



Search-Friendly Design

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Programming

Architecture Basics



<<back to home | News

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Natl. Fed. Of The Blind Sue Target Over Web Access

POSTED: 12:54 pm PST February 8, 2006

ALAMEDA COUNTY, Calif. -- The National Federation of the Blind sued Target Corp. in Alameda County Superior Court today, claiming that the giant retail chain discriminates because its Web site is inaccessible to blind customers.

The lawsuit claims "Target thus excludes the blind from full and equal participation in the growing Internet economy that is increasing...

The lawsuit...
Persons...
Marc Maurer...
keyboard...
The lawsuit...
beneath...
Maurer...
customer...
A spokes...
The Minn...
billion in...
In addition...
person, B...

The lawsuit seeks to be certified as a class action on behalf of all blind Californians who want to use the Web site.

3 Issues of Accessibility:

- Lack of alt text.
- Images maps that neither have alt text or a functional equivalent on the page.
- Requirement for a mouse to perform various functions on the site.

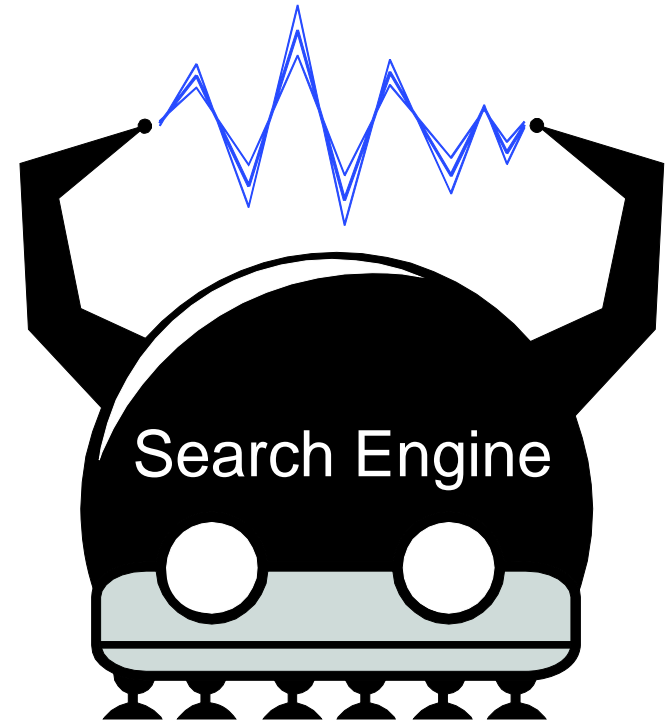
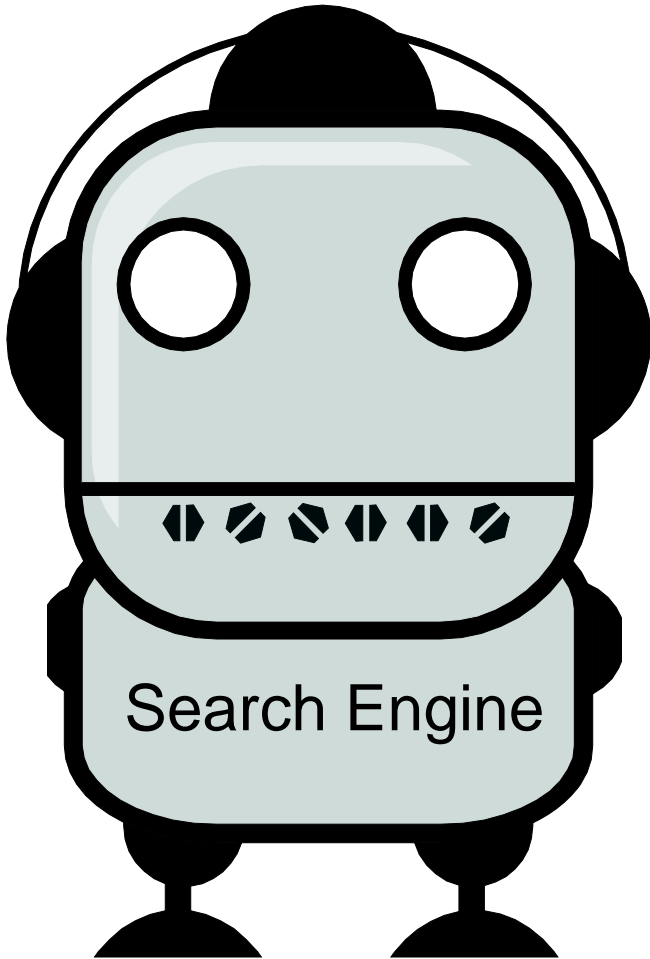


- **Make a site with a clear hierarchy and text links.** *Every page should be reachable from at least one static text link.*
- **Offer a site map** *to your users with links that point to the important parts of your site.*
- **Create** *a useful, information-rich site,* **and write pages that clearly and accurately describe your content.**
- **Think about the words users would type** *to find your pages, and make sure that your site actually includes those words within it.*
- **Try to use text instead of images to display important names, content, or links.** *The Google crawler doesn't recognize text contained in images.*
- **Make sure that your title and alt tags are descriptive and accurate.**



- Provide a **text equivalent for every non-text element**.
- Provide **redundant text links** for each active region of a server-side image map.
- **Clearly identify changes in the natural language** of a document's text and any text equivalents (e.g., captions).
- **Organize documents** so they may be read without style sheets.
- **Use the clearest and simplest language**.
- **Ensure that dynamic content is accessible** or provide an alternative presentation or page.
- Clearly **identify the target of each link**.

Why Accessibility?





Alt Attribute

Welcome to Target - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.target.com/gp/homepage.html/602-6

Welcome to Target Blind patrons sue Target for site inac...

  [CART](#) [MY ACCOUNT](#) [REDCARDS](#) [HELP](#)

[TARGET PHOTO](#) [TARGET STORES](#) [WEEKLY AD](#)

[CLUB WEDD REGISTRY](#) [TARGET BABY REGISTRY](#) [WISH LIST](#) [GIFT FINDER](#) [GIFTCARDS](#)

[Women](#) [Men](#) [Baby](#) [Kids](#) [Home](#) [Bed+Bath](#) [Furniture](#) [Electronics](#) [Sports](#) [Toys](#) [Entertainment](#)

Can we help you find something? [GO](#) [Sign in](#) [New guest? Start here](#)

This Week at Target.com

Patio + Garden [»](#)
Free shipping on select sunny delights.

New Arrivals in Women [»](#)
Check out the latest fashions for a fresh look.




Bed + Bath [»](#)
Free shipping on a splashy selection.

Weekly Ad [»](#)
Check it out for even more in-store deals.

[Shop Target.com](#)

Gift Finder [»](#)
Red Hot Shop [»](#)
Home [»](#)
[» Bedding](#)
[» Kitchen + Housewares](#)
[» Patio + Garden](#)



it's a bouncing baby sale!

Save 10%–20%* on over 1700 infant items: *Sale ends 2/18/06

750+ Baby Gear » <ul style="list-style-type: none">» Strollers» Car Seats» Carriers» Play Yards	500+ Baby Bedding » <ul style="list-style-type: none">» Girls' Bedding Collections» Boys' Bedding Collections» Neutral Bedding Collections» Bestsellers	250+ Baby Furniture » <ul style="list-style-type: none">» Cribs» Changing Tables» Dressers + Chests» Bassinets
---	---	--

Backyard bonanza. Free shipping* on select: *Free shipping details [»](#)

Alt Attribute

Target : Baby - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.target.com/gp/browse.html/ref=sc_iv

Target : Baby Blind patrons sue Target for site inac...

Can we help you find something? Search All Products GO Shop [All Departments](#)

Target : **Baby**

Bestsellers

Target baby Registry

Brands

- [Graco](#)
- [Fisher-Price](#)
- [Britax](#)
- [Evenflo](#)
- [See All >](#)

Baby Furniture


- [Cribs](#)
- [Crib Mattresses](#)
- [Bassinets + Cradles](#)
- [Bedside Sleepers](#)
- [Changing Tables](#)
- [Dressers + Chests](#)
- [Gliders + Ottomans](#)
- [See All >](#)


Bedding


Alt Attribute

Target : **Baby** Blind patrons sue Target for site inac...

Target : **Baby**

This Week in Baby
As Seen in the Weekly Ad 
Snap up great deals from the Sunday paper.

Britax Baby Gear 
Free shipping on select top-brand finds.

Evenflo Congo Collection 
Free shipping on this cute, coordinated gear.


Bestsellers




Target baby Registry

Brands
[Graco](#)
[Fisher-Price](#)
[Britax](#)
[Evenflo](#)
[See All](#) >




Baby Furniture
[Cribs](#)
[Crib Mattresses](#)
[Bassinets + Cradles](#)
[Bedside Sleepers](#)
[Changing Tables](#)
[Dressers + Chests](#)
[Gliders + Ottomans](#)
[See All](#) >

Bedding
[Boy](#)
[Girl](#)
[Neutral](#)
[See All](#) >







Baby. Little person. Big list. 
Cross off clothing, gear and more at the lowest prices of the season.

Baby Furniture  **Baby Gear**  **Baby Bedding** 

A Bouncing Baby Sale. Save 10%–20%* on select:

Baby Furniture  <ul style="list-style-type: none">▶ Bassinets▶ Cribs▶ Changing Tables▶ Dressers + Chests	Baby Gear  <ul style="list-style-type: none">▶ Strollers▶ Car Seats▶ Play Yards▶ Carriers	Baby Bedding  <ul style="list-style-type: none">▶ Girls' Baby Bedding▶ Boys' Baby Bedding▶ Neutral Baby Bedding▶ Nursery <small>*Sale ends 2/18/06.</small>
---	--	--

Save 10%–20%* on even more: *Sale ends 2/18/06.

Feeding 	Baby Bath 	Health + Safety 	Infant Clothing 	Baby Toys 	Nursery 
--	--	--	---	--	--

Hey, Mom, look! Free shipping* on select: *Free shipping details >

User-Dependant Action


Nimlok Display and Exhibit Solutions Worldwide - Microsoft Internet Explorer provided ...

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Print Recycle Bin

Address <http://www.nimlok.com/> Go

nimlok
DISPLAY AND EXHIBIT SOLUTIONS WORLDWIDE



Select your country

© Copyright 2001 Nimlok Display and Exhibit Solutions Worldwide

Done Internet

User-Dependant Action

Welcome to greenline-srl.com - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Print Recycle Bin

Address <http://www.greenline-srl.com/> Go

GREENLINE

floral products

Welcome to Greenline International
Official Website

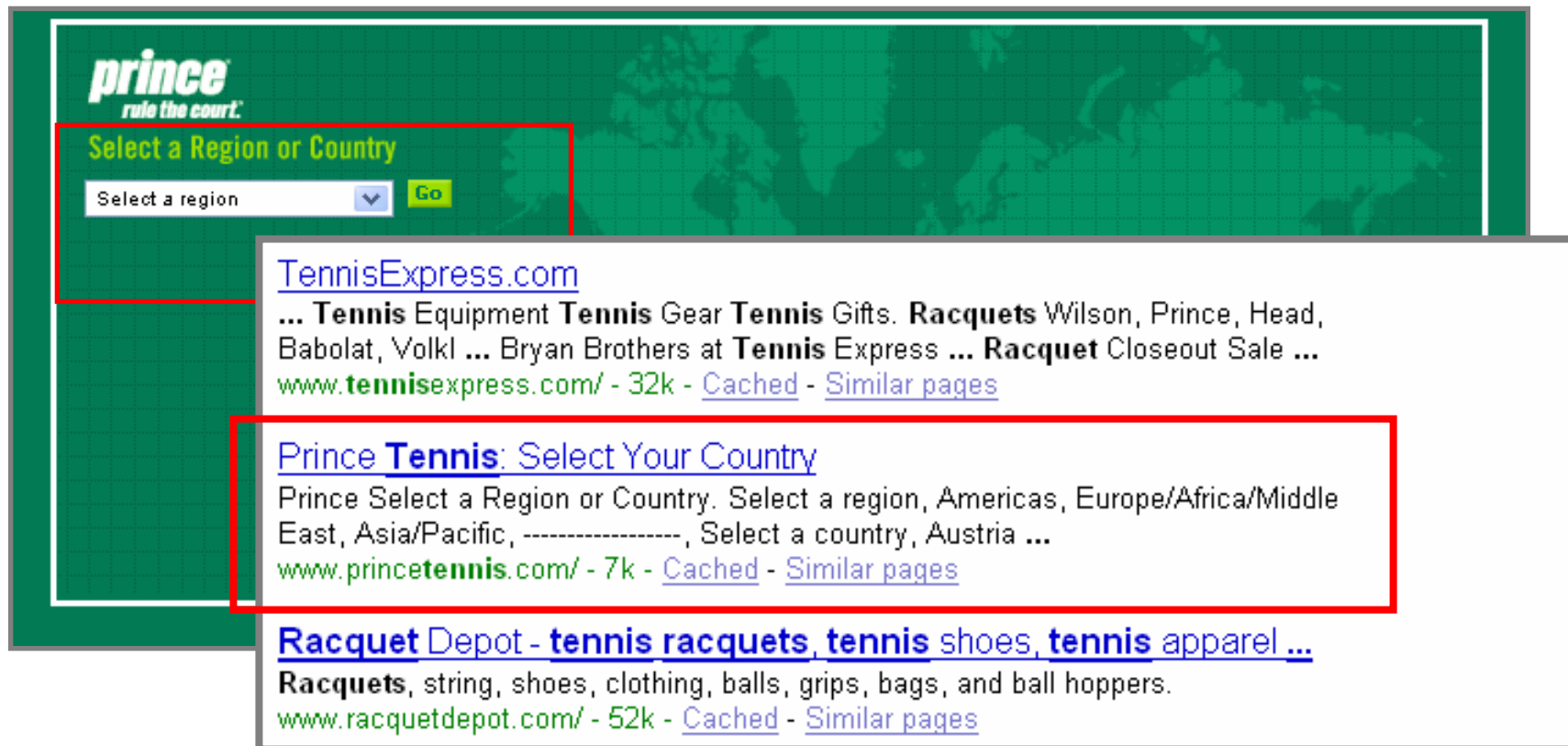
Please select your language:

- Language --
- Language --
- English
- Italiano
- Français
- Deutsch

GO ▶

GREENLINE International s.r.l. via Pacinotti, 24 - 36040 Brendola (VI), Italy
Tel. +39 0444 401101 - Fax +39 0444 601949 - E-mail info@greenlineinternational.com

User-Dependant Action



The image shows a screenshot of the Prince Tennis website. The top left features the Prince logo with the tagline "rule the court." Below it is a green banner with a world map background. A red box highlights a dropdown menu labeled "Select a Region or Country" with a "Go" button. Below the banner, search results are displayed in a white box with a grey border. The first result is for TennisExpress.com, the second is for Prince Tennis, and the third is for Racquet Depot. A red box highlights the second result.

prince
rule the court.

Select a Region or Country

Select a region

[TennisExpress.com](#)
... Tennis Equipment Tennis Gear Tennis Gifts. Racquets Wilson, Prince, Head, Babolat, Volkl ... Bryan Brothers at Tennis Express ... Racquet Closeout Sale ...
[www.tennisexpress.com/](#) - 32k - [Cached](#) - [Similar pages](#)

[Prince Tennis: Select Your Country](#)
Prince Select a Region or Country. Select a region, Americas, Europe/Africa/Middle East, Asia/Pacific, -----, Select a country, Austria ...
[www.princetennis.com/](#) - 7k - [Cached](#) - [Similar pages](#)

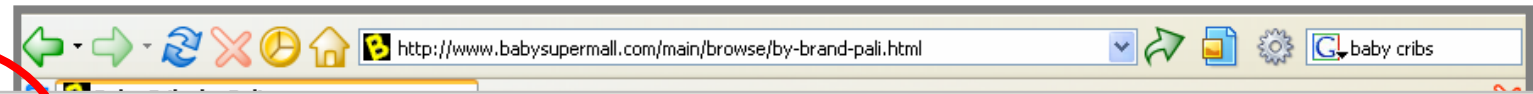
[Racquet Depot - tennis racquets, tennis shoes, tennis apparel ...](#)
Racquets, string, shoes, clothing, balls, grips, bags, and ball hoppers.
[www.racquetdepot.com/](#) - 52k - [Cached](#) - [Similar pages](#)

Cluttered URL's





www.target.com/gp/browse.html/ref=sc_iw_|_3/602-4344966652-4751019?%5Fencoding=UTF8&node=



Useable URL







Bedding ▾ Safety ▾ Travel ▾ Care & Feeding ▾ Toys & Activity ▾ Furniture ▾ Pregnancy ▾ Gifts ▾

1-888-276-6654 (Se Habla Español) GO    HOME Cart 

Baby Cribs by Pali

Not content to offer you what every other internet retailer is offering - cribs constructed of Chinese pressboard and shipped to you by someone else - Baby Supermall has formed a close and unique relationship with **Pali**, one of the most respected manufacturers of cribs, **made in Italy** from carefully selected **solid beechwood**. We bring these cribs into our own warehouse directly from Italy and then reinforce the packaging to **maximize quality control** and prevent transit damage. Yes, others will replace damaged or missing parts just as we will, but you don't want the inconvenience. Our approach minimizes third party handling of your crib, thereby maximizing quality control and the likelihood of you getting it right the first time.

Regular Pali Cribs (click an image to see more)

			
April \$349.00	Denise \$289.00	Jennifer \$539.00	Sabrina \$379.00

CSS & Standards

1. Can validated code help you rank higher?
2. Do sites using CSS rank higher?

CSS – Cascading Style Sheets

- Allows content to be primary focus on the page
- Design elements and mark-up contained externally
- Reduces page “clutter”

CSS v. Tables

```

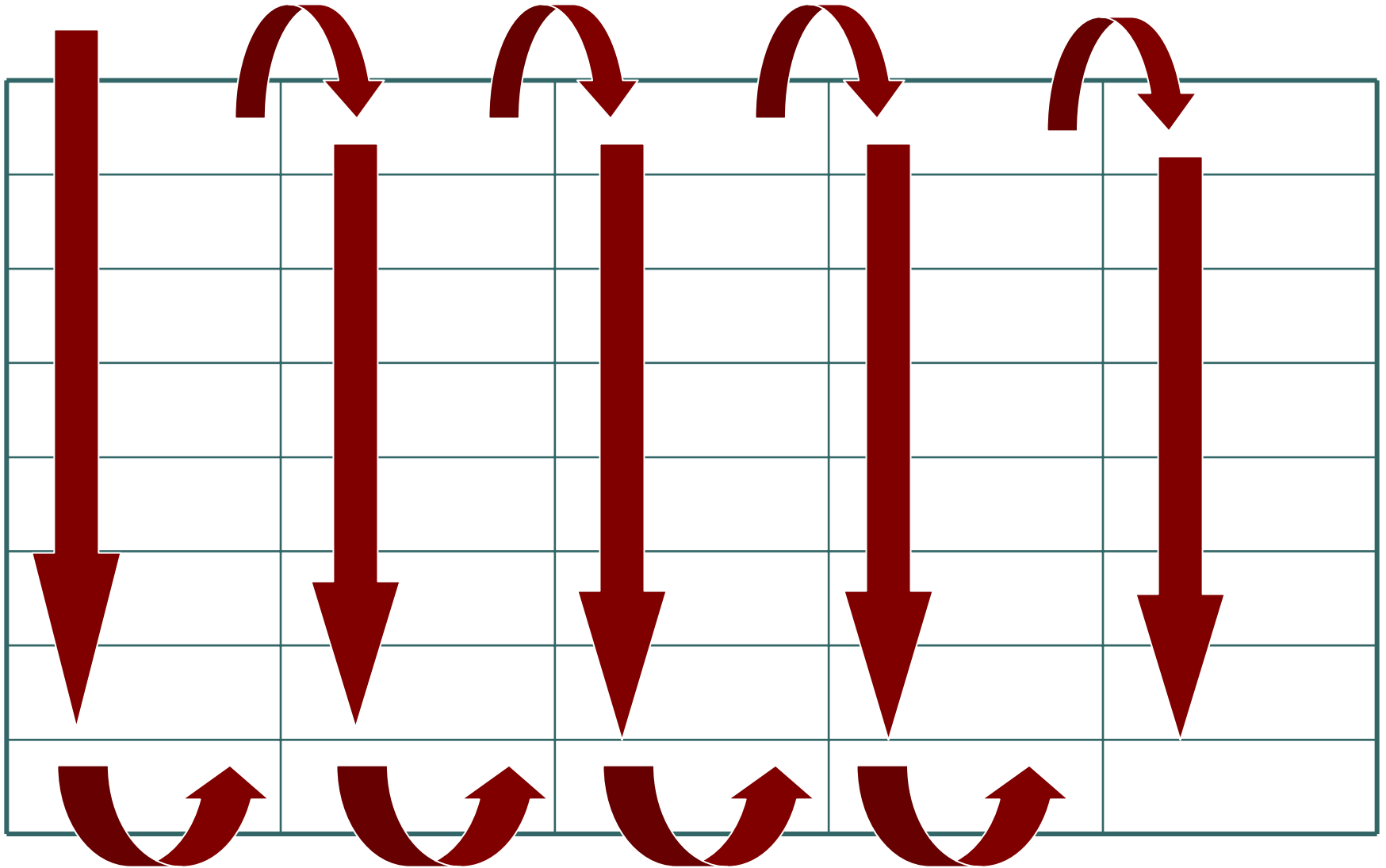
<html>
<body id=PageBody>
<form id=CatMainFrm>
<div>
<td>
<td>
<td><a id=TopNav1_checkoutLink>CHECK OUT</a></td>
<td class=lgray t10 | </td>
<td><a id=TopNav1_shoppingListLink>SHOPPING LIST</a></td>
<td class=lgray t10 | </td>
<td><a id=T
<td>
<td>
<td>
<td><a id=linkShop>Shop</a></td>
<td><a> Member</a></td>
<td><a> Pharmacy</a></td>
<td><a> Photo Center</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</td>
</td>
</td>
</td>
</td>

```

CSS v. Tables

The image shows a screenshot of a web browser window with the title "Costco Computers". The browser's source code is displayed, revealing a complex structure of nested tables. The code starts with the standard HTML boilerplate: `<html>`, `<body id=PageBody>`, and `<form id=CatMainFrm>`. The main content is enclosed in a `<div>` tag, which contains a large `<table>` element. This table is used to create a grid layout for the page's navigation and content areas. The code includes several nested `<table>` and `<tbody>` blocks, with various attributes like `id`, `class`, and `tbody`. A prominent feature is the use of `<table class=pmt>` and `<table id=TopNav1_Table1>` for navigation. The code also shows a `<table class=pmcf>` and a `<table class=pmcl>`, which appear to be part of a product listing or category navigation system. The overall structure is highly convoluted, with many overlapping and nested table elements, demonstrating the complexity of table-based layout design. The code is color-coded, with different colors highlighting various parts of the HTML structure.

CSS v. Tables



CSS v. Tables

```
<html>
  <body>
    <div id=mtx>
      <div id=hd_shell>
        <div class=hd_tag>
          <div class=hd_unilogin>
            <div id=ulogin>
              <div id=uloginOut>
                <div class=mtx_unifog>
                  <div class=mtx_uniloginShowForm>
                    <div class=mtx_uniloginShowForm>
                      <b class=v1>Log in</b></a> | <a id=uniloginSignup><b class=v1>Sign up</b></a> </div>
                      <a id=uniloginWhyJoin1>Why join?</a> </div>
                    </div>
                  </div>
                </div>
              </div>
            </div>
          </div>
        </div>
      </div>
    </div>
  </body>
</html>
```

Today > News > Reviews > Tips & Tricks > Downloads > CNET TV

Car tech | Cameras | Cell phones | Desktops | Laptops | Games | MP3 players | Networking | PDAs | Peripherals | TVs | More

What's new on CNET

Search: Go!

Laptops

Michelle

Special sponsor stores

CSS v. Tables

Laptops & notebooks: Laptop comput...

```
<div> <b>Latest on</b>
```

<h1>Laptops</h1>

```
<h2>Your resource for the latest laptop reviews, forums, videos, and more.</h2>
```

```
<div class=cd_full>
```

```
<div class=cd_m_r>
```

```
<ul> </ul>
```

```
</div>
```

```
<div class=cd_full_l>
```

```
<div class=cd_full_l_pad>
```

```
<div class=cd_grn_hed ic_mag>
```

```
<a class=l2>Compare Prices</a>
```

```
<li id=t5>
```

```
<a>Tips & Tricks</a>
```

```
</li>
```

```
<div class=cd_dffl v1>
```

```
<div>
```

```
<div class=threeCol>
```

```
<b class=a2>By price:</b>
```

```
<a>Dell Home</a>
```

```
<ul>
```

```
<li><a>$800 to $999 (282)</a></li>
```

```
<li><a>$1000 to $1199 (335)</a></li>
```

```
<li><a>$1200 to $1399 (341)</a></li>
```

```
<li><a>$1400 to $1599 (389)</a></li>
```

```
<li><a>$1600 to $1799 (252)</a></li>
```

```
<li><a>All prices</a></li>
```

```
</ul>
```

```
</div>
```

```
<div class=threeCol>
```

```
<b class=a2>By manufacturer:</b>
```

```
<ul>
```

```
<li><a>Dell, Inc. (92)</a></li>
```

```
<li><a>Lenovo (1263)</a></li>
```

```
<li><a>HP (851)</a></li>
```

```
<li><a>Sony (605)</a></li>
```

```
<li><a>Toshiba (386)</a></li>
```

```
<li><a>All manufacturers</a></li>
```

```
</ul>
```

```
</div>
```

```
<b class=a2>Or find by:</b>
```

```
<ul>
```

```
<li><a>Laptop type</a></li>
```

```
<li><a>Screen type</a></li>
```

```
<li id=t6>
```

```
<a>Downloads</a>
```

```
</li>
```

```
<li id=t7>
```

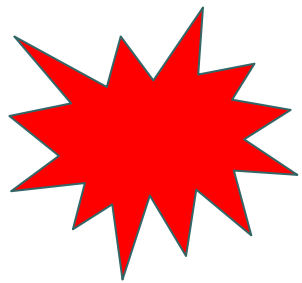
```
<a>CNET TV</a>
```

```
</li>
```



Standards & Validation

- Validation can uncover coding errors
- Assures that spiders can index content



Validation does not
increase rankings . . .

Architecture

Taxonomy

- Hierarchical Structure
- Organization
- Labeling
- Grouping



SIGN IN MY ACCOUNT BOOKMARKS E-NEWSLETTER

Quick Navigation: - Choose One -

Search GoBreck: [input field]

Breckenridge Central Reservations

Local Vacation Specialists



1-888-251-2417 Live Chat BOOK ONLINE

TODAY WEATHER CAMS

Summer in Breckenridge

Summer is filled with festivals, events, music and more. The Main Street Art Festival, Breckenridge Music Festival and the State Gold Panning Championships are among the highlights.

>> READ MORE



Plan Your Trip About Breckenridge Events Activities Groups Members EMAIL THIS LINK WINTER

Welcome

Welcome to Breckenridge, Colorado. Breckenridge is a 148-year-old quaint Victorian town in the heart of the Colorado Rockies. As one of the nation's premier year-round resorts, Breckenridge has an incredible selection of recreational activities. Breckenridge Central Reservations offers the widest variety of lodging options with local experts to guide you.

- Fire Restriction Information
Breckenridge Lodging Guide

Vacation Packages



Breckenridge Beer Festival July 21, 2007

Join us for the Breckenridge Beer Festival on Saturday, July 21st, 2007 at Main Street Station. More...



23rd Annual Genuine Jazz & Wine Festival August 17-18, 2007

Jazz's best come together for a great mix of hot music and ideal summer weather.

Book Online

Table with 3 columns: Lifts, Car, Spa; Air, Golf, Equipment; Lodging, Activities, Shuttle

Check In: [input] Nights: [input]

Check Out: [input]

Adults: 2 Children: 0 Go



SIGN IN MY ACCOUNT BOOKMARKS E-NEWSLETTER

Breckenridge Central Reservations

Local Vacation Specialists

Quick Navigation: - Choose One - GO

Search GoBreck: GO



1-888-251-2417 Live Chat BOOK ONLINE



Plan Your Trip About Breckenridge Events Activities Groups Members EMAIL THIS LINK SUMMER

Home Summer Events Budweiser Select International Snow Sculpture Championships

- Events by Month
- Weekly Events
- Ullr Fest
- Budweiser Select International Snow Sculpture Championships
- Mardi Gras
- April Fools Day and Spring Massive
- Main Street Performances
- Breckenridge Film Festival
- Kingdom Days
- Fourth of July
- 23rd Annual Genuine Jazz &

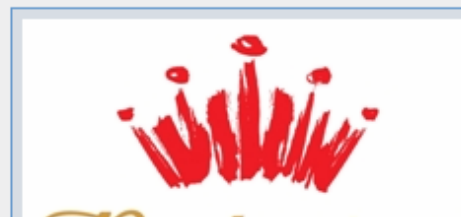
Budweiser Select International Snow Sculpture Championships

January 22-27, 2008

[See aerial pictures of the snow sculptures here!](#)

[See the 2007 Budweiser International Snow Sculpture Championships Photo Gallery here!](#)

[View the winners of the 2007 Budweiser Select International Snow Sculpture Championships.](#)



In Breckenridge each year, blank canvases of snow become works of art. From a whimsical bouquet of enormous flowers, to thought provoking abstract shapes, sculptors form these masterpieces before thousands of spectators over the course of five days in the heart of town.



SIGN IN MY ACCOUNT BOOKMARKS E-NEWSLETTER

Quick Navigation: - Choose One -

Search GoBreck:

Breckenridge Central Reservations

Local Vacation Specialists



1-888-251-2417 Live Chat BOOK ONLINE



Plan Your Trip | About Breckenridge | Events | Activities | Groups | Members | EMAIL THIS LINK | WINTER

Home | Summer | Activities | Summer

- Winter
- Summer
 - Hiking in Breckenridge
 - Flyfishing
 - Mountain Biking
 - Historical Tours
- Breckenridge Golf Course
- Kids Activities
- Activities Information Form

Summer

Experience summer at 9,600 feet! The local mantra goes, "We came for the winter and stayed for the summer," and you can see why. With mountainsides filled with colorful wildflowers, rivers flowing with crystal clear water, clear blue skies and 300 days of sunshine, plentiful, summer activities can keep you busy.

Activities to Explore

- Art Festivals
- [Biking](#)
- Breckenridge Recreation Center

Lifts Car Spa
Air Golf Equipment

CHANGE SEASON:



Rapid City

SOUTH DAKOTA

Convention & Visitors Bureau

Real. America. Up close.



PHOTO BY SOUTH DAKOTA TOURISM



INTERACTIVE MAPS



INFO REQUEST

HOME

VISITORS

MEETING PLANNERS

SPORTS & EVENTS PLANNERS

TRAVEL TRADE

MEDIA

Welcome To Rapid City

Things To Do

Events Calendar

Area Information

Accommodations

Activities

Dining

Black Hills Vacation Packages

Sturgis Motorcycle Rally

City Tour and Historic Districts

Map of Attractions

Dining Map

Community Links

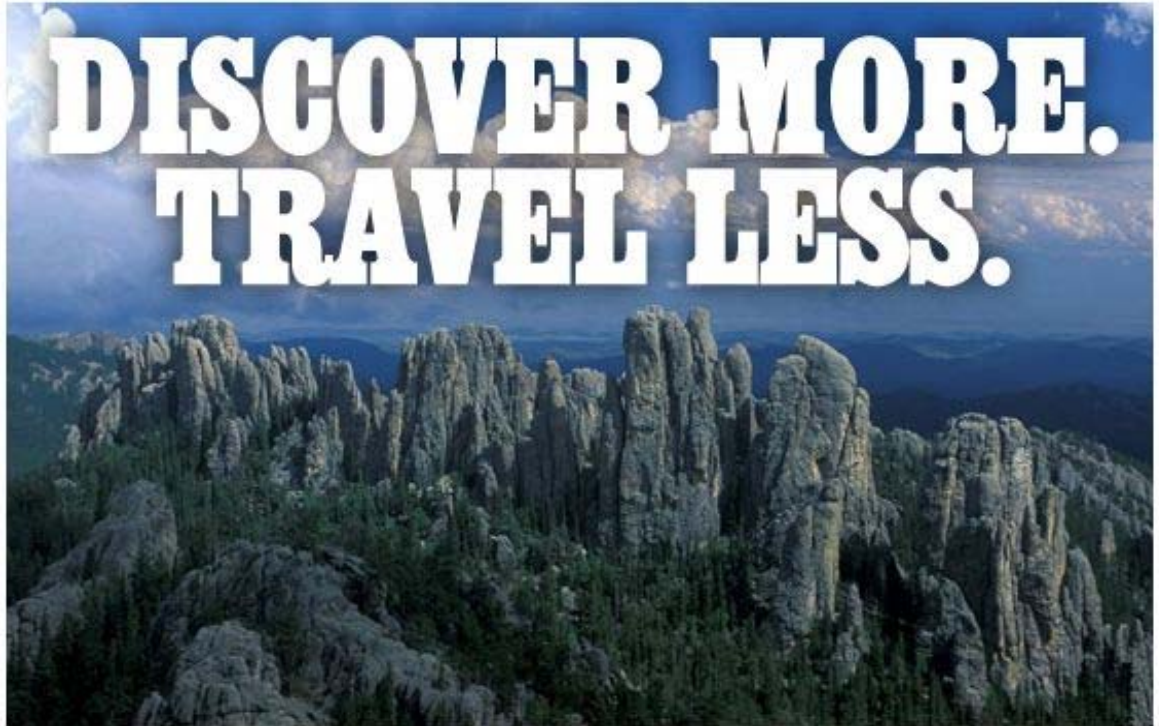
The City of Presidents

On The Web

Videos

City View Trolley

[HOMEPAGE](#) | [VISITORS](#) | [WELCOME TO RAPID CITY](#)



Rapid City

SOUTH DAKOTA

Convention & Visitors Bureau

Real. America. Up close.

CHANGE SEASON:



TO BY SOUTH DAKOTA TOURISM



INTERACTIVE MAPS



INFO REQUEST

Google™ Custom Search

Search

HOME

VISITORS

MEETING PLANNERS

SPORTS & EVENTS PLANNERS

TRAVEL TRADE

MEDIA

Welcome To Rapid City

[HOMEPAGE](#) | [VISITORS](#) | [THINGS TO DO](#) | [OUTDOOR RECREATION](#)

Things To Do

- ▶ Outdoor Recreation
 - Parks & Monuments
 - Shopping
 - Golf
 - Sightseeing

Events Calendar

Area Information

Accommodations

Activities

Dining

Black Hills Vacation Packages

Sturgis Motorcycle Rally

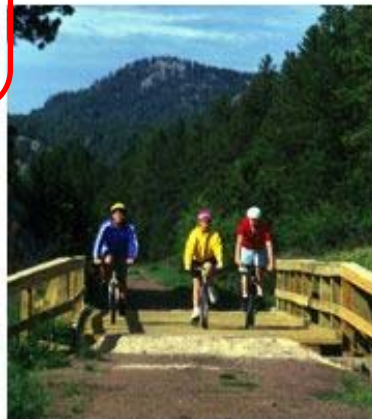
City Tour and Historic Districts

Map of Attractions

Dining Map

Community Links

The City of Presidents



Biking

Bicycle touring and pleasure riding are popular in the Black Hills. Rapid City boasts a 13 1/2 mile bikeway along Rapid Creek, but most riding is done on our wide shouldered highways. Some of the favorite rides are Rapid City to Mount Rushmore; the Needles Highway; Iron Mountain Road; Spearfish Canyon; and the Badlands Loop Road. All have some steep grades and long climbs, but the scenery is worth it. Mountain biking is growing fast in the Black Hills, thanks to almost 6,000 miles of fire trails, logging roads and abandoned railroad grades that crisscross the back country ridges, wind down canyons and climb to mountain tops. Visit the Mickelson Trail to Discover More about this amazing trail at [The South Dakota Division of Parks and Recreation](#) and the [Mickelson Trail Coalition](#).

Some of our hiking trails are also pedaled by mountain bikers. [Click here](#) to see a map of the Rapid City recreational bike path. For information on biking in Custer State Park visit [The Custer State Park web site](#).

Golfing

Black Hills golf courses twist deep into pine forests, cross rushing trout streams and open up to distractingly spectacular mountain vistas. Good golfers are challenged by the tree-lined fairways of Meadowbrook Municipal Golf Course in Rapid City. Or the severe angles of the Boulder Canyon Country Club near Sturgis. Or the killer par 5 eighth hole on Rapid City's Elk



Advantages of Search-Based Architecture

- Keyword Themes
- Solution-based Keywords
- Road-map to information
- Findable Information Structure
- Consistent and Reliable



www.SiteLogicMarketing.com/blog/

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President
Matt@SiteLogic.com

Search Engine
STRATEGIES
CONFERENCE & EXPO®



Thank You!

Matt Bailey

President

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www.SiteLogic.com

Search Engine
STRATEGIES
CONFERENCE & EXPO®