

Web Accessibility & SEO

Paul Brown
May 21, 2012

Paul is ambidextrous and tunes with both arms to keep himself balanced. For computer work he uses a fingertip ball for his mouse.

To set up a web site or a blog for free, create a Google account. Once you have logged in, click on “products,” “blogger,” and then “New Blog.” Choose a template and start writing your own web site. Select backgrounds and colors for text, and start writing. Set up a main page, a blog and additional pages with their own titles.

Make Sure Your Web Site is Accessible

YouTube Videos can get stuck behind link boxes. PDF (portable Document Format) files can be made accessible using PAC:PDF Accessibility Checker 1.1.

Use w3cvalidator to check if the site coding is validated (<http://validatorw3.org>)

Use this site also to determine whether your web site is mobile-ready. Notice how slowly some sites take to load.

www.Pianotechptg.org and www.ptg.org (1MB), and www.my.ptg.org

SEO

Your site should load in less than ten seconds. All your primary information should be on page one, because most people never get beyond the first page. “Contact Us” is the most clicked-on link. Add all the issues that piano owners would be looking for.

Anything on www.paulbrownrpt.blogspot.com is OK to copy & use.

The TITLE is very important for being picked up by search engines.

List all the areas for doing business, all the services offered, etc.

The more links you have to other sites.

Ginny Bear’s site www.bearpiano.com lists every neighborhood she goes to, every brand of piano, and the logos for accepting cards.