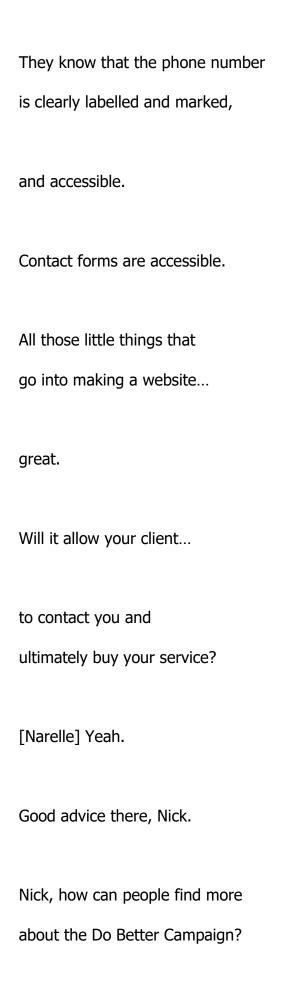
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[Narelle] Oh, okay.
[Nick] As a user, if I need...
if I feel comfortable
navigating,
this person understands
my disability or my...
my way of accessing information,
it builds that trust
that they also get me...
as a person.
Therefore, I'm more
likely to go to that provider,
rather than having to
go find somebody else,
```





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.



[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

