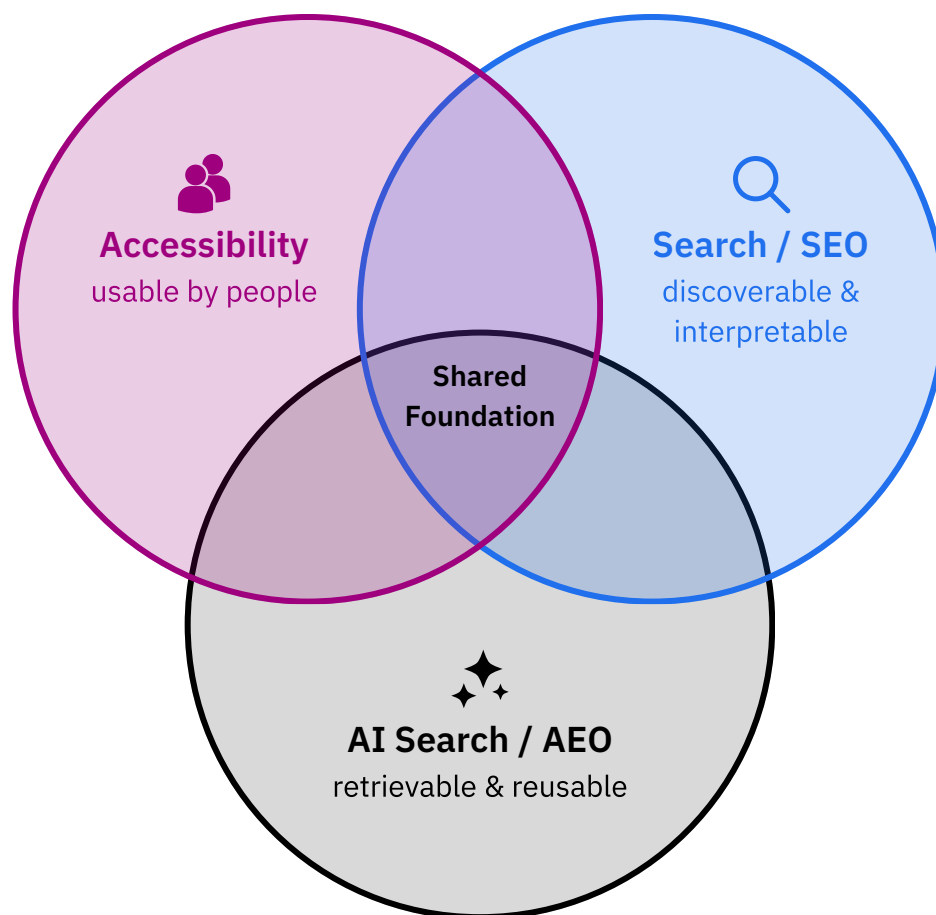


Be Seen By Everyone

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** 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** 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.