

Accessibility boosts SEO and reach



Case Study: Accessibility Boosts SEO & User Experience

Grocery Delivery Website Reduces Bounce Rate

1

Problem

Users were abandoning the site because they could not navigate it with a keyboard.

2

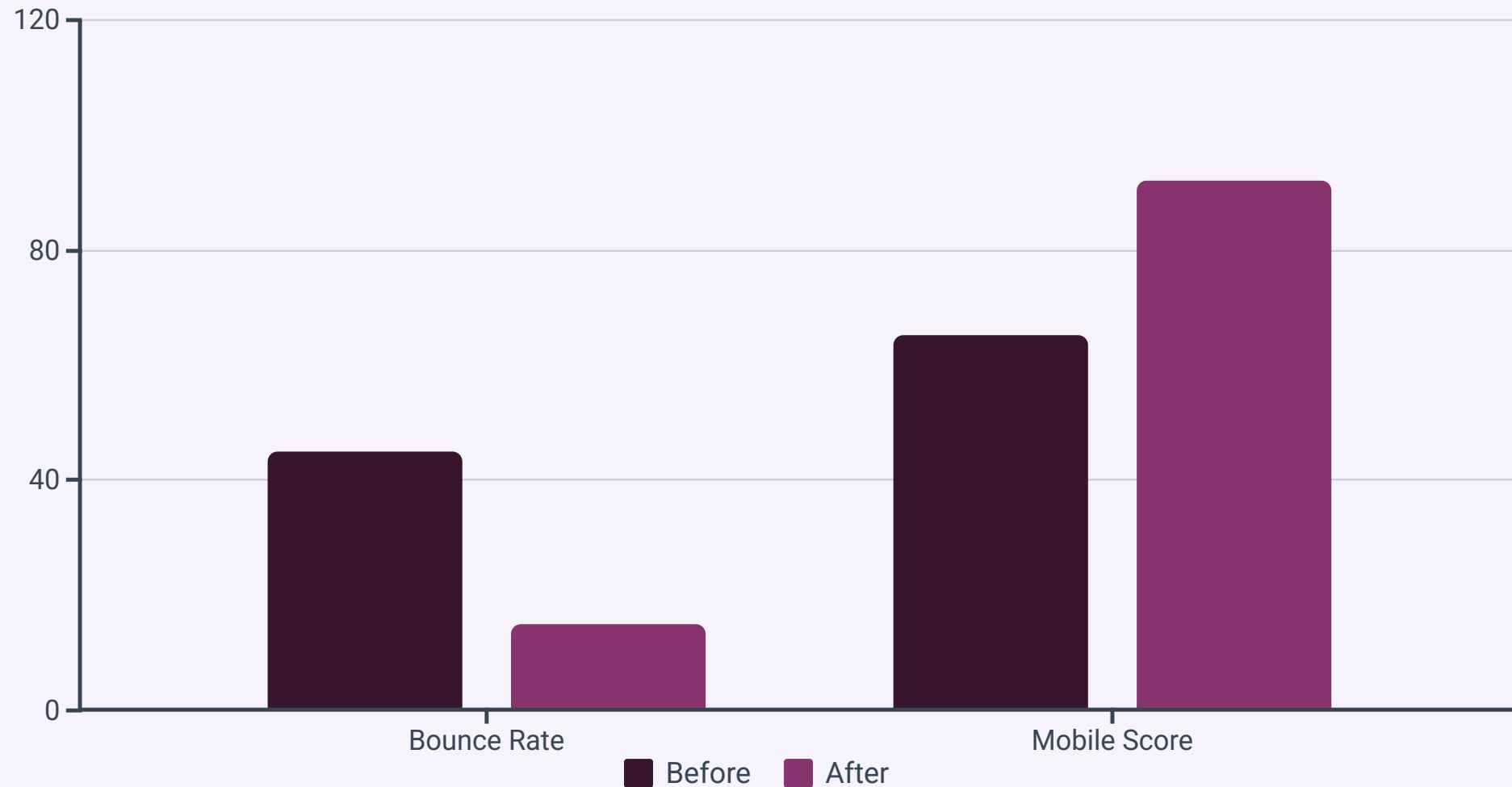
Solution

The company added keyboard-friendly navigation and visible focus states.

3

Result

Bounce rate dropped by 30% within one month, and mobile usability scores improved.



Online Store Gains Traffic with Alt Text

Problem

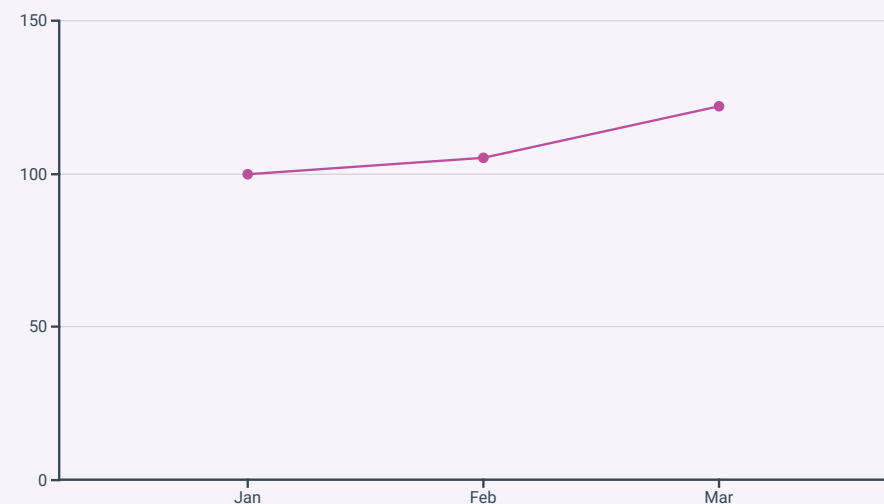
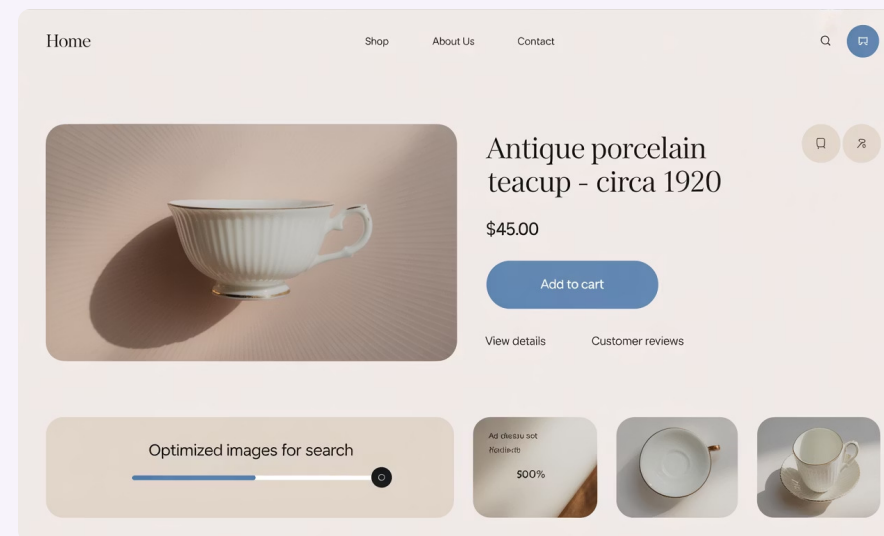
Product photos had no alt text, making them invisible to screen readers and search engines.

Solution

The store added descriptive alt text to every product image.

Result

Image search traffic increased by 22%, helping boost overall sales.



Nonprofit Website Sees Higher Engagement



Problem

The homepage used random text sizes without proper heading tags.



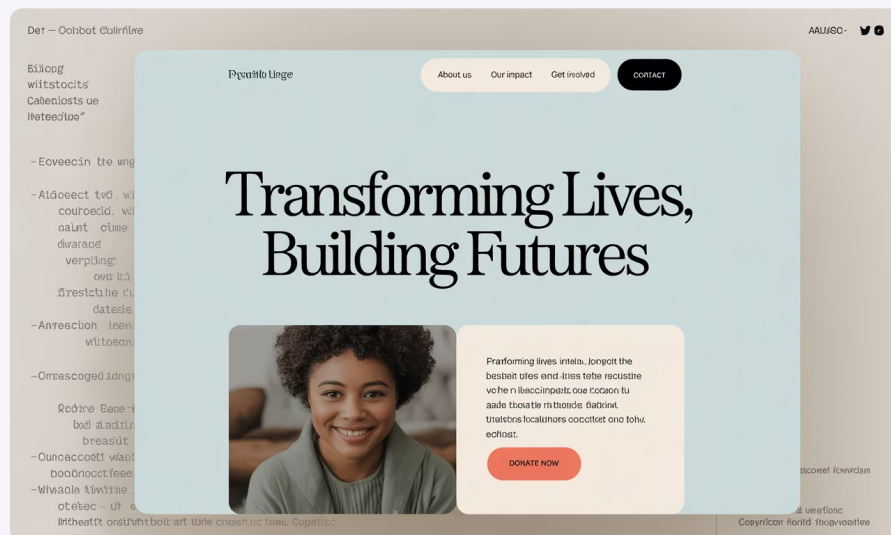
Solution

They implemented a semantic heading structure (H1-H3) and clearer layout.



Result

Visitors spent more time on the page and mobile users had an easier time navigating.



42%

Increased Time on Page

Visitors engaged more deeply with content

65%

Mobile Navigation

Improvement in mobile user experience