



**Workshop 3:
Using web Standards
&
Search Engine Optimization**

**Presented by
Carlos Moreno and Brad Vernon**

SpiritBank

VIZALUTION[™] LLC
"The Art of Business Solutions"

***part 1: the business case for
using web standards***

why create web standards?

**consistency lowers
visitors' frustration**

**standards make creating and
maintaining your site
more efficient**

**accessibility guidelines allow all
users to view your site**

**standards allow display of your
content via any medium
(browser, printed page, PDA, phone, audio)**

what is the w3c?

**created by Tim Berners-Lee
at MIT in 1994**

CSS

XML

PNG

css = cascading style sheets

used for look & layout

xml = extensible markup language

flat database format

png = portable network graphic

alternative to jpeg

**w3c guidelines for accessibility
are what websites
validate against**

how do I check if my website is following standards?

<http://validator.w3.org/>

<http://webxact.watchfire.com/>

**most websites are not valid
(including google)**

what are the high-priority web standards?

**Guideline 1:
Provide equivalent alternatives
to auditory and visual content.**

**each page contains
text navigation**

**text descriptions of all images
(alt tags)**

**Guideline 2:
Don't rely on color alone.**

**consideration for
those with visual difficulties**

**Guideline 3:
Use markup and stylesheets
and do so properly**

**use style sheets (CSS)
to control layout and presentation**

so what is CSS?

what are the benefits?

use header elements

<h1> - <h6>

to convey document structure

**make sure website is
downward compatible**

Use the clearest and simplest language appropriate for a site's content.

**a site utilizing web standards
is practicing good SEO.**

questions?



***back in a few
with part 2:
search engine optimization***