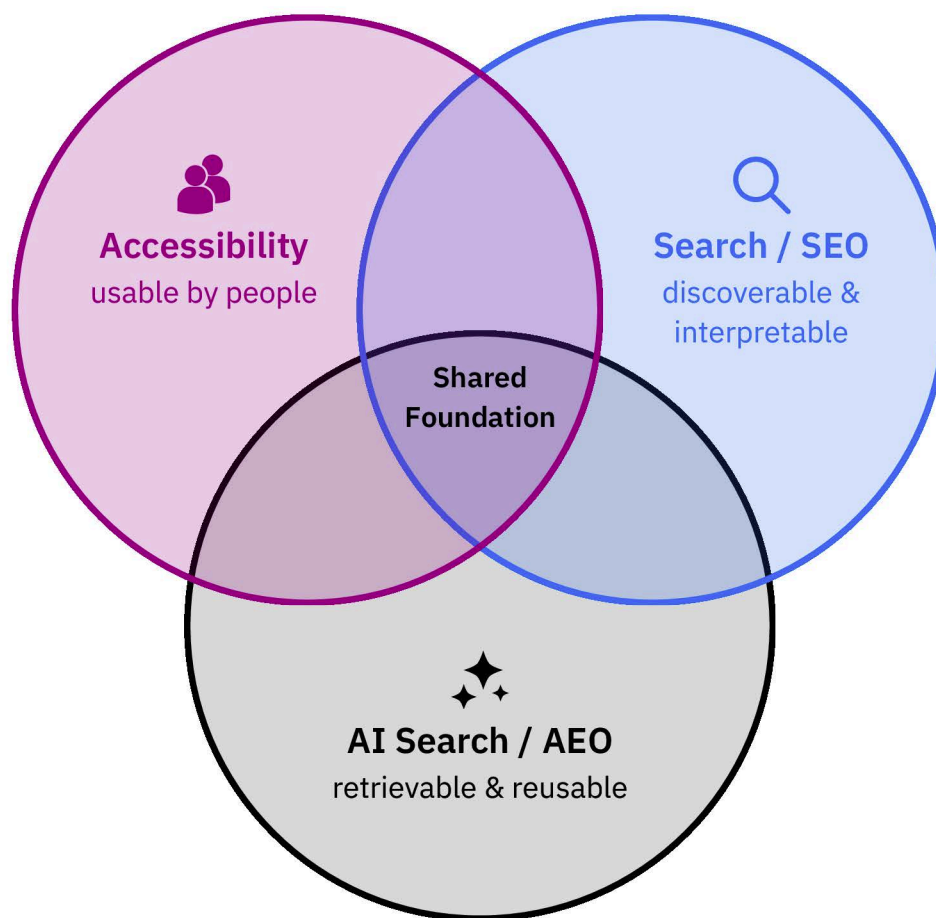


Be Seen By Everyone

Why Accessibility Powers SEO, AEO, and Growth

The technical work you're already doing for accessibility is also doing SEO work, and vice versa.

Accessibility is not just a compliance task. It is a growth foundation for reach, conversion, discoverability, and trust.



structure

semantics


text alternatives

crawlability


clarity


Audience

A meaningful part of your market depends on accessible digital experiences.


Reality

Most sites still fail basic accessibility checks at scale.


Visibility

AI search still depends on foundational eligibility and quality.

High-Impact Shared Factors

Factor	Accessibility	Search / SEO	AI Search / AEO
Page titles	clear purpose	page topic	better classification
Heading structure	navigation	section logic	better chunking
Descriptive link text	link purpose	context flow	better relationships
Alt text by purpose	image access	image context	multimodal clarity
Language declarations	correct reading	language	cleaner interpretation
Crawl / index eligibility	availability	discoverable	eligible for reuse
Internal links	findability	crawl paths	topical connections
Structured data alignment	explicit meaning	machine clarity	entity clarity

AI visibility does not start with citations. It starts with whether content is accessible, structured, crawlable.

How Siteimprove Helps

Identify, prioritize, and improve the technical issues that affect accessibility, discoverability, and digital quality across the estate.

Benchmark your site's shared technical foundation



Scan To Start

Technical Foundation Reference Guide

A practical checklist of the factors that support accessibility, search discoverability, AI readiness, and better digital performance.

Core Strongest Shared-Impact Factor

A Accessibility

S Search

AI AI Search / AEO

1. Page Meaning & Structure

- Core** Unique page titles
- A S AI Clear page purpose
- Core** H1 + heading order
- A S AI Better structure
- Semantic landmarks**
- A AI Main content clarity
- Section headings**
- A S AI Better scanning
- Proper list markup**
- A AI Preserves grouped meaning
- Proper table markup**
- A AI Better data relationships
- DOM reading order**
- A AI Logical content flow
- Language declarations**
- A AI Correct interpretation

3. Media & Non-Text Content

- Core** Alt text by purpose
- A S AI Image meaning
- Decorative image handling**
- A Reduces screen reader noise
- Linked image alt text**
- A S AI Destination clarity
- Captions**
- A S AI Video access + text
- Transcripts**
- A S AI Searchable spoken content
- Avoid text in images**
- A S AI Readable and machine-usable
- Figure/caption pairing**
- A AI Better visual context
- Accessible icons / SVGs**
- A AI Clear control meaning

5. Crawlability & Eligibility

- Core** XML sitemaps
- S AI Expose key pages
- Core** Robots controls
- S AI Do not block key content
- Core** Canonical consistency
- S AI Reduce duplication
- Clean 200 status on valid pages**
- S AI Availability
- 4xx / 5xx issue cleanup**
- A S AI Fewer dead ends
- Redirect hygiene**
- A S AI Stable access paths
- Rendered HTML for key content**
- S AI Better fetch + parse
- CSS / JS resource access**
- S AI Reliable rendering

2. Links, Navigation & Relationships

- Core** Descriptive link text
- A S AI Clear destination context
- Core** Crawlable internal links
- A S AI Discovery + wayfinding
- Breadcrumbs**
- A S AI Hierarchy and path clarity
- HTML sitemap**
- A S AI Secondary discovery path
- On-page table of contents**
- A AI Long-page navigation
- Accessible pagination**
- A S AI Content access and crawl paths
- Related content pathways**
- A S AI Stronger topical adjacency
- Faceted navigation controls**
- A S AI Usable and governed filtering

4. Interaction, Forms & Usability

- Core** Keyboard accessibility
- A Operable interfaces
- Core** Visible focus states
- A Clear position and control
- Logical focus order**
- A Predictable interaction flow
- Core** Explicit form labels
- A Field purpose clarity
- Core** Field-level error messages
- A Better completion and recovery
- Fieldset and legend**
- A Grouped control clarity
- Accessible modals and dialogs**
- A Focus management and close behavior
- Touch target size and spacing**
- A S AI Better mobile usability

6. Machine-Readable Clarity & Governance

- Core** Structured data matches visible text
- S AI Honest, useful machine meaning
- Organization / article / breadcrumb schema**
- S AI Content type and hierarchy
- Clear page purpose**
- A S AI Less ambiguity
- Consistent terminology**
- A S AI Better comprehension
- Topic-to-page mapping**
- S AI Stronger retrieval precision
- PDF structure and tagging**
- A S AI Document accessibility and reuse
- Freshness / ownership signals**
- S AI Trust and maintenance
- Template governance**
- A S AI Scalable consistency

Start Here First

Page titles • heading structure • descriptive links • alt text by purpose • language declarations • broken link cleanup • crawl/index eligibility • internal linking • redirect hygiene • structured data alignment

Use This Guide

Start with high-traffic templates and high-conversion journeys. Prioritize issues that improve access for users and clarity for machines at the same time.