

# 11 Website Accessibility Tips for Small Business Owners

Website accessible means that a website is designed so that people who have disabilities can use it without any barriers. Accessibility is good for SEO: Search Engine Optimization. And having an accessible website means that your site is available to all users and has a good user experience - key Google's ranking criteria.

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- 1 Add captions to all videos
- 2 Add ALT text to all images
- 3 Add Headings and Subheadings to your content
- 4 Site functionality is available by mouse and keyboard
- 5 Video volume can be adjusted up or down
- 6 Animations and flashing content have a warning and can be shut off
- 7 Good contrast between background and copy
- 8 Color is not the only way important information is communicated
- 9 Resizable text up to 200%
- 10 Mobile accessibility for easy readability and navigation
- 11 Provide a site map