



2009/10 Training Courses: **BOOK HERE**

Web Accessibility and Usability



The Web is an increasingly important resource in many aspects of life and it is essential that your website provides equal access to people with disabilities.

Furthermore, all websites must now adhere to the Disability Discrimination Act (DDA) and non-compliance can lead to legal action being taken. The term 'Web Accessibility' is the process of designing your website to comply with the DDA. Enhanced usability ensures a positive user experience which in turn increases return on investment (ROI). Site navigation, structure, colour scheme, font size and style are just some of the important elements of usability.

Target Audience

This course is aimed at anyone seeking to increase their online sales and Search Engine positioning by the use of best practice web accessibility and usability. No technical ability is required.

Course Outline

- Introduction to Accessibility and Usability.
- Why Accessibility and Usability are important.
- Accessibility testing tools and methods.
- The W3C Web Accessibility Initiative.
- How XHTML and CSS can be used to improve accessibility.
- Accessibility conformance guidelines.
- Page design and content issues in web usability.
- How accessible websites help SEO.
- Navigation and searching in website usability.
- Web usability testing.

Location: Rotherham / **Course Duration:** 1 Day / **Cost:** £295 + VAT
(You may qualify for a **60% Train2Gain grant** towards the cost of this course).

Tel: 01709 373 911 **Website:** www.eye4design.co.uk
Address: Internet Marketing Training Centre, Unit 2 Bradmarsh Court,
Bradmarsh Business Park, Rotherham, South Yorkshire, S60 1BW.

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