

CONVERSION MACHINE

MODULE 2

Data Collection

VIDEO 12 Worksheet
Accessibility Evaluation

Accessibility Evaluation

Accessibility Evaluation

Accessibility in the context of your website refers to how well people can use it. It is an extension of your user experience and focuses on people with disabilities.

I have put a link to a great checklist below, please go through this and make sure your website adheres to all the accessibility guidelines in it.

Again this will send positive ranking signals to search engines and help improve your ranking and increase the volume of organic traffic coming into the top of your funnel.

If the language is too technical pass it on to your developer and ask him to complete the checklist.

<http://a11yproject.com/checklist.html>

If your website does not adhere to any conventions add a hypothesis to the 'accessible' tab in your hypothesis spreadsheet.