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Subject: Re: SEO

Posted by [EvilWhiteDragon](#) on Tue, 01 Mar 2011 15:44:40 GMT

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a000clown wrote on Tue, 01 March 2011 15:55 While I agree with what you're saying, seo and following web accessibility guidelines shouldn't be confused. They do compliment each other in certain areas but the objectives of the two are different.

What I meant to say was I don't believe following seo best-practices offers a huge benefit in terms of getting your site's pagerank a higher score. It's nice to follow if it's not too much trouble, but if it requires more effort I think your time would be better spent creating unique content rather than messing with markup.

Web accessibility is a lot more important than seo, imo, as it widens your audience in a tangible way.

A common misconception about web accessibility is that many think it deals exclusively with people who have disabilities, which isn't true. Yes, this is a major part of it, but accessibility also deals with making your site usable cross-browser and cross-platform, including mobile devices which is an extremely popular and fast growing market right now.

In short, your site should offer the same or similar usability to anyone, regardless of their disabilities, software or hardware choices.

While you're certainly not wrong, I must add that SEO in general has to do with the document structure and information. The mobile parts should be done by CSS and the likes, like creating a print.css (or similar, not sure here) for printing.

As for the cross-platform thing, if one writes valid HTML in the first place it's not too hard to make it work on all platforms. Maybe one needs to apply some (very) small hacks for a platform, but in general it's working OK'ish. Of course IE6 and to lesser extend 7 are pretty bad, but more and more companies are dropping support for IE6 hacks anyway.

Even with the "bad" HTML parsing in IE6, it usually still renders a page that is readable. Perhaps not pretty, but that is not as important as readable.

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