Subject: Re: SEO
Posted by a000clown on Tue, 01 Mar 2011 14:55:45 GMT

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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.