

# Web Accessibility and Search Engine Optimization

By Paul A. Brown, RPT

## My Computer/Internet Background

I first became interested in using computers when I had to take on the task of publishing our chapter newsletter in 1992. Our chapter newsletter editor had passed away in a tragic car accident. I rushed to the computer store and told them about my needs. Having no idea about computers, I asked which was the easiest to use. I subsequently purchased a Mac LCIII (look at the specs online (and don't laugh – it worked!): <http://support.apple.com/kb/SP209>)

A few years later, I became interested in internet development after noting that our organization had a new web presence – <http://www.ptg.org>. So, I went back to the computer store and purchased additional items for internet development. Within a couple of weeks, the Canadian Piano Page was born (1995).

Five years later, I decided to become involved in high end internet development. I took a 1 year course about 80 hours per week that included everything one can think of with regard to computers and cyberspace. I'm no longer involved in that work because too many other developers were offering their services free so they could become well known.

The training was the best class room situation I have ever been in – high school and university included. All were trained to go at their own pace. Think about it. If you're running a road race, why would you want to run slowly like everyone else? Not me! Our training was also about adaptability. Things are moving so quickly, you need to constantly upgrade your skills to stay current. By the way, this document will be completely out of date within a year. I'll have to come up with something else by then.

The computers I use are Mac (OS 9, OS X), Windows (98, XP, Vista) and Linux (Puppy Distribution). The only reason I learned about Linux was because the Windows computer of a family member became so virus infected, no other installation was possible. The only Linux Distribution that would work was a very small program called Puppy Linux and it is extremely fast. <http://puppylinux.org/main/Overview%20and%20Getting%20Started.htm>

Note\* - This class document has been placed into your chapter library. To view it simply login to <http://my.ptg.org>, subscribe to your chapter community, and go to your library. All chapter members should be subscribed to their communities and they should also subscribe to Region 7. This way all members will be continually informed about current events.

### 1. WEB ACCESSIBILITY – Must websites be compliant? Decide for yourself.

Could a lawsuit be launched if a website is non compliant? Please read this article: <http://www.out-law.com/page-7285>

What does one search engine think about website validation? Please read this article: <http://www.kpmrs.com/blog/2009/09/knowledge-bank/googles-answer-to-w3c-validation-of-your-website/>


**Please view the examples on the following pages.**

### 2. SEARCH ENGINE OPTIMIZATION – Please go to **Section 2**.


My website, [www.paulbrown.org](http://www.paulbrown.org), as it normally appears. Please note that in optimizing the image files for this document, the true color has been degraded somewhat and is not exact.

Vancouver BC Piano Tuner Tec x

www.paulbrown.org



**Paul A. Brown**  
Registered Piano Technician  
Outgoing - Conscientious - Trustworthy  
"Put your piano into the hands of someone who really cares"



**The Piano Technicians Guild Inc.**  
PAULA BROWN  
Registered Piano Technician

---


## Vancouver Piano Tuner - Paul A. Brown, RPT

I am a Registered Piano Tuner Technician and live in Downtown Vancouver BC, Canada. I have been a member of the Piano Technicians Guild for more than 26 years.

You can view my [Registered Piano Technician Papers](#).  
When selecting a piano technician, make certain that they have trade papers! \*\* Just because someone says they are certified and professional, does NOT mean that they are.\*\*

Check out my new blog: [Vancouver Piano Tuner!](#)

- [How to Clean a Piano Comprehensively](#)
- [How Much do you Charge?](#)
- [Free Pianos](#)
- [Piano Tuner Accreditation](#)
- [Piano Tuning Myths & Misinformation](#)
- [Piano Tuning By Ear Or With A Machine](#)
- [Are Tuning Forks Accurate?](#)
- [Piano Tuning Quotes](#)
- [Piano Tuning Fee: Fine Tuning - Pitch Raising](#)




Contact Paul Brown: 604-324-7013 E-mail: [paulbrn@telus.net](mailto:paulbrn@telus.net)

Thinking about buying an acoustic or digital piano? Go to: [www.pianobuyer.com](http://www.pianobuyer.com)

Piano Rebuilding and Refinishing - [Verhnjak Pianos](#)

What is a Registered Piano Technician?




Registered Piano Technicians are piano tuner-technicians who have passed three rigorous examinations that are held by the Piano Technicians Guild Inc. The first examination is a written exam which is used to assess general


My website, [www.paulbrown.org](http://www.paulbrown.org), as it appears to those with the visual impairment Deuteranopia. Please test your website online using the Color Blind Web Filter. Go to: <http://colorfilter.wickline.org/>

Colorblind Filter: @[[d( Vancou... x +

colorfilter.wickline.org/?a=1;r=www.google.ca/search%3Fgcx%3Dc%26sourceid%3Dchrome%26ie



**Paul A. Brown**  
Registered Piano Technician  
Outgoing - Conscientious - Trustworthy  
"Put your piano into the hands of someone who really cares"



**The Piano Technicians Guild Inc.**  
PAUL A. BROWN  
Registered Piano Technician

---

## Vancouver Piano Tuner - Paul A. Brown, RPT

I am a Registered Piano Tuner Technician in Vancouver BC, Canada. I have been a member of the Piano Technicians Guild for more than 26 years.

You can view my [Registered Piano Technician](#) profile. When selecting a piano technician, make certain that you are choosing a Registered Piano Technician because someone says they are certified and professional. \*\*

Check out my new blog: [Vancouver Piano Tuner!](#)


- [How to Clean a Piano Comprehensively](#)
- [How Much do you Charge?](#)
- [Free Pianos](#)
- [Piano Tuner Accreditation](#)
- [Piano Tuning Myths & Misinformation](#)
- [Piano Tuning By Ear Or With A Machine](#)
- [Are Tuning Forks Accurate?](#)
- [Piano Tuning Quotes](#)
- [Piano Tuning Fee: Fine Tuning - Pitch Raising](#)

Contact Paul Brown: 604-324-7013 E-mail: [paulbrn@telus.net](mailto:paulbrn@telus.net)

Thinking about buying an acoustic or digital piano? Go to: [www.pianobuyer.com](http://www.pianobuyer.com)

Piano Rebuilding and Refinishing - [Verhnyak Pianos](#)

What is a Registered Piano Technician?



Registered Piano Technicians are piano tuner-technicians who have passed three rigorous examinations that are held by the Piano Technicians Guild Inc. The first examination is a written exam which is used to assess general


Color Blindness: Normal Protan **Deutan** Tritan

Anomalous Forms: Mono Protan Deutan Tritan

Coverage Testing: Monochrome Black White Gray

Toggle: Scripts [nonGIF] Images [invalid] CSS


go to: This page ColorFilter ColorLab AWARE



My website, [www.paulbrown.org](http://www.paulbrown.org), as it appears to those with the visual impairment Protanopia. Please test your website online using the Color Blind Web Filter. Go to: <http://colorfilter.wickline.org/>

Colorblind Filter: @{{p( Vancou... x +

colorfilter.wickline.org/?a=1;r=www.google.ca/search%3Faq%3Df%26gcx%3Dw%26sourceid%3Dc



**Paul A. Brown**  
Registered Piano Technician  
Outgoing - Conscientious - Trustworthy  
"Put your piano into the hands of someone who really cares"

The Piano Technicians Guild Inc.  
PAULA BROWN  
Registered Piano Technician

## Vancouver Piano Tuner - Paul A. Brown, RPT

I am a Registered Piano Tuner Technician a Vancouver BC, Canada. I have been a mem Guild for more than 26 years.

You can view my Registered Piano Techni... When selecting a piano technician, make certain t because someone says they are certified and prof are.\*\*

Check out my new blog: [Vancouver Piano Tuner!](#)

- [How to Clean a Piano Comprehensively](#)
- [How Much do you Charge?](#)
- [Free Pianos](#)
- [Piano Tuner Accreditation](#)
- [Piano Tuning Myths & Misinformation](#)
- [Piano Tuning By Ear Or With A Machine](#)
- [Are Tuning Forks Accurate?](#)
- [Piano Tuning Quotes](#)
- [Piano Tuning Fee: Fine Tuning - Pitch Raising](#)



Contact Paul Brown: 604-324-7013 E-mail: [paulbrn@telus.net](mailto:paulbrn@telus.net)

Thinking about buying an acoustic or digital piano? Go to: [www.pianobuyer.com](http://www.pianobuyer.com)

Piano Rebuilding and Refinishing - [Verhnjak Pianos](#)

### What is a Registered Piano Technician?


Registered Piano Technicians are piano tuner-technicians who have passed three rigorous examinations that are held by the Piano Technicians Guild Inc. The first examination is a written exam which is used to assess general




My website, [www.paulbrown.org](http://www.paulbrown.org), as it appears to those with the visual impairment Tritanopia. Please test your website online using the Color Blind Web Filter.  
Go to: <http://colorfilter.wickline.org/>

Colorblind Filter: @{{t( Vancou x +

colorfilter.wickline.org/?a=1;r=www.google.ca/search%3Fgcx%3Dc%26sourceid%3Dchrome%26ie' ☆



**Paul A. Brown**  
Registered Piano Technician  
Outgoing - Conscientious - Trustworthy  
"Put your piano into the hands of someone who really cares"



**The Piano Technicians Guild Inc.**  
PAULA A. BROWN  
Registered Piano Technician

---

## Vancouver Piano Tuner - Paul A. Brown, RPT

I am a Registered Piano Tuner Technician in Vancouver BC, Canada. I have been a member of the Piano Technicians Guild for more than 26 years.

You can view my [Registered Piano Technician](#) profile. When selecting a piano technician, make certain to check the profile because someone says they are certified and professional. \*\*

Check out my new blog: [Vancouver Piano Tuner!](#)



- [How to Clean a Piano Comprehensively](#)
- [How Much do you Charge?](#)
- [Free Pianos](#)
- [Piano Tuner Accreditation](#)
- [Piano Tuning Myths & Misinformation](#)
- [Piano Tuning By Ear Or With A Machine](#)
- [Are Tuning Forks Accurate?](#)
- [Piano Tuning Quotes](#)
- [Piano Tuning Fee: Fine Tuning - Pitch Raising](#)

Contact Paul Brown: 604-324-7013 E-mail: [paulbrn@telus.net](mailto:paulbrn@telus.net)

Thinking about buying an acoustic or digital piano? Go to: [www.pianobuyer.com](http://www.pianobuyer.com)

Piano Rebuilding and Refinishing - [Verhnjak Pianos](#)

What is a Registered Piano Technician?



Registered Piano Technicians are piano tuner-technicians who have passed three rigorous examinations that are held by the Piano Technicians Guild Inc. The first examination is a written exam which is used to assess general

Using the "Color (the program spells the word differently) Contrast Analyser", I check font colors against the background color to be certain they pass an accessibility test. Please download the program at: <http://www.paciellogroup.com/resources/contrast-analyser.html>

The screenshot shows a web browser window displaying the website [www.paulbrown.org](http://www.paulbrown.org). The website content includes a profile for Paul A. Brown, a Registered Piano Tuner Technician, and a list of links for a blog. Two instances of the "Colour Contrast Analyser" tool are overlaid on the page. The top instance shows a foreground color of yellow (#FFFF00) and a background color of black (#000000), resulting in a contrast ratio of 19.6:1, which passes AA and AAA standards. The bottom instance shows a foreground color of red (#FF8080) and a background color of black (#000000), resulting in a contrast ratio of 8.7:1, which also passes AA and AAA standards. Red boxes highlight specific text on the website and the tool's interface.

**Website Content:**

- Paul A. Brown, Registered Piano Tuner Technician
- Outgoing - Conscientious - "Put your piano into the hands of someone who knows what they're doing."
- Testing all of your HEX colors for color contrast will ensure compliance. It is not enough to choose 'web safe colors'. Do this for active links, visited links, hover, etc. Look for AccessColor - Online Tool for Color Contrast (online test not perfect) Download at [www.paciellogroup.com/resources/contrast-analyser.html](http://www.paciellogroup.com/resources/contrast-analyser.html)
- When selecting a piano technician, make certain you choose someone who is certified and registered. \*\*
- Check out my new blog: [Vancouver Piano Tuner](#)
- How to Clean a Piano Comprehensive
- How Much do you Charge?
- Free Pianos
- Piano Tuner Accreditation
- Piano Tuning Myths & Misinformation
- Piano Tuning By Ear Or With A Machine
- Are Tuning Forks Accurate?
- Piano Tuning Quotes
- Piano Tuning Fee: Fine Tuning - Pit
- Contact Paul Brown: 604-324-7013 E-mail: [paul@paulbrown.org](mailto:paul@paulbrown.org)
- Thinking about buying an acoustic or digital piano? Visit [www.pianobuyer.com](http://www.pianobuyer.com)
- Piano Rebuilding and Refinishing - Verhija
- What is a Registered Piano Technician?
- Registered Piano Tuner - three years experience held by Paul Brown Inc. T. exam

**Colour Contrast Analyser (Top Instance):**

- Options Image Help
- Foreground: Colour select: Yellow, Hex: #FFFF00
- Background: Colour select: Black, Hex: #000000
- Algorithm:  Colour brightness/difference,  Luminosity
- Show contrast result for colour blindness
- Result - Luminosity: Contrast ratio: 19.6:1
- Text: Pass (AA), Pass (AAA)
- Large text: Pass (AA), Pass (AAA)
- Result - Colour brightness/difference: Result: 510 / 225
- example text showing contrast

**Colour Contrast Analyser (Bottom Instance):**

- Options Image Help
- Foreground: Colour select: Red, Hex: #FF8080
- Background: Colour select: Black, Hex: #000000
- Algorithm:  Colour brightness/difference,  Luminosity
- Show contrast result for colour blindness
- Result - Luminosity: Contrast ratio: 8.7:1
- Text: Pass (AA), Pass (AAA)
- Large text: Pass (AA), Pass (AAA)
- Result - Colour brightness/difference: Result: 511 / 165
- example text showing contrast

Do not put text on a photo background. There are far too many consequences. If you feel you must, insert a text box that covers some of your background image so that the words can be easily read.

Vancouver BC Piano Tuner Tec X

www.paulbrown.org

**Paul A. Brown**  
Registered Piano Technician  
Outgoing - Conscientious - Trustworthy  
*"Put your piano into the hands of someone who really cares"*

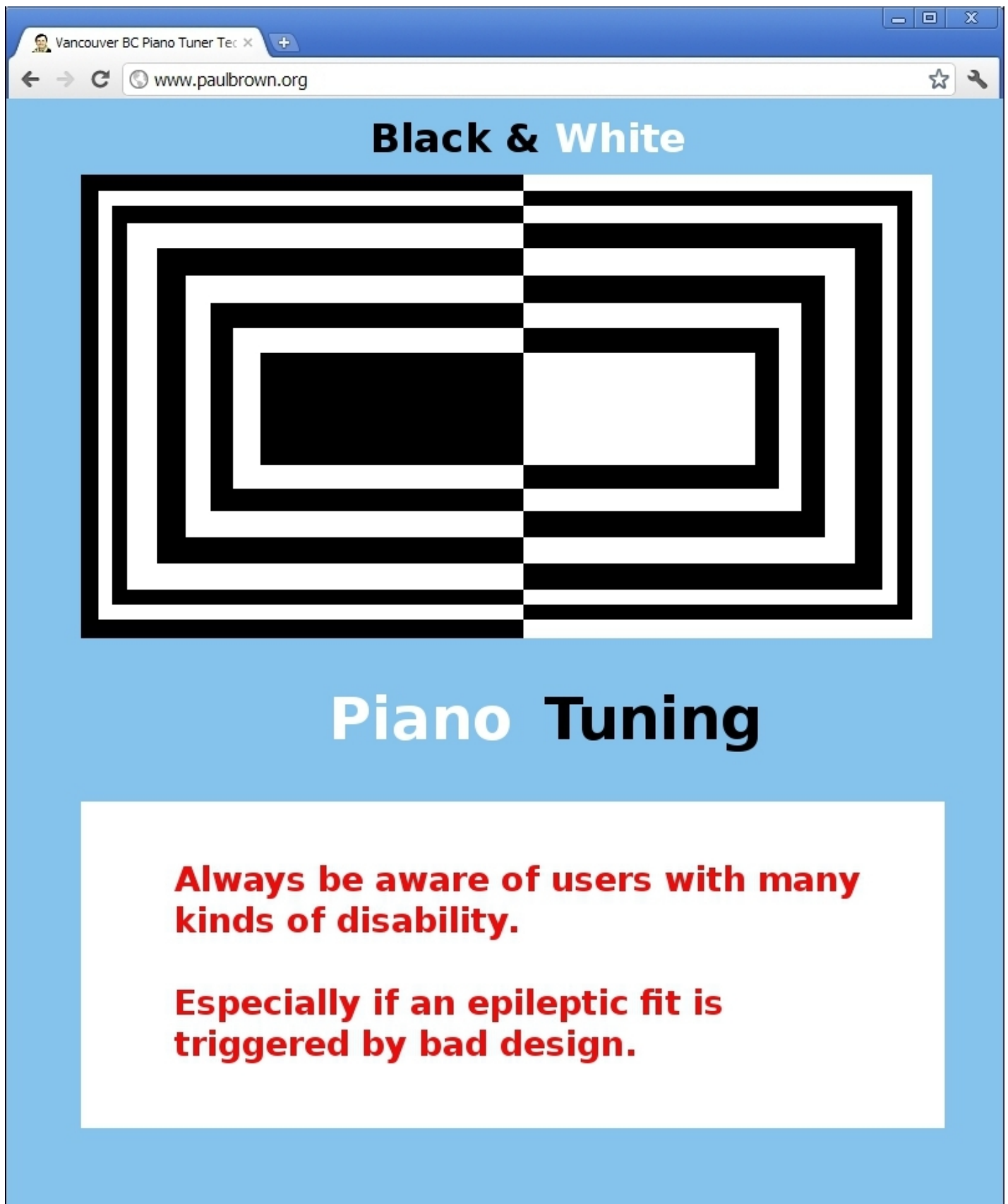
The Piano Technicians Guild Inc.  
PAULA A. BROWN  
An exceptional achievement through continuous the requirements of technical competence as a  
Registered Piano Technician  
and a commitment to the right, responsible and joyful performing thereof.

MEETING TIMES  
CHAPTER HISTORY  
EVENT CALENDAR  
NEW MEMBERS

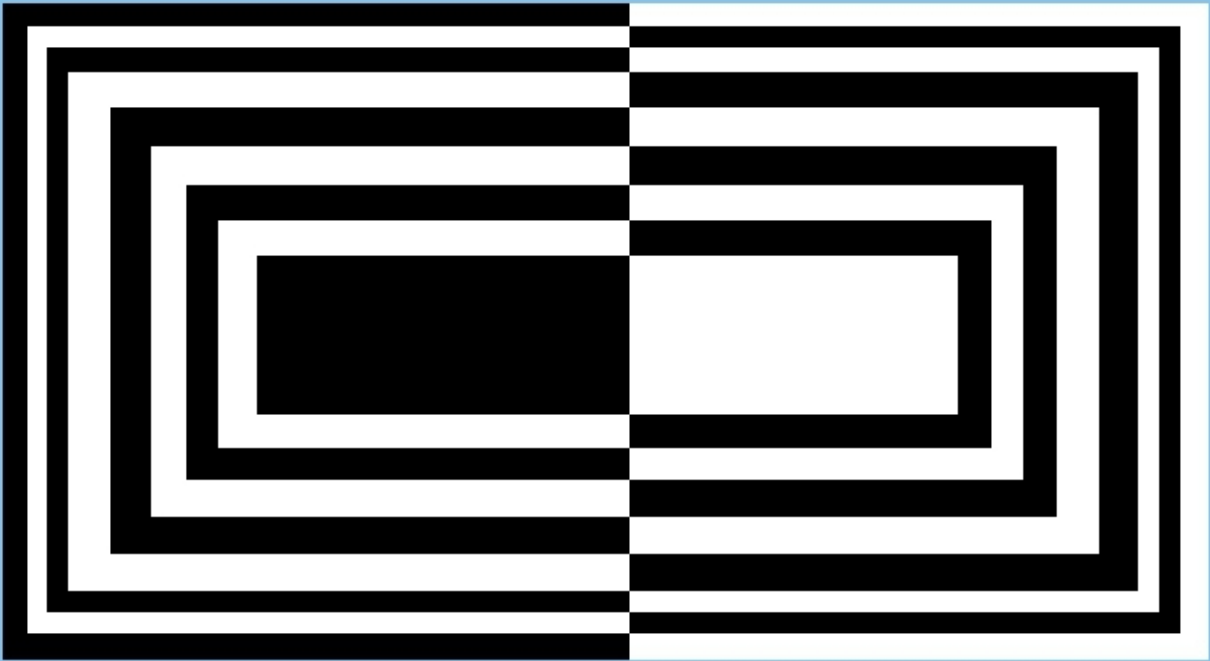
Text on image backgrounds is a huge problem.

THIS PAGE IS COPYRIGHT BY THE AUTHOR ON THE CONDITION THAT ALL OF THE TEXT CAN BE EASILY READ AND UNDERSTOOD

The design below is extremely problematic and can cause an epileptic seizure. Be CAREFUL who you show this picture to. There are so many people with many kinds of visual impairment. Try and remember who your audience is.

A screenshot of a web browser window. The address bar shows "www.paulbrown.org". The page has a light blue background. At the top, the text "Black & White" is displayed in a large, bold, black font. Below this text is a large, rectangular area containing a high-contrast, black and white checkerboard pattern that flashes rapidly. At the bottom of the page, the text "Piano Tuning" is displayed in a large, bold, black font. Below this, there is a white rectangular box containing two lines of red text: "Always be aware of users with many kinds of disability." and "Especially if an epileptic fit is triggered by bad design." The browser window also shows a tab titled "Vancouver BC Piano Tuner Tec" and standard navigation icons.

## Black & White



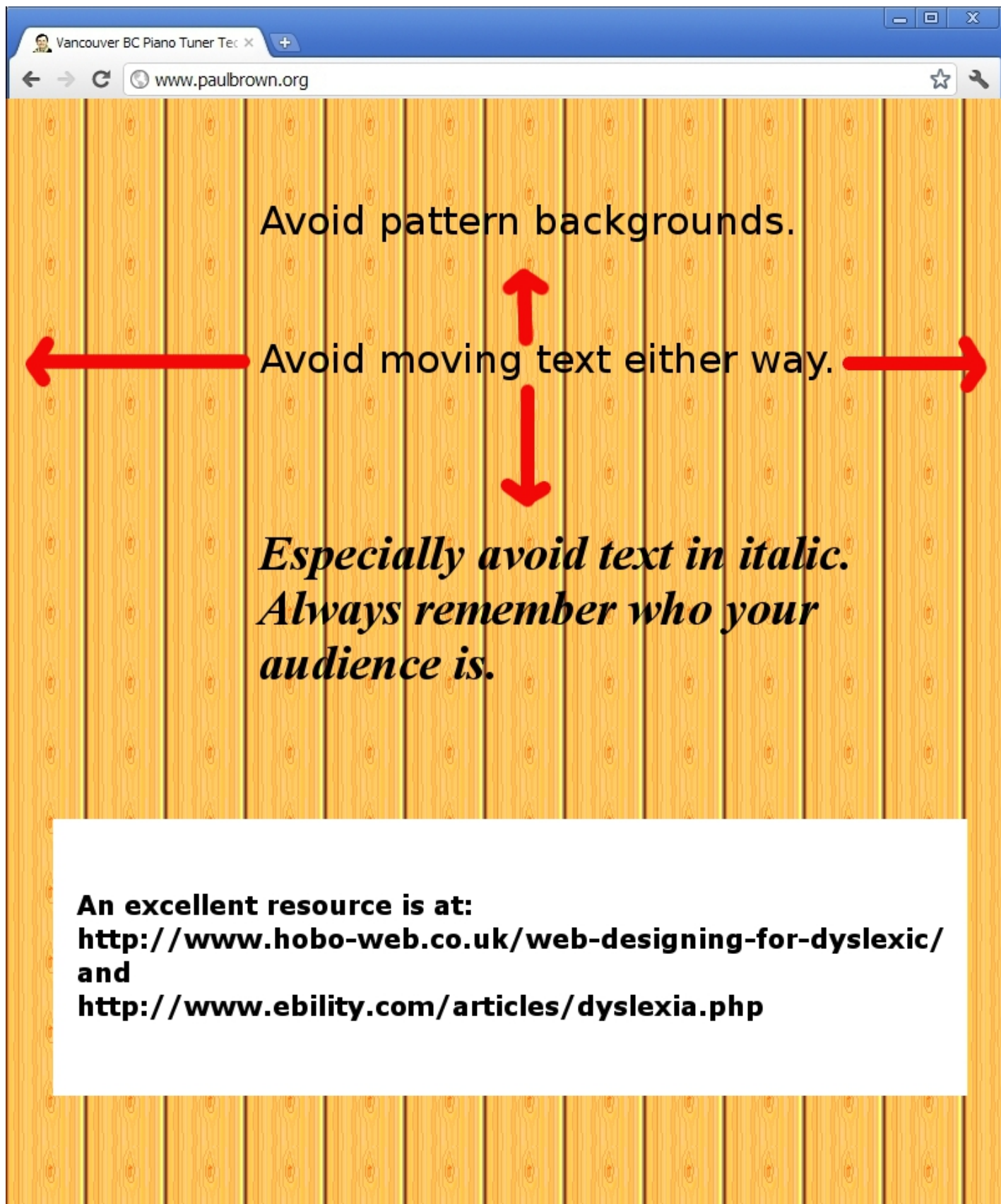
## Piano Tuning

**Always be aware of users with many kinds of disability.**

**Especially if an epileptic fit is triggered by bad design.**



This background design is very problematic for people with Dyslexia.  
The comments are self explanatory.  
Please visit the websites mentioned in the diagram.

A screenshot of a web browser window. The address bar shows 'www.paulbrown.org'. The main content area has a background of vertical wood-grain planks. The text 'Avoid pattern backgrounds.' is centered at the top. Below it, 'Avoid moving text either way.' is centered, with a red arrow pointing left, a red arrow pointing right, a red arrow pointing up, and a red arrow pointing down. Below that, the text '*Especially avoid text in italic.*  
*Always remember who your audience is.*' is centered. At the bottom, a white box contains the text: 'An excellent resource is at:  
<http://www.hobo-web.co.uk/web-designing-for-dyslexic/>  
and  
<http://www.ebility.com/articles/dyslexia.php>

One of the biggest problems for visually impaired users is trying to find the information they want without having to navigate through dozens of links.

In the example below, the user must wait for quite some time until all of the navigation links load. If there was a 'skip link' option, the user could go straight to the "Visually Impaired..." text and HEAR the information they need.

The image shows a web browser window with the address bar displaying "www.paulbrown.org". The page content is a grid of "LINK" buttons. A large black box with white text is overlaid on the right side of the page, containing the following text:

## VISUALLY IMPAIRED MEMBER NOTICE

### MEETING TOMORROW EVENING 7 PM

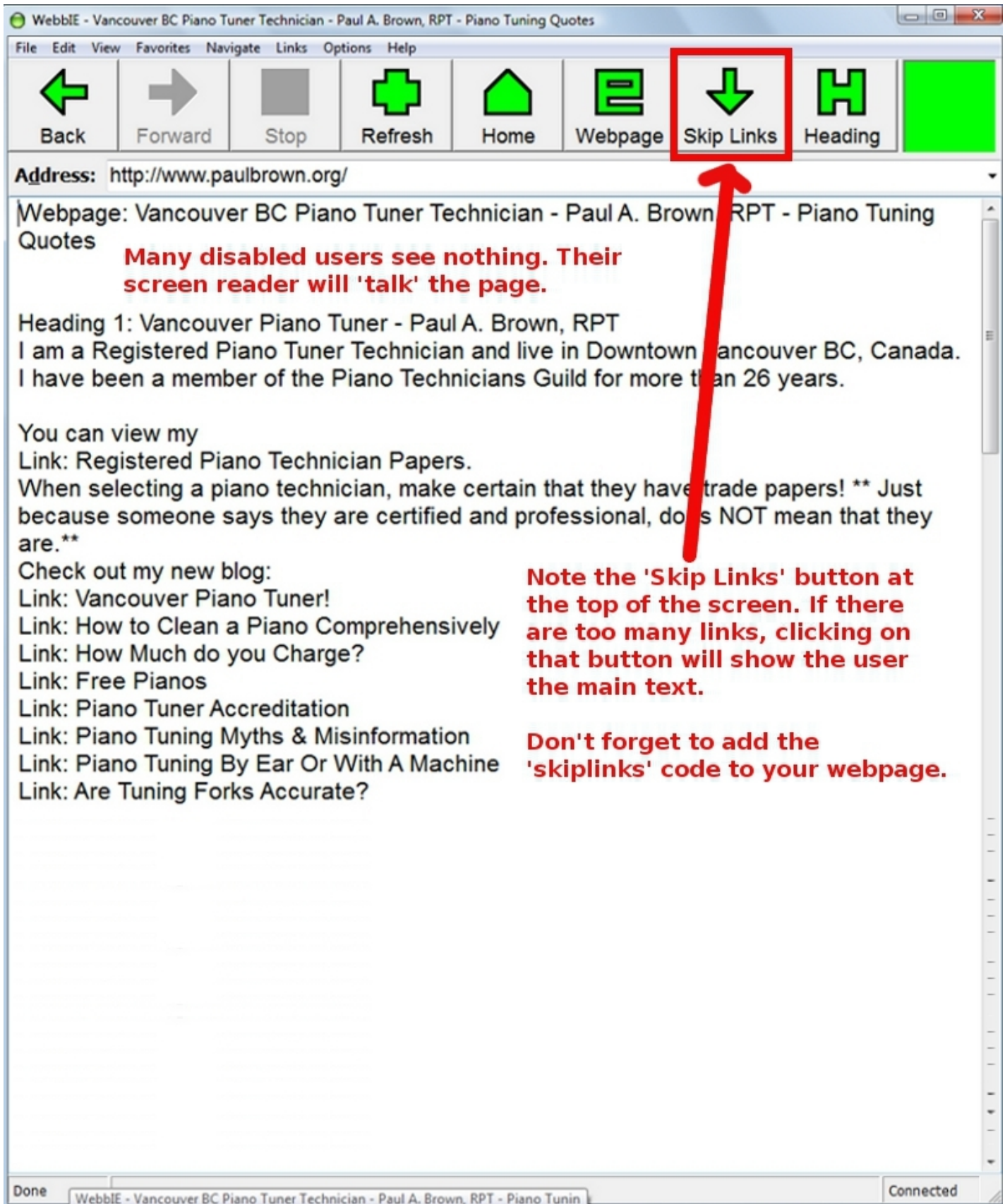
For screen readers, the visually impaired user will have to wait forever for all of the links on the left to load first, the links on the top to load second and then the MOST IMPORTANT TEXT to load last.

Add a 'SKIPLINK' script so that the visually impaired user can go directly to the text they need!

Example: <http://www.jimthatcher.com/skipnav.htm>

Red arrows in the image illustrate the navigation path for a screen reader user. The arrows start at the top-left "LINK", move horizontally across the top row, then vertically down the left column, and finally horizontally across the bottom row to reach the "VISUALLY IMPAIRED MEMBER NOTICE" section.

Since we see web pages and visually impaired users do not, the Webbie Browser gives us a good example of how websites would be 'spoken' by screen readers using text only. You can download this browser at: <http://npxp.com/webbie-browser-for-visually-impaired>



The screenshot shows the Webbie browser window with the following elements:

- Navigation Bar:** Back, Forward, Stop, Refresh, Home, Webpage, Skip Links (highlighted with a red box and a red arrow pointing to it), Heading.
- Address Bar:** <http://www.paulbrown.org/>
- Page Content:**
  - Webpage: Vancouver BC Piano Tuner Technician - Paul A. Brown, RPT - Piano Tuning Quotes
  - Many disabled users see nothing. Their screen reader will 'talk' the page.**
  - Heading 1: Vancouver Piano Tuner - Paul A. Brown, RPT
  - I am a Registered Piano Tuner Technician and live in Downtown Vancouver BC, Canada. I have been a member of the Piano Technicians Guild for more than 26 years.
  - You can view my
  - Link: Registered Piano Technician Papers.
  - When selecting a piano technician, make certain that they have trade papers! \*\* Just because someone says they are certified and professional, does NOT mean that they are. \*\*
  - Check out my new blog:
  - Link: Vancouver Piano Tuner!
  - Link: How to Clean a Piano Comprehensively
  - Link: How Much do you Charge?
  - Link: Free Pianos
  - Link: Piano Tuner Accreditation
  - Link: Piano Tuning Myths & Misinformation
  - Link: Piano Tuning By Ear Or With A Machine
  - Link: Are Tuning Forks Accurate?

**Note the 'Skip Links' button at the top of the screen. If there are too many links, clicking on that button will show the user the main text.**

**Don't forget to add the 'skiplinks' code to your webpage.**

Always remember that there are millions of elderly users now taking advantage of new technology. Many of them have physical disabilities which may make navigating a website almost impossible. Look at the example below.

The screenshot shows a web browser window with the address bar displaying "www.paulbrown.org". The main content area has a black background with red text that reads "The elderly arthritic hands on sticky mouse pad EXERCISE!". A path of blue rectangular buttons, each labeled "LINK", starts at a red "START" label and ends at a red "FINISH!" label. The path is highly convoluted, involving multiple clicks on the same button and navigating through several levels of sub-menus. A white text box on the left contains the following text:

**Some elderly and arthritically disabled users have tremendous difficulty using drop down menus.**

**They simply do not have the dexterity of a younger person.**

**Try to use as few 'child' or secondary menu links as possible.**

Make sure to describe all of your images not only for search engine optimization but for screen readers. Otherwise the visually impaired will have no idea what a 'numbered' image means. Also, use a simple naming convention like 'PianoTuner.jpg' or 'PianoRebuilder.jpg'.

WAVE report of Vancouver BC x

wave.webaim.org/report?url=http%3A%2F%2Fwww.paulbrown.org&js=2


skip navigation | about | contact/feedback | english | español


**WAVE**  
web accessibility evaluation tool

http://www.paulbrown.org WAVE this page!  
or upload a file

Errors, Features, and Alerts Structure/Order Text-only Outline icons key toolbar help blog

**WAVE has detected no accessibility errors**  
...but you must still check your page to ensure it is actually accessible. [disable styles](#)

 **Paul A. Brown**  
Registered Piano Technician  
Outgoing - Conscientious - Trustworthy  
"Put your piano into the hands of someone who really cares"  
\*Vancouver Piano Tuner Paul Brown\*

 **The Piano Technicians Guild Inc.**  
PAULA BROWN  
An award-winning member of the guild's registered and inspected piano tuning division  
Registered Piano Technician  
\*alt

**Properly describe your images. Not P300089753-97599.jpg** [alt](#)  
\*Line under Vancouver Piano Tuner Photo\*

### Vancouver Piano Tuner - Paul A. Brown, RPT

I am a Registered Piano Tuner Technician and live in Downtown Vancouver BC, Canada. I have been a member of the Piano Technicians Guild for more than 26 years.

You can view my [Registered Piano Technician Papers](#).  
When selecting a piano technician, make certain that they have trade papers! \*\* Just because someone says they are certified and professional, does NOT mean that they are. \*\* [\\*alt](#) [\\*piano tuner credential\\*](#)


Check out my new blog: [Vancouver Piano Tuner!](#)  
[How to Clean a Piano Comprehensively](#)  
[How Much do you Charge?](#)  
[Free Pianos](#)  
[Piano Tuner Accreditation](#)  
[Piano Tuning Myths & Misinformation](#)  
[Piano Tuning By Ear Or With A Machine](#)  
[Are Tuning Forks Accurate?](#)  
[Piano Tuning Quotes](#)  
[Piano Tuning Fee: Fine Tuning - Pitch Raising](#)


Contact Paul Brown: 604-324-7013 E-mail: [paulbm@telus.net](mailto:paulbm@telus.net)

Thinking about buying an acoustic or digital piano? Go to:  
[www.pianobuyer.com](http://www.pianobuyer.com)

Piano Rebuilding and Refinishing - [Verhjak Pianos](#)

What is a Registered Piano Technician?


 Use just a few words to name images.  
Not: "This RPT badge took me forever to earn so I could make more money .JPG".

 [\\*alt](#) [\\*Registered Piano Technician Logo\\*](#)

**Registered Piano Technician**

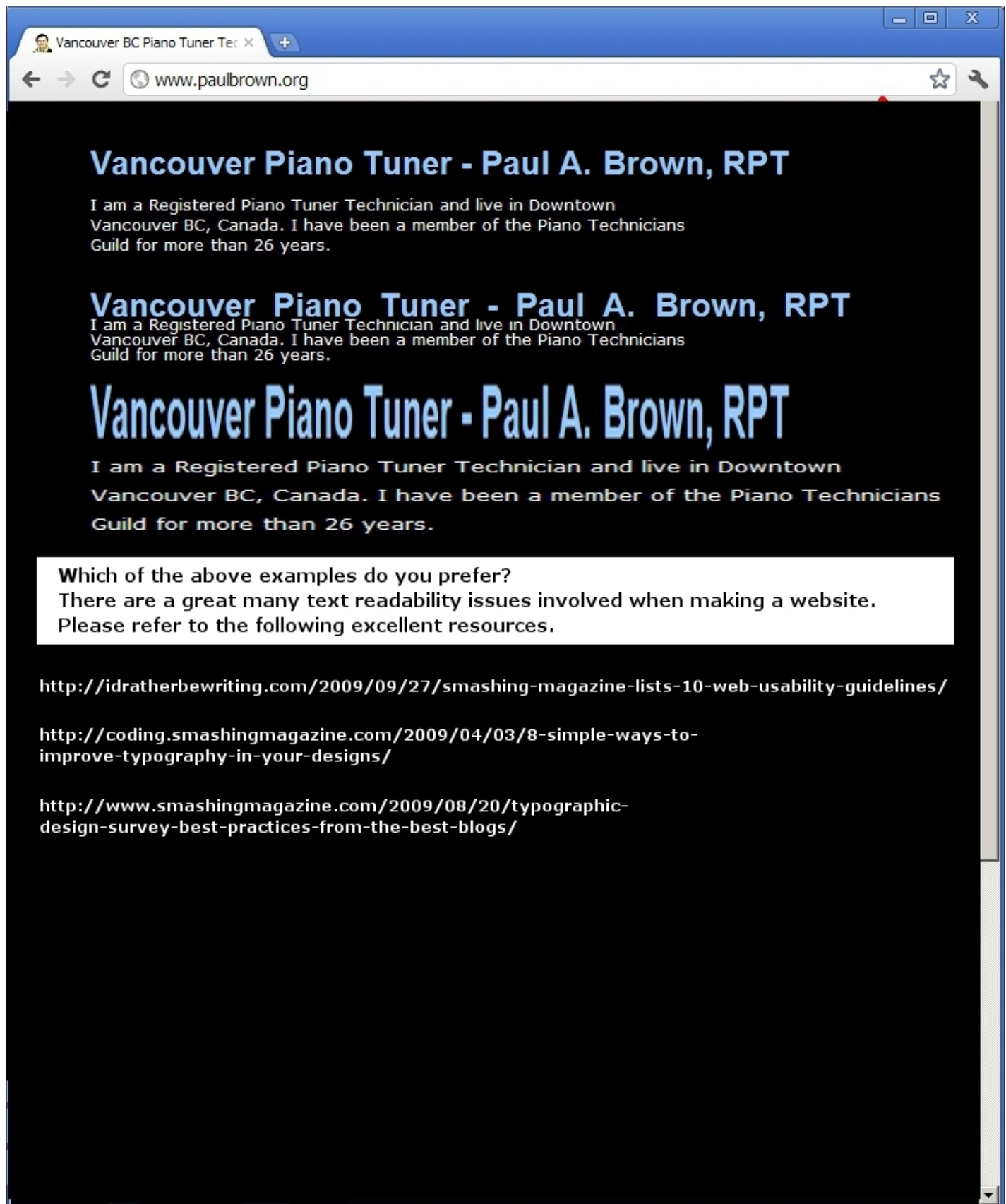
Registered Piano Technicians are piano tuner-technicians who have passed three rigorous examinations that are held by the Piano Technicians Guild Inc. The first examination is a written exam which is used to assess general knowledge of pianos. The second examination is a "hands on" regulation and repair test to assess general skills of craftsmanship on upright and grand pianos. The third examination is the tuning exam. In all of these examinations, a standard of 80 percent must be achieved to become a Registered Piano Technician with the Piano Technicians Guild, Inc. For more information on these exams, please go to Links: [The Piano Page](#) / [The Canadian Piano Page](#)

[W3C css](#) [\\*alt](#) [\\*Valid CSS!](#) [Valid CSS!](#) [TIDY](#) [\\*alt](#) [\\*Validated by](#)  
[HTML Validator \(based on Tidy\)](#) [Validated by HTML Validator \(based on Tidy\)](#)

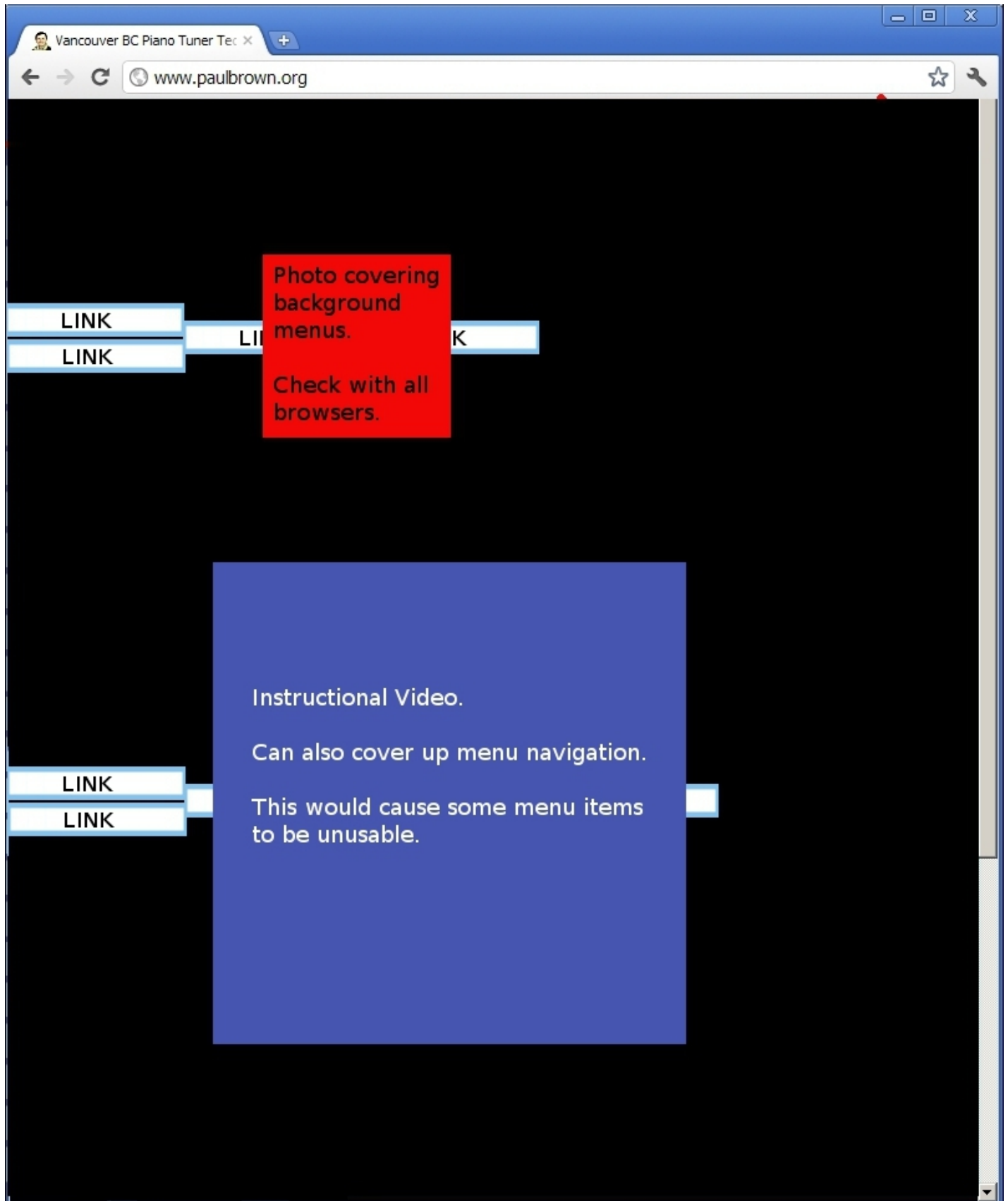
[Click to Print This Page](#) 

Copyright © 2011 by Paul Brown / [Privacy policy](#)

There are entire websites dedicated to the usage of text fonts and readability. Refer to the links in the diagram for more information. I'm sure you will be as overwhelmed as I was when reading the material.



When embedding many 'objects' such as photos, movies and flash files, be careful how they are positioned with regard to other structure on the page.  
Notice below how the photo and video 'float' above the menu links making them almost unusable.



Documents as well as web pages must be accessible. PDF files are the most popular way to share documents because they appear the same from computer to computer.

Your accessible document doesn't have to pass all of these tests. Check with a visually impaired person to be certain. Download the program here: [http://www.access-for-all.ch/en/pdf-werkstatt/pdf-accessibility-checker-pac.html?gclid=COHG69n4\\_asCFWcZQgodP3YLXA](http://www.access-for-all.ch/en/pdf-werkstatt/pdf-accessibility-checker-pac.html?gclid=COHG69n4_asCFWcZQgodP3YLXA)

**PAC: PDF Accessibility Checker 1.1**

Zugang für alle  
Accès pour tous  
Accesso per tutti  
Access for all

**PAC: PDF Accessibility Checker 1.1**  
PAC is a free tool of the [Foundation «Access for all»](#) to review the accessibility of PDF documents and Forms. It serves as a tool for experts and testers.  
[More Information](#)

PDF Document  
C:\Documents and Settings\Administrator\Desktop\Chapternewsletter\ChapterNew

Progress

Testing Criteria

<input checked="" type="checkbox"/> Document is marked as tagged	<input checked="" type="checkbox"/> Accessible Font Encodings
<input type="checkbox"/> Document Title available	<input checked="" type="checkbox"/> Content completely tagged
<input checked="" type="checkbox"/> Document Language defined	<input checked="" type="checkbox"/> Logical Reading Order
<input checked="" type="checkbox"/> Accessible Security Settings	<input type="checkbox"/> Alternative Text available
<input type="checkbox"/> Tab follows Tag-Structure	<input type="checkbox"/> Correct Syntax of Tags / Rolls
<input type="checkbox"/> Consistent Heading Structure	<input checked="" type="checkbox"/> Sufficient contrast for Text
<input type="checkbox"/> Bookmarks available	<input checked="" type="checkbox"/> Spaces existent

Remark  
PAC only tests the technical accessibility of PDF documents. To ensure real accessibility, further tests are necessary.

developed & sponsored by: **xymedia** IT-SERVICES



Most web sites don't seem to care whether or not their pages validate. I think it is a very useful tool for pointing out some obvious problems. To use the W3C Markup Validator, go to: <http://validator.w3.org/>

The screenshot shows the W3C Markup Validation Service interface. At the top, the browser address bar shows the URL: `validator.w3.org/check?uri=www.paulbrown.org&charset=%28detect+automatically%29&doctype=`. The main header features the W3C logo and the text "Markup Validation Service" with the subtitle "Check the markup (HTML, XHTML, ...) of Web documents". Below this is a "Jump To:" section with links for "Congratulations" and "Icons". A prominent green banner states: "This document was successfully checked as XHTML 1.0 Transitional!". A table below the banner provides validation details:

<b>Result:</b>	Passed	
<b>Address :</b>	<input type="text" value="http://www.paulbrown.org/"/>	
<b>Encoding :</b>	utf-8	<input type="text" value="(detect automatically)"/>
<b>Doctype :</b>	XHTML 1.0 Transitional	<input type="text" value="(detect automatically)"/>
<b>Root Element:</b>	html	
<b>Root Namespace:</b>	<a href="http://www.w3.org/1999/xhtml">http://www.w3.org/1999/xhtml</a>	

Below the table is a Mozilla Foundation banner with the text: "The W3C validators are developed with assistance from the Mozilla Foundation, and supported by community donations. [Donate](#) and help us build better tools for a better web." It includes a "2469" counter and a "Flattr" button.

The "Options" section contains several checkboxes and radio buttons:

- Show Source
- Show Outline
- List Messages Sequentially
- Group Error Messages by Type
- Validate error pages
- Verbose Output
- Clean up Markup with HTML-Tidy

A "Revalidate" button is located at the bottom right of the options section. A link for "Help on the options is available." is also present.

The "Congratulations" section is highlighted in green and contains the text: "The document located at <<http://www.paulbrown.org/>> was successfully checked as XHTML 1.0 Transitional. This means that the resource in question identified itself as "XHTML 1.0 Transitional" and that we successfully performed a formal validation of it. The parser implementations we used for this

This is a screen shot of W3C's Mobile Validator.

Again, don't be concerned if your websites do not pass all of the tests.

**\*\*Take special note of the Page Size and Network Usage\*\*.** Those are VERY IMPORTANT!

You can click on those two items to reveal the analysis details of your website.

W3C mobileOK Checker  
Is your Web site mobile-friendly?

Expand all | Expand one level | Collapse one level | Collapse all

Address: <http://www.paulbrown.org/>

Result: 95%

FAILURES PER SEVERITY

	CRITICAL	0
	SEVERE	0
	MEDIUM	1
	LOW	0

FAILURES PER CATEGORY

	Keep it small	1
--	---------------	---

Page Size: 68.4KB

Network usage: 7 requests

Detailed report

Sev.	Cat. Practice	Description	Best
		The total size of the page (68.4KB) exceeds 20 kilobytes (Primary document: 8.8KB, Images: 59.6KB, Style sheets: 0)	PAGE SIZE LIMIT
		The style attribute is used	STYLE SHEETS USE
		An element uses an event attribute	OBJECTS OR

The weight of the webpage is very small. Fast downloading.

These are 7 separate images. Many separate small images can be combined into a few called sprites there by reducing requests.

With download speeds getting faster daily, I'm not concerned about 20K.

## 2. SEARCH ENGINE OPTIMIZATION – For Web Accessibility please go to **Section 1**.

- There are many kinds of search engine, but let's face it. Which is the most popular? Have a look at the current search engine market share:  
[http://www.statowl.com/search\\_engine\\_market\\_share.php](http://www.statowl.com/search_engine_market_share.php)
- How many pages do you have? On many websites I only have 1 (ONE). Why?
- Have a look here: [http://www.statowl.com/search\\_engine\\_results\\_page.php](http://www.statowl.com/search_engine_results_page.php)
- The Google Algorithm constantly changes. It is a set of rules to rank websites higher or lower.
- <http://www.google.com/corporate/tech.html>. Create a Google Account, go to Webmaster Tools and look at 'Google 101'. The most helpful information is there!
- Think about your domain name (if you don't already have one). Name your business with tuning/tuner e.g. JohnDoePianoTuning.com (.org, .net, etc.) or PianoTunerJohnDoe.com
- Headline about your name, job, city and a few words about piano tuning specialties. On my site the wording is: **"Vancouver Piano Tuner - Paul A. Brown, RPT: British Columbia, Canada"**
- Title headings (and links) appropriately. **NOT** -> "About Us, Contact Us, Links" - Too General!
- E.g.: Search Google for (These results were obtained on October 10, 2011)
- "About Us" **Results 1 - 10 of about 3,710,000,000**
- "Contact Us" **Results 1 - 10 of about 4,470,000,000**
- "Links" **Results 1 - 10 of about 5,890,000,000**
- "Piano Links" **Results 1 - 10 of about 169,000,000**
- "Piano Tuning Links" **Results 1 - 10 of about 1,490,000**
- "Vancouver Piano Tuning Links" **Results 1 - 10 of about 98,900**
- Name graphics descriptively. Not just image or PSC0000018888. Use a good naming convention such as "PianoTuner.jpg" or "PianoTuning.jpg" or "PaulBrownPianoTuning".
- Add Meta Tags. An example can be found in Google's Webmaster Tools.
- Index your site: Verify your website to Google.
- Have other larger websites link to you just as PTG does! Linking to larger websites does not help much.
- Create a blog with h1 titles using meaningful piano tuning information. See <http://paulbrownrpt.blogspot.com>.
- You can create other websites that have unique information that will not be considered a doorway to the same website. Be careful about trying to trick any search engine or your website could be punished for bad practices. Look at Google 101 for more information.