

Transcript – The Digital Access Show

Season 3, Episode 1: Guest – Kim Amor

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Narelle:

Welcome to a new season of *The Digital Access Show*. I'm your host, Narelle Wright. Here on the show, we talk about everything related to digital communication—what it is, where it applies, what the barriers are, and why people don't do it.

To start the season off, I've brought on a guest: **Kim Amor from KN Website**

Design. Kim has been on before because she always makes great points.

Kim, thank you for coming on.

Kim:

Thank you! I'm excited to be the first episode back. That's great news.

Narelle:

It is. Now Kim, for those who don't know who you are, tell us a little bit about you, your team, and what you do.

Kim:

I'm Kim Amor from KN Website Designs. I'm the "K" and the "N" is Nick—my partner in life, business, and the person who handles the really hard techie stuff I handball to him!

I know the foundations and backend, and I work with our clients. At the end of the day, the digital space is about people—behind the websites, behind the social media. My passion is helping people, showing them, teaching them, and supporting their businesses through website services.

Mindset and Digital Accessibility

Narelle:

One of the things I find interesting when we talk about digital accessibility and communication is the mindset barrier. People don't realise they *can* do better and make things more accessible.

How do you change people's mindsets?

Kim:

Changing them is hard. It's a gradual shift.

Knowledge is power—and knowledge being used and implemented.

We focus on SEO strategy to ensure websites rank well. There's a fear around SEO and a fear around accessibility, but really they complement each other. People simply need more education and an open mind. None of it is actually that hard. It's about strategy and process.

“But I don't have clients with vision impairment...”

Narelle:

A common barrier I hear is: *"Why would I do this? I don't have clients with vision impairment."*

How do you respond?

Kim:

Vision impairment is actually the easiest example to show.

When people see an image labelled *image89742.jpg*, I ask:

“If you couldn't see that image, what would you want the screen reader to tell you?”

When they describe it—a house, a broken door, a handyman fixing it—they realise that proper alt text improves the flow of the whole site. Lightbulbs go off.

But we also need to shift to thinking about *all* users—older clients, people with low literacy, people unfamiliar with tech. Accessibility improves the experience for everyone.

Education and Why Only 4% of Websites Are Accessible

Narelle:

Only around 4% of websites are fully accessible. Why are we in this situation?

Kim:

Education—again.

But this time, on the **designer and developer** side.

Nick and I were lucky to work with you, Narelle, because we learned about accessibility standards like WCAG. Many developers aren't taught this—even those trained by highly experienced SEO experts. We went through each WCAG point and realised we were already close to AA compliance; we just needed consistent implementation.

Why Don't Developers Implement Accessibility?

Narelle:

Is it because developers don't want more work?

Kim:

Part of it, yes. Some are afraid accessibility means extra time and cost.

But quality websites often come from higher-end developers, and higher-end websites convert better.

Accessibility = more clients

Accessibility = better rankings

Better rankings = more clients

Happy clients = happy developers

It's a win-win-win.

Training, Universities, and Self-Taught Developers

Kim:

We're not university-trained. We were trained by experts, but not in accessibility—only SEO. Many developers are self-taught via YouTube or online courses. So the gap is bigger than universities alone.

This is why *we* need to educate—get in rooms with developers, designers, business owners, and highlight the importance of accessibility.

DIY Builders, AI Websites, and Quality

Kim:

DIY platforms are easy and cheap, but rarely perform well. Business owners who rely on them need a mindset shift—quality matters.

Regarding AI websites:

Yes, you can build one in 30 minutes...

BUT they're generic, lack personality, lack SEO, and lack accessibility.

They're basically **a billboard in the desert.**

You want your website on the busiest digital highway—not lost among millions.

Summing It Up

Narelle:

So marrying SEO and digital accessibility enhances a business. It turns a static shop front into a living document.

Kim:

Exactly. And developers often care more about a client's website than the client does! They don't see the website as a moving asset. It's their 24/7 marketing tool. A mindset shift is the foundation.

Kim's Two Takeaways

Kim:

1. **Make sure your learning resources are high-quality.**

There's so much noise. Choose experts who *know* what they're doing.

2. **Be cautious of "free SEO audits."**

Many are just lead magnets using ChatGPT with low-value output. You can waste time and money making decisions from bad data.

Where to Find Kim

Kim:

Google *KN Website Design* or *Kim Amor*—you'll find us because we're SEO'd!

We also collaborate with The Digital Access Show and the Do Better Campaign.

Website: **knwebsitedesign.com**

Narelle:

Thank you, Kim. And to our listeners—doing better and providing better access makes life better for everyone. The first step is the hardest, but it's simple.

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

Find episodes on YouTube or dasat.com.au.

See you next time on *The Digital Access Show*.

Bye for now.

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