

MARKETING COMMUNICATIONS WEB TEAM

SPRING 2025

# WEB CONTENT EDITOR TRAINING

APRIL 24, 2025

SEATTLE UNIVERSITY

## SPRING 2025 AGENDA

### THEME: LOW-HANGING FRUIT

- Web Content Accessibility Guidelines (WCAG) 2.1
  - What is WCAG?
  - What is WCAG 2.1?
- Video: How do people use screen reading devices?
- Siteimprove: Low-Hanging Fruit Improvements
  - Dashboards
  - Find and fix broken links in T4 sections
  - Find and fix broken links in PDFs
  - Review: Meta Descriptions
- Acrobat Pro: Low-Hanging Fruit Accessibility Check
  - Add the Title Text tool to the tool bar in Acrobat Pro
- Announcements



# WCAG 2.1 AA

## Web Content Accessibility Guidelines (WCAG)

**Overall Objective:** Ensure our web content is accessible to people with disabilities. This includes working links, proper headings structures, well formed HTML (e.g., lists, tables, etc.), image alt text, and accessible PDF files.

**Mandate:** The Department of Justice (DOJ) published a final rule in April 2024 that requires public schools, community colleges, and universities to ensure their web content and mobile apps are readily accessible to and usable by people with disabilities. These technical standards for institutions' content must be in place by April 2026.

### Non-Compliance

- Legal issues
- Huge financial penalties

Enforcement begins on April 24, 2026, for public entities with a state or local government population of 50,000 or more.



# WCAG = WEB CONTENT ACCESSIBILITY GUIDELINES

## WHAT IS WCAG?

The Web Content Accessibility Guidelines (WCAG) is an initiative from World Wide Web Consortium (W3C) in collaboration with global organizations and individuals to provide standards to make web content more accessible to people with disabilities (W3C, 2023).

## WHO/WHAT IS THE WORLD WIDE WEB CONSORTIUM (W3C)

The World Wide Web Consortium (W3C) is the main international standards organization for the World Wide Web. It was founded in 1994 by Tim Berners-Lee, the inventor of the Web, and it is currently led by him as Director.

## W3C's MISSION AND PURPOSE:

- Develop protocols and guidelines that ensure the long-term growth of the Web.
- Promote interoperability, accessibility, and usability across devices and platforms.
- Create open standards that help guide the development of web technologies like HTML, CSS, XML, and more.

# WCAG VERSION COMPARISON

## Web Content Accessibility Guidelines (WCAG)

Example Comparison: How WCAG Evolved Across Versions			
Version	Approach	Example Guideline / Checkpoint	Interpretation
WCAG 1.0 (1999)	Technology-specific	"Provide a text equivalent for every non-text element (e.g., via ALT, LONGDESC, or in-element content)"	Refers explicitly to HTML attributes like ALT, which limited its applicability to other tech formats (e.g. Flash, PDF, etc.).
WCAG 2.0 (2008)	Technology-neutral	"Provide text alternatives for any non-text content (1.1.1)"	Guideline describes the user's need (e.g., a text alternative; sufficient contrast, regardless of whether it's a website, app, or document), without prescribing how to do it. Applies to any format: HTML, PDF, JavaScript.
WCAG 2.1 (2018)	Technology-neutral + modern use-cases	Device Orientation: Content does not restrict its view and operation to a single display orientation (1.3.4).	Targets mobile device users. Applies to responsive web apps, hybrid apps, or mobile-native content, not tied to HTML or CSS. Focuses on experience, not specific tech.  Focus on modern devices (visibility in landscape and horizontal views without two-dimensional scrolling at 320 pixels) and more diverse disabilities (e.g., cognitive disabilities, low vision)

# WCAG VERSION COMPARISON

Web Content Accessibility Guidelines (WCAG)

Feature	WCAG 1.0 (1999)	WCAG 2.0+ (2008, 2018, 2023)
Structure	Guidelines → Checkpoints  Each checkpoint was assigned a priority level: 1 (must), 2 (should), or 3 (may)	Principles → Guidelines → Success Criteria  Testable and measurable conformance levels (A, AA, AAA)
Focus	Technology-specific (HTML-heavy)	Technology-neutral (universal)
Testability	Varies; many vague requirements	Fully testable and measurable
Accessibility Model	Developer-focused	User-centered (based on POUR)

# WCAG CONFORMANCE LEVEL COMPARISON

Web Content Accessibility Guidelines (WCAG)

Level	Coverage	Audience	Legal Status
A	Basic requirements	Small orgs, early-stage accessibility	Rarely sufficient legally
AA	Industry standard	Public websites, education, government	Required by most policies
AAA	Full spectrum of disabilities	Specialized content for users with complex needs	Not legally required, aspirational

# WCAG PRINCIPLES

Web Content Accessibility Guidelines (WCAG)

## PERCEIVABLE

Can everyone “see” this?

## OPERABLE

Can everyone operate this?

## UNDERSTANDABLE

Can everyone understand this?

## ROBUST

Can all devices use this?





# WCAG PRINCIPLES: POUR

Web Content Accessibility Guidelines (WCAG)

## PERCEIVABLE

Can everyone “see” this?

- Provide text alternatives for non-text content.
- Provide captions and other alternatives for multimedia. (e.g., transcription for video content, title text for an iframe embed)
- Create content that works with assistive technologies without losing meaning.
- Make it easier for users to see and hear content.

## WHAT CAN WE DO?

Provide text alternatives for any non-text content (e.g., images and graphic images)

## WHY TEXT ALTERNATIVES?

Text can be changed into other forms people need, such as large print, braille, speech, symbols, simpler language, definitions, etc.

# WCAG PRINCIPLES: POUR

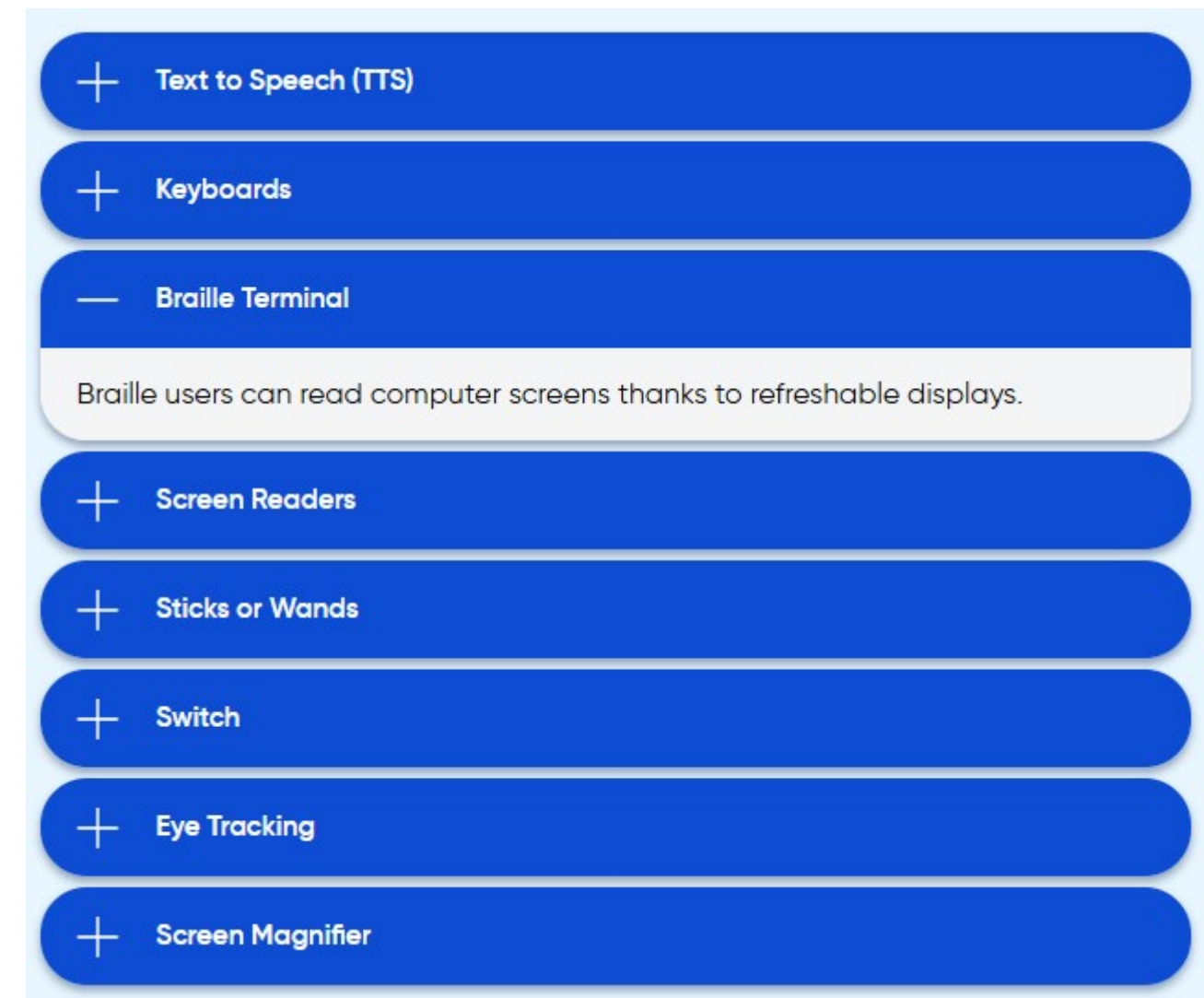
Web Content Accessibility Guidelines (WCAG)

## PERCEIVABLE

Can everyone “see” this?



Assistive technology devices increase, maintain, or improve life for people with disabilities. With assistive technology, users can quickly navigate websites when they are properly formatted.



# WCAG PRINCIPLES: POUR

Web Content Accessibility Guidelines (WCAG)

## OPERABLE

Can everyone operate this?

- Make all functionality available from a keyboard.
- Give users enough time to read and use content.
- Do not use content that causes seizures.
- Help users navigate and find content.

## WHAT CAN WE DO?

- Structure our headlines
- Provide explicit link text (state clearly and in detail, leaving no room for confusion or doubt).



# WCAG PRINCIPLES : POUR

Web Content Accessibility Guidelines (WCAG)

## UNDERSTANDABLE

Can everyone understand this?

- Make text readable and understandable.
- Make content appear and function in predictable ways.
- Help users avoid and correct mistakes.

## WHAT CAN WE DO?

- Consistency in layout and language
- Consistency in navigation
  - Example. These sidebar links navigate a user to the pages within a section (not to other websites or other sections)

[← Graduate Admissions](#)

[How to Apply](#)

[Deadlines](#)

[FAQs](#)

[Contact](#)

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# WCAG PRINCIPLES : POUR

Web Content Accessibility Guidelines (WCAG)

## ROBUST

Can all devices use this?

Maximize compatibility with current and future user tools.

## WHAT CAN WE DO?

MarCom Web Team handles most device compatibility in the code.

As content editors, we need to **do the basics** so our (textual) content will **respond (re-flow)** within various software applications and devices:

- Create and maintain accessible elements like links, headings, lists, tables, and images.
- Understand how to create accessible documents and multimedia files.



# WCAG 2.2

## Web Content Accessibility Guidelines (WCAG)

Version: WCAG 2.2 (2023)

Approach: Technology-neutral + enhanced usability

Example Guideline:

"Accessible Authentication (Minimum): Logging in must not rely solely on cognitive function tests (3.3.8)."

Interpretation:

Expands support for users with cognitive and memory challenges.

Encourages simplified, user-friendly login processes (e.g., no CAPTCHAs or puzzles), and works across all platforms and input types.



# VIDEOS

## [Navigating Websites With JAWS](#)

- Watch how this user navigates Wikipedia. Pay close attention how heavily he relies on headlines and link text. Watch as he logs into a banking website.

## [Navigating Web Pages With Jaws](#)

- Notice how this user uses his screen reader to navigate the page with buttons, links, and headlines



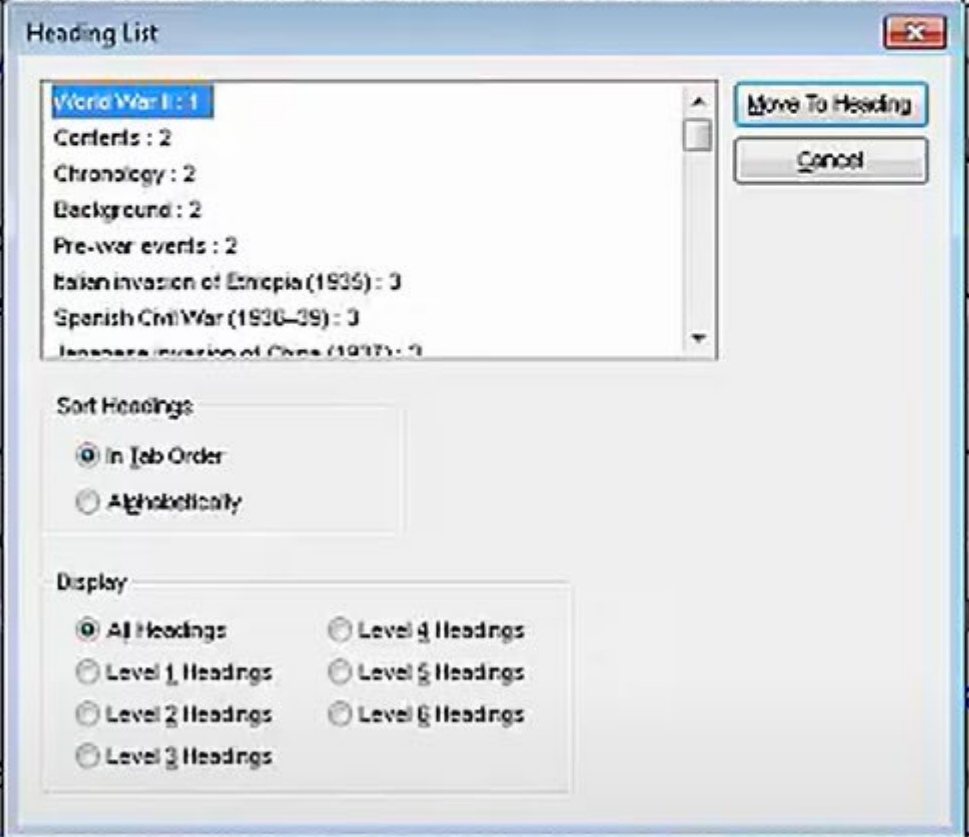
# VIDEO: HEADING LIST

## World War II

From Wikipedia, the free encyclopedia

*"The Second World War" and "WWII" redirect here. For other uses, see [The Second \(disambiguation\)](#).*

**World War II** (WWII or WW2), also known as the **Second World War** (after the recent [Great War](#)), was a global war that lasted from 1939 to 1945. The conflicts began earlier. It involved all of the [great powers](#)—eventually and the [Axis](#). It was the most widespread war in history, with more than 100 million people from over 150 countries participating. It resulted in an estimated 50 million to 85 million fatalities. These made World War II the [deadliest conflict in human history](#).<sup>[4]</sup>

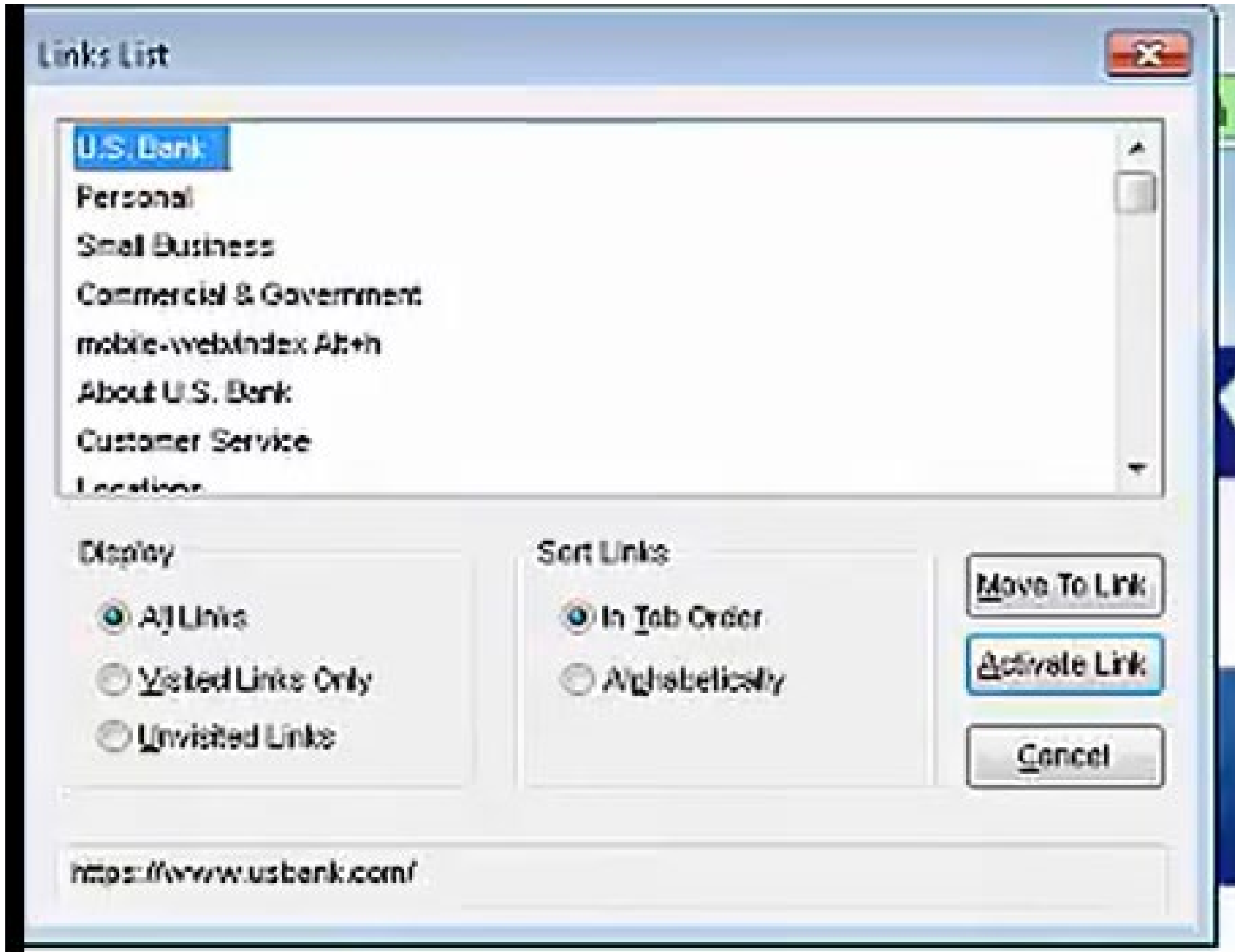


## OBSERVATIONS

- Notice how the screen reader and Heading List calls out the heading level to orient the user.
- Notice how the user can navigate the sections of this large page in the Headings List by Move to Heading.
- Sidenote: Did any one notice how the screen reader read the entire file name of an image?



# VIDEO: LINKS LIST



## OBSERVATIONS

- Notice how the user can use the arrow keys to move up and down the list of links as the screen reader calls out the link text.
- Imagine if there were multiple links with link text that read "Click here." The user would have to do further investigation to learn about the destination. For all users, use descriptive link text that informs the user of the destination.
- Imagine the experience for someone encountering broken links.

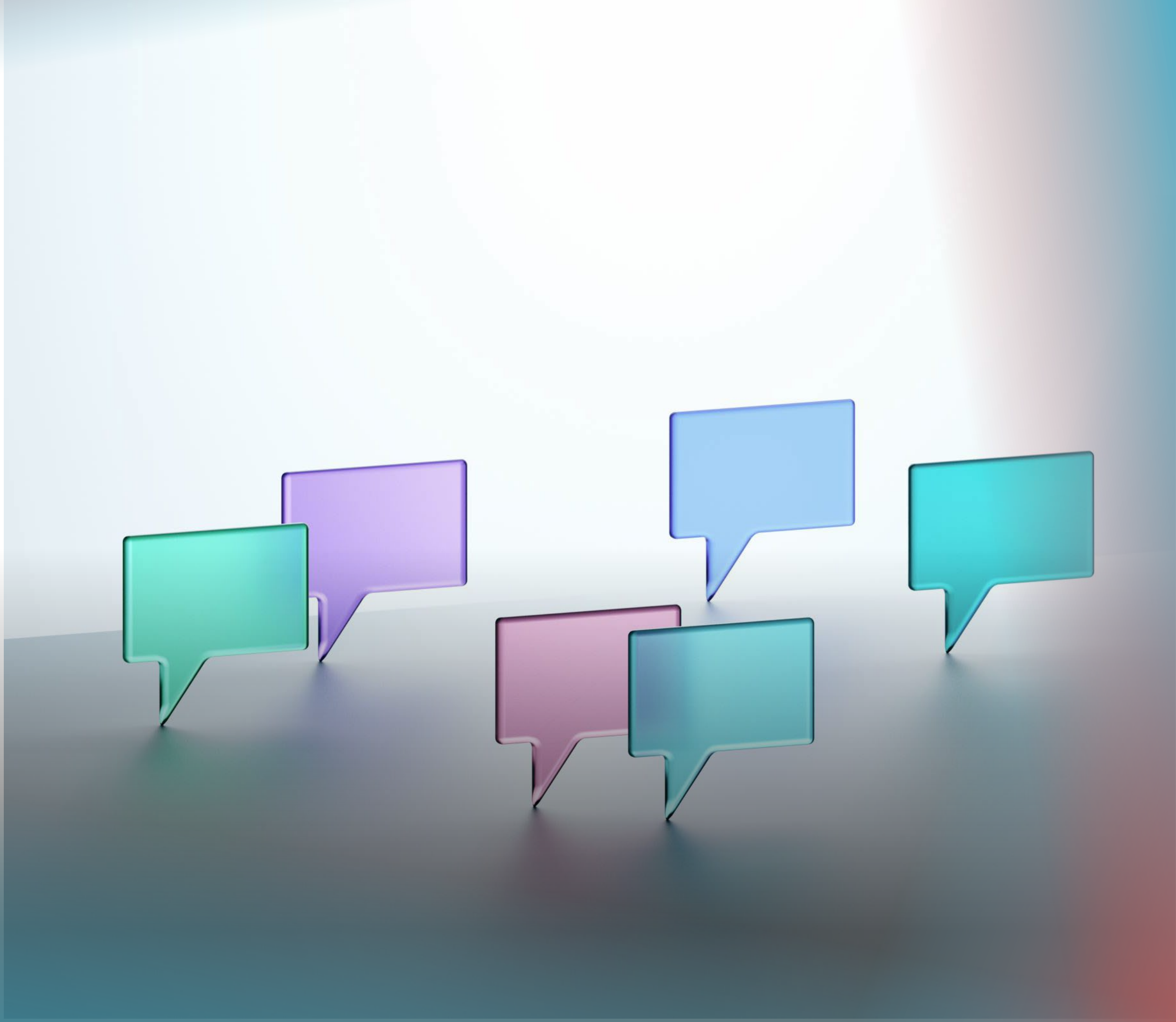
# WCAG 2.1

- Web Content Accessibility Guidelines
- WCAG Principles: POUR
- Accessibility?

## VIDEO: NAVIGATING WEBSITES

- Assistive Devices
- Screen readers
- Headlines
- Link Text
- Broken Links
- Navigating the page as a whole

## COMMENTS?



# SITEIMPROVE

**WITH A LITTLE SLEUTHING, YOU CAN MAKE DIFFERENCE.**

There are plenty of issues to choose from. Have fun!



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# SITEIMPROVE: DASHBOARD

## CALL TO ACTION: FIX BROKEN LINKS

Broken links provide a bad user experience, are bad for Search Engine Optimization (SEO), and can create a barrier for users with disabilities.

## DASHBOARD: CONTENT EDITOR BASICS

- Overview
- Quality Assurance



# SITEIMPROVE: SIDEBAR

## CALL TO ACTION: FIX BROKEN LINKS

Broken links provide a bad user experience, are bad for Search Engine Optimization (SEO), and can create a barrier for users with disabilities.

## SIDEBAR LOCATIONS

- Sidebar > Quality Assurance > Pages with broken links
- Sidebar > Quality Assurance > PDFs with broken links





# SITEIMPROVE: ACCESSIBILITY > PDFs

## MISSION: ADD DOCUMENT TITLE

Adding a title to your documents is one of the easiest steps you can take to improve accessibility. “Unknown” indicates a missing title.

## SIDEBAR LOCATION

- Sidebar > Accessibility > PDFs

<input type="checkbox"/>	Document title	URL	Last modified
<input type="checkbox"/>	<a href="#">Unknown</a>	<a href="https://www.seattleu.edu/media/office-of-sponsored-projects/SU-Subrecipient-Commitment-Form.pdf">https://www.seattleu.edu/media/office-of-sponsored-projects/SU-Subrecipient-Commitment-Form.pdf</a>	8/27/2019
<input type="checkbox"/>	<a href="#">Unknown</a>	<a href="https://www.seattleu.edu/media/seattle-university/college-of-arts-and-sciences/departments-and-programs/departments-and-programs/files/MSW-Field-Practicum-Manual-2023-2024.pdf">https://www.seattleu.edu/media/seattle-university/college-of-arts-and-sciences/departments-and-programs/departments-and-programs/files/MSW-Field-Practicum-Manual-2023-2024.pdf</a>	12/2/2024





# SITEIMPROVE

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CHECK UP: MISSING META DESCRIPTIONS

Winter Quarter Content Editors Meeting: 2/27/2025 | Missing Meta Descriptions: 2,956  
Spring Quarter Content Editors Meeting: 4/15/2025 | Missing Meta Descriptions: 1,658 out of 3,187 pages (52% of pages missing a meta description)

[Issues and recommendations](#) / [Missing meta descriptions](#)

❗

Missing meta descriptions

Missing meta descriptions

Export

<div>Total number of pages</div> <div>3,187</div> <div>100%</div>	<div>Number of pages missing a meta description</div> <div>1,658</div> <div>52.02%</div>	<div>Fix this and gain:</div> <div>0.12</div> <div>points</div> <div>-</div>	<div>Points already gained:</div> <div>0.08</div> <div>points</div> <div>-</div>	<div>Difficulty level ?</div> <div><div></div><div></div><div></div><div></div></div> <div>Moderate</div>	<div>Issue Type</div> <div>Content</div>
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About this issue

A meta description displays as a snippet summary of a page's content in search engine results. Along with the meta title, it is potentially one of the only pieces of content a user will see of your site, so it's critical to how many click-throughs your site will receive.

Related to this issue

🔗

AI (and search engines) often use the meta description to contextualize a page's content. Missing descriptions make it harder for AI to produce accurate summaries in search results.

How to fix it

Meta description tags should be added to the head section of the page's code. Add a unique page description of 110-160 characters, including the main keywords in a way that reads naturally. Most importantly, the description should be compelling enough to convince users to click on your link.




CHECK UP: MISSING META DESCRIPTIONS

4/15/2025 | Missing Meta Descriptions: 1,658 out of 3,187 pages (52% of pages missing a meta description)  
4/24/2025 | Missing Meta Descriptions: 1,592 out of 3,121 pages (51% pages missing a meta description)

Issues and recommendations / Missing meta descriptions

Missing meta descriptions

Missing meta descriptions					 Export
Total number of pages <b>3,121</b> 100%	Number of pages missing a meta description <b>1,592</b> 51.01%	Fix this and gain: <b>0.10</b> points -	Points already gained: <b>0.10</b> points -	Difficulty level ⓘ <div><div></div><div></div><div></div><div></div></div> Moderate	Issue Type <b>Content</b>


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Related to this issue

- 
- AI (and search engines) often use the meta description to contextualize a page's content. Missing descriptions make it harder for AI to produce accurate summaries in search results.

## META DESCRIPTIONS: DIRECTORY PROFILES

[Meta Descriptions page in Siteimprove](#)

[Web Directory Update Form](#)


[Directory Meta Description Example](#)

Missing Bio Meta Description

Total Directory Profiles: 2,405

Total Directory Profiles with a Meta Description: 108

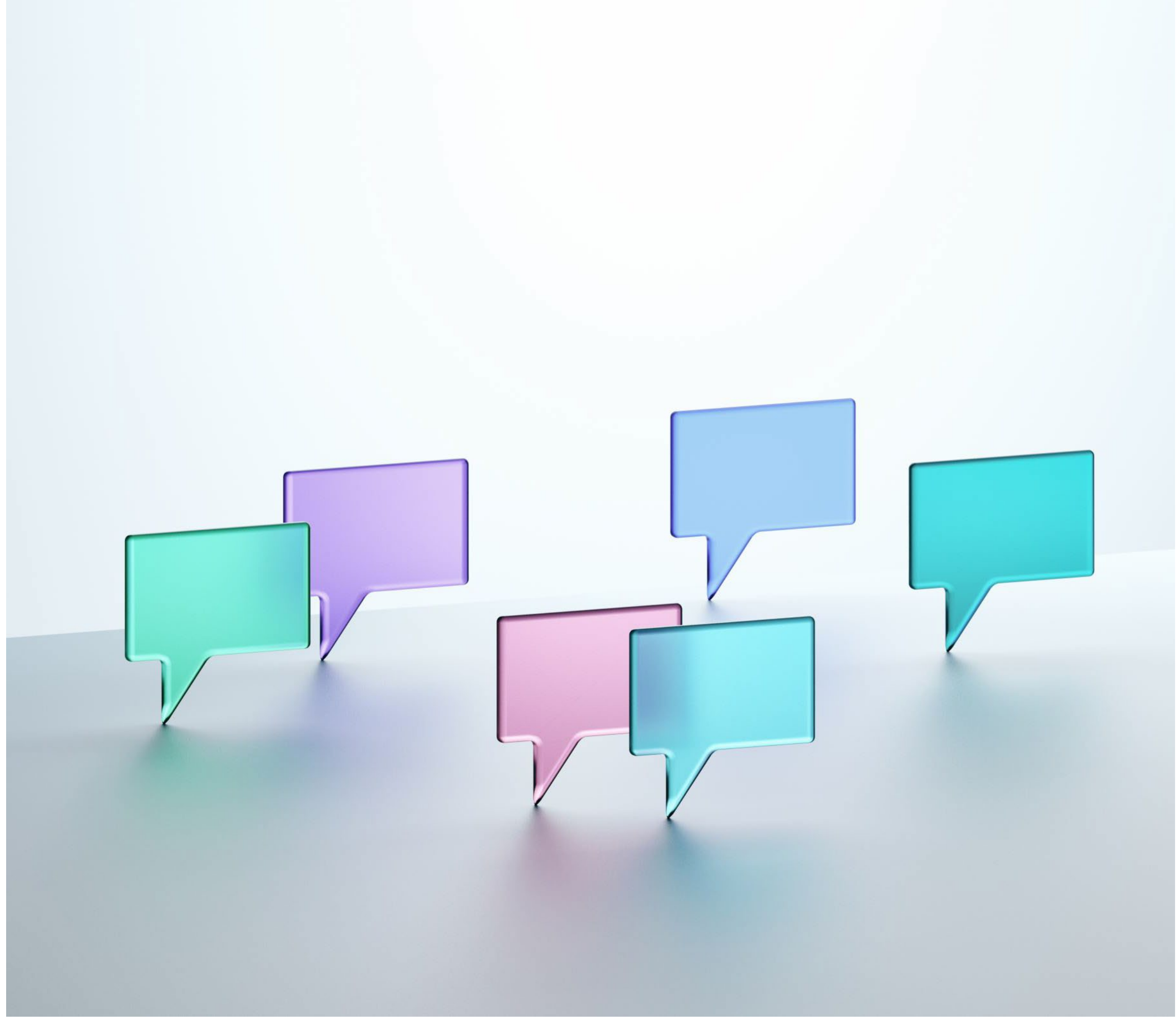
### Missing meta descriptions

	◆ Title	◆ URL
	Jennifer Schulz, PhD   Profiles   Faculty & Staff Directory   Seattle University	<a href="https://www.seattleu.edu/directory/profiles/jennifer-schulz-phd.php">https://www.seattleu.edu/directory/profiles/jennifer-schulz-phd.php</a>
	James Miles, MFA   Profiles   Faculty & Staff Directory   Seattle University	<a href="https://www.seattleu.edu/directory/profiles/james-miles-mfa.php">https://www.seattleu.edu/directory/profiles/james-miles-mfa.php</a>
	Vinod Acharya, PhD   Profiles   Faculty & Staff Directory   Seattle University	<a href="https://www.seattleu.edu/directory/profiles/vinod-acharya-phd.php">https://www.seattleu.edu/directory/profiles/vinod-acharya-phd.php</a>
	Teresa Rothausen, PhD   Profiles   Faculty & Staff Directory   Seattle University	<a href="https://www.seattleu.edu/directory/profiles/teresa-rothausen-phd.php">https://www.seattleu.edu/directory/profiles/teresa-rothausen-phd.php</a>
	Colette Taylor, EdD   Profiles   Faculty & Staff Directory   Seattle University	<a href="https://www.seattleu.edu/directory/profiles/colette-taylor-edd.php">https://www.seattleu.edu/directory/profiles/colette-taylor-edd.php</a>
	Robert Rutherford, PhD   Profiles   Faculty & Staff Directory   Seattle University	<a href="https://www.seattleu.edu/directory/profiles/robert-rutherford-phd.php">https://www.seattleu.edu/directory/profiles/robert-rutherford-phd.php</a>

# SITEIMPROVE

- Dashboards
- Sidebar Items
- Broken Links
- PDFs
- Directory Profile Meta Descriptions

## COMMENTS?



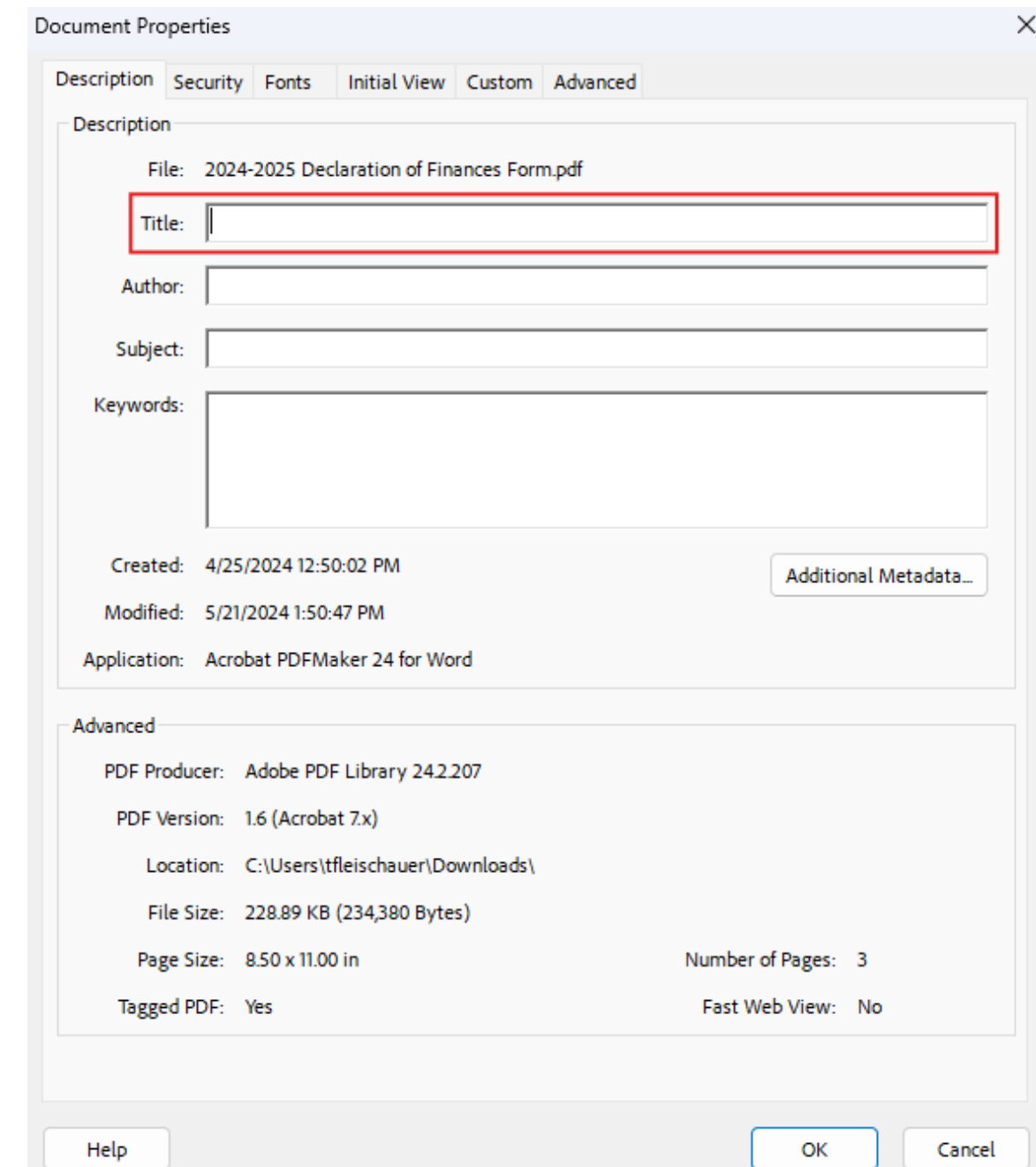
# ACROBAT PRO

## HOW TO CUSTOMIZE THE TOOLBAR

### DOCUMENT DESCRIPTION (TITLE)

A quick way to check your document's Title:

- Add Document Properties to toolbar to easily view or edit the Title.

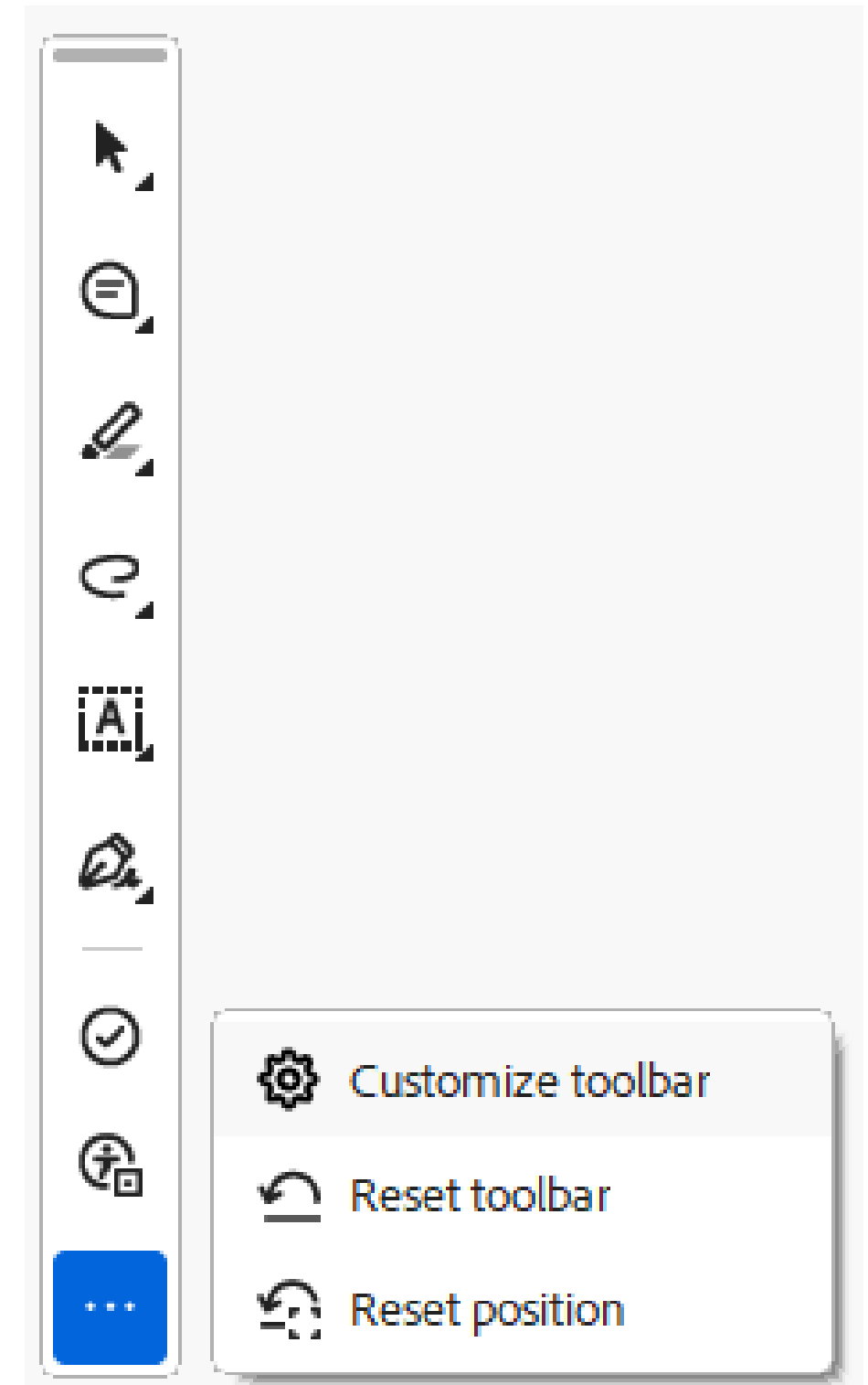


# ACROBAT PRO

## HOW TO CUSTOMIZE THE TOOLBAR

### DOCUMENT DESCRIPTION (TITLE)

1. Click Three Dots
2. Select Customize Toolbar
3. Select Edit a PDF
4. Select Document Description
5. Select Move to Toolbar

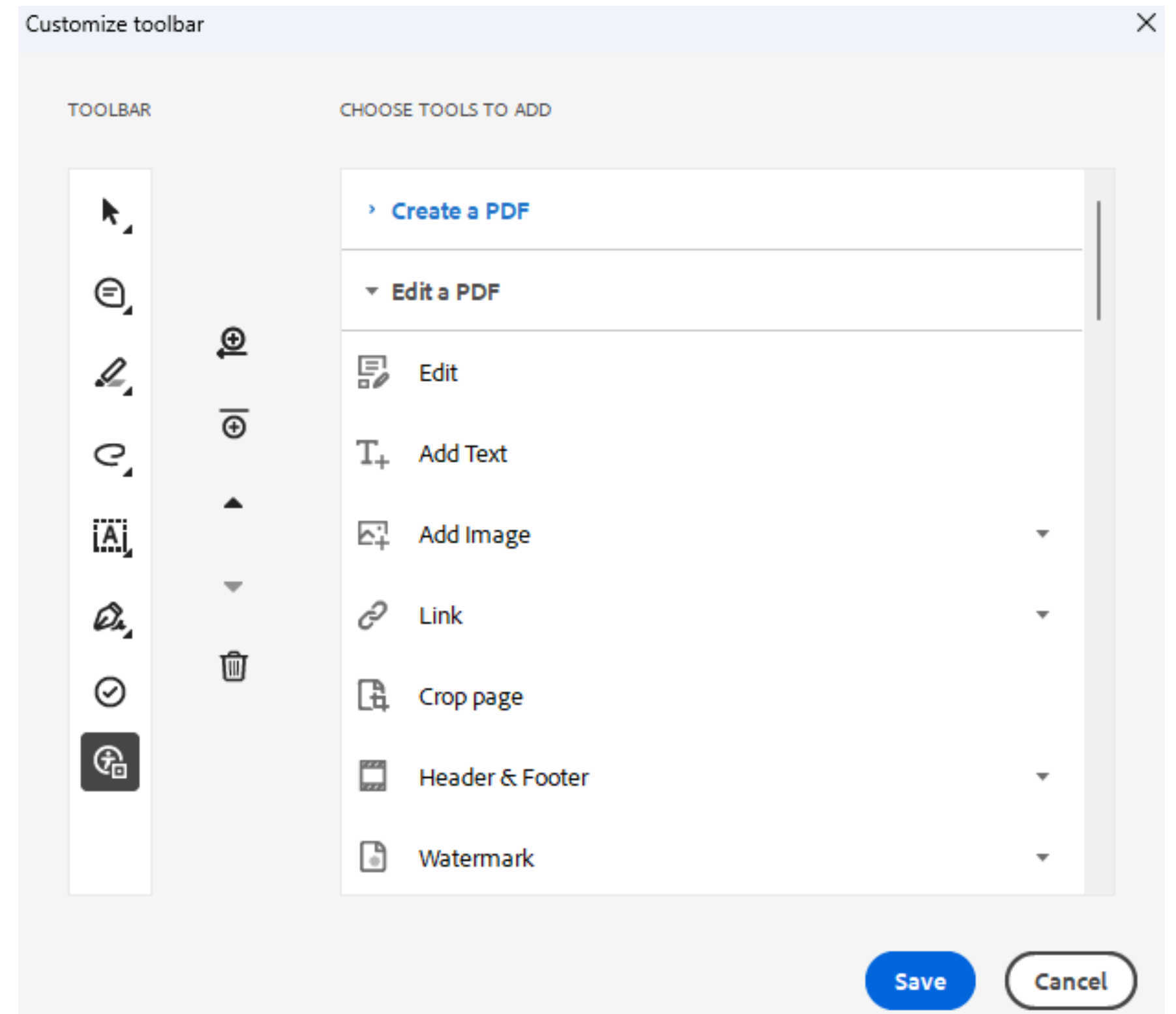


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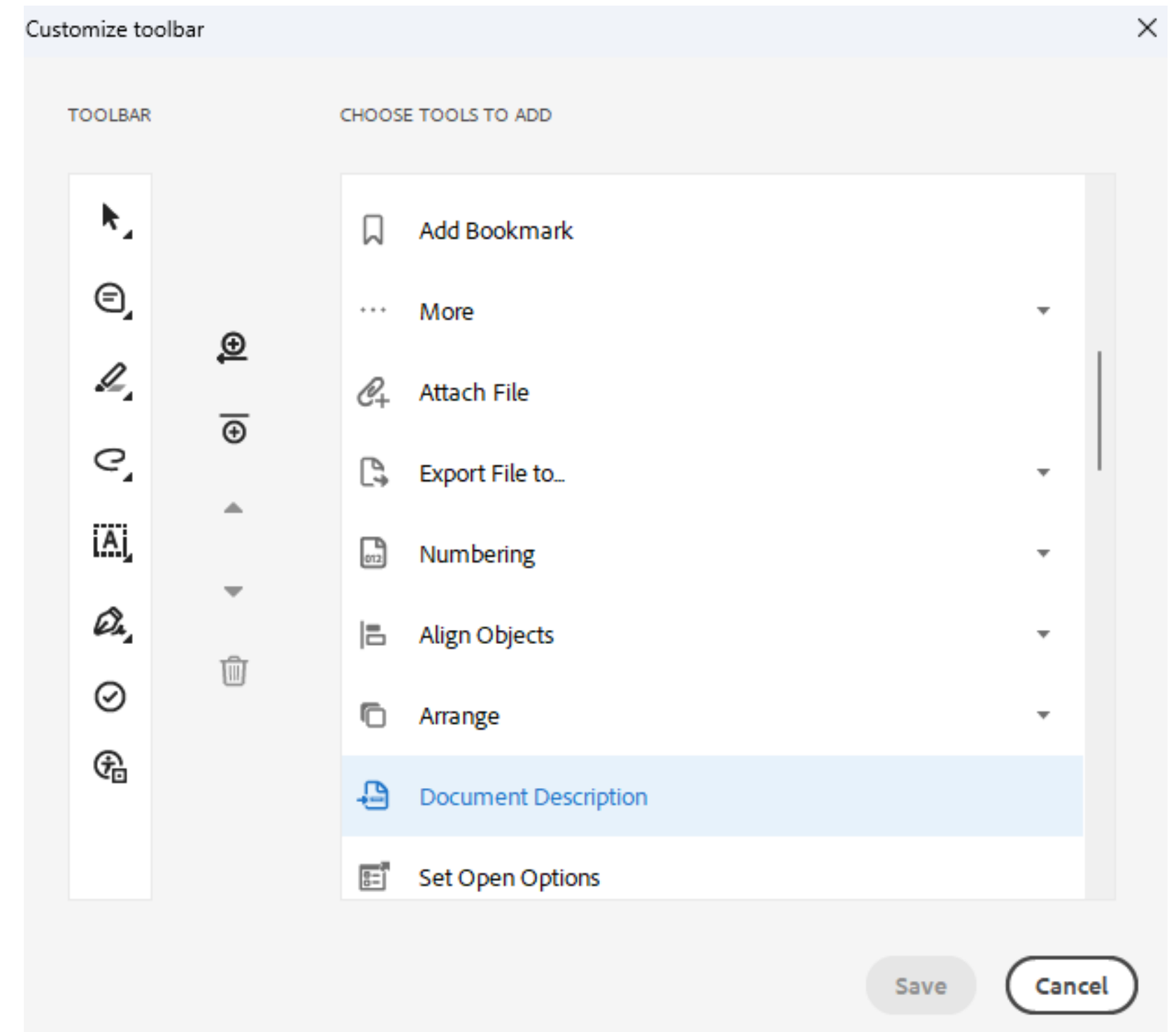


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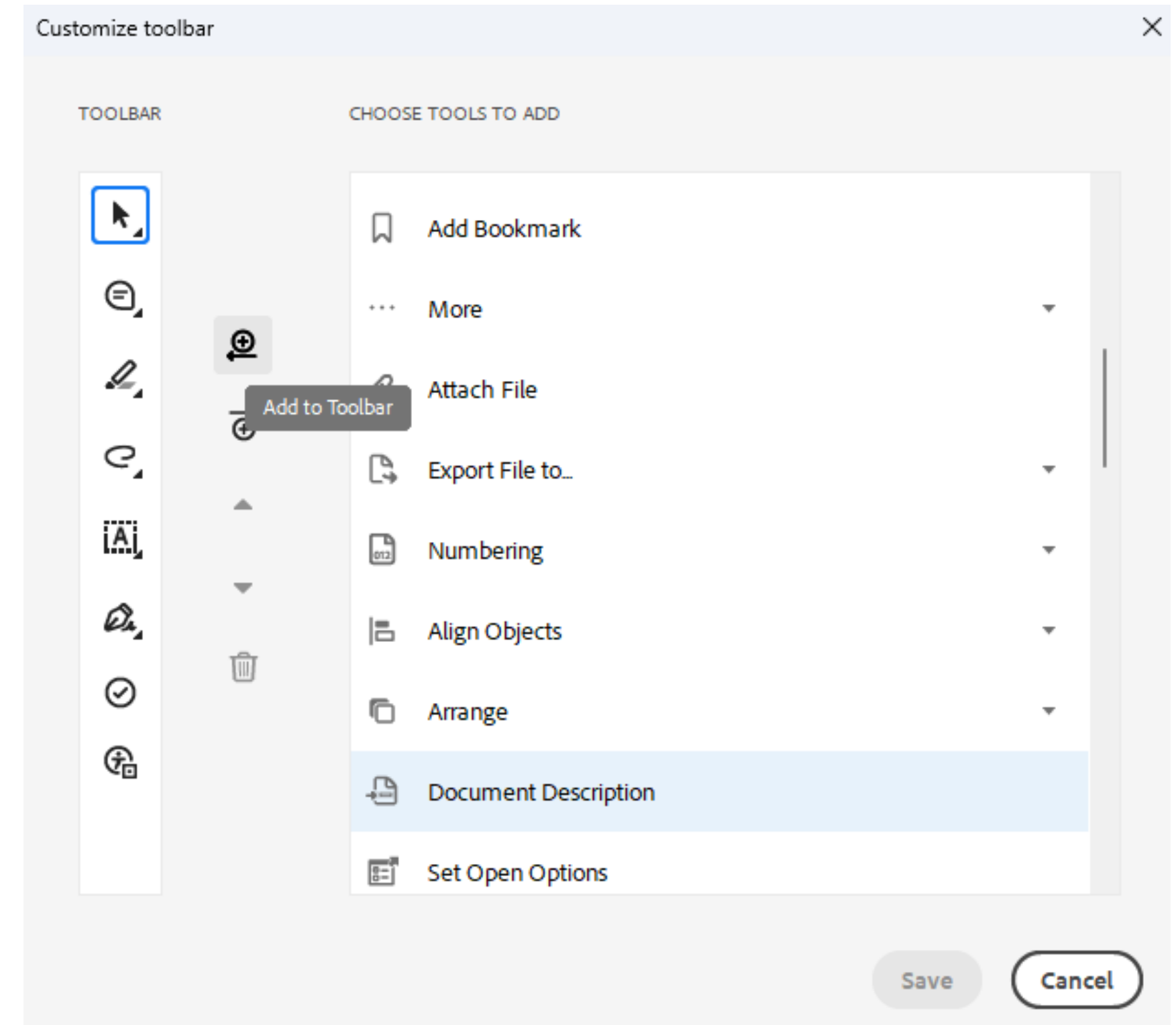


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# ACROBAT PRO

## LOW-HANGING FRUIT ACCESSIBILITY CHECK

- Document Title
- Language
- Image Alt Text (logos)
- (Auto) Fix

Photo credit: [Clydestyle.org](http://Clydestyle.org)



# WEB TRAININGS

The MarCom Web Team will be sending invitations to the Web Contributor and Web Accessibility Training Courses. Please complete these within 2 weeks upon receiving the invite.

We will need to roll back access to those who do not finish within three weeks.



# WEB TRAININGS

## WEB CONTRIBUTOR TRAINING

A Quick Start Guide that features examples of the new content types.

[Web Contributor Training](#)

## WEB ACCESSIBILITY TRAINING

In this training, we will cover copy/paste techniques while presenting information about how to create accessible tables, lists, link text, image alt text, heading structures, and more.

[Web Accessibility Training](#)

We will require all content editors complete the new trainings.

Read more about the [Web Training Series](#).



# SEATTLE UNIVERSITY ARCHIVE

## OLD WEBSITE PURGE (archive.seattleu.edu)

As we mentioned last fall, we shut down the archive website (old Seattle University website) in January 2025. Now we are permanently deleting the old website in June 2025.

All sections (pages) from the old website will be purged:

- Please submit a ticket ASAP (by mid-May) to let the MarCom Web Team know if there is any remaining content remnants that you need that did not get migrated prior to the June 2024 web launch.
- Please have no expectation of making a request after June.
- A lot, not all, of the legacy content can be found on Internet Archive's

[Wayback Machine](#).

🏠	Seattle University Archive	Inactive 🗑️
📁	Sitemap	
📄	Google Sitemap	
📁	Curated Events	
📁	Campus Alert	
⊕ 📁	newsroom minor	
📁	newsroom major	
📁	Section Customizations	
⊕ 📁	SU Today	
⊕ 📄	125th Anniversary	
⊕ 📄	About Seattle University	
⊕ 📁	Academic Affairs	
⊕ 📁	Academic Integrity	
⊕ 📁	Academic Pathways Advising	
⊕ 📁	Academic Safety	
⊕ 📄	Academics	
⊕ 📁	Admitted Students	
⊕ 📁	Accreditation	
⊕ 📄	Admissions	
⊕ 📁	Seattle University ADVANCE Program	
⊕ 📁	Advancement Services	
⊕ 📁	Advising Services	
⊕ 📁	Albers School of Business and Economics	

# WEB SUPPORT KNOWLEDGE HUB

## DID YOU KNOW?

The Marketing Communications Web Team has a new and growing Confluence wiki space.

Here you will find articles and guidance about Terminalfour, Accessibility, Training, and more.

[Web Support Knowledge Hub](#)

*You must sign in to Confluence to access the content.*

*Please email [web@seattleu.edu](mailto:web@seattleu.edu) if you have any access issues.*



# COMMENTS, QUESTIONS, AND DISCUSSION

MARKETING COMMUNICATIONS WEB TEAM

**THANK YOU**

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MARKETING COMMUNICATIONS WEB TEAM

SPRING 2025

# WEB CONTENT EDITOR TRAINING

APRIL 24, 2025

SEATTLE UNIVERSITY