



---

# Course Guide



Siteimprove Academy

---

Siteimprove Academy's role-specific courses offer accessibility education and training for every experience level and skill set. So, whether you're a manager looking for training for your entire team or an individual hoping to brush up on your skills, Siteimprove Academy has something for everyone.

## Contents

### Contents

#### Frequently Asked Questions about Siteimprove Academy

#### Learning Tracks

*Web Fundamentals: Accessibility, Analytics, and SEO*

*Accessibility for Content Contributors and Designers*

*Accessibility for Web Developers*

*Accessibility for Leadership*

#### Course Descriptions

*Accessible Documents*

*Accessibility for the Classroom*

*Accessibility for Content Contributors*

*Accessibility for Designers*

*Accessible Multimedia*

*Accessible Purchasing*

*Auditing Websites for Complaint Resolution*

*Digital Accessibility for Developers*

*Digital Accessibility for Marketers*

*Making Accessible PDFs*

*Making Accessibility a Priority in Your Organization*

*Testing for Digital Accessibility*

*SEO Fundamentals*

*Using the Siteimprove Intelligence Platform for Digital Accessibility*

*WCAG 2.1: New and Improved*

*Web Accessibility Fundamentals*

*Web Analytics Fundamentals*

---

## Frequently Asked Questions about Siteimprove Academy

**Q: What format are the courses in?**

**A:** The courses include quizzes, interactive content, and videos that offer a fun and engaging learning experience.

**Q: How many times can I access the courses within my package?**

**A:** Siteimprove Academy Free gives you unlimited access to the Web Fundamentals learning track and access to three additional learning tracks as many times as you want within the 90-day period. Siteimprove customers have access to Academy Plus where they can access courses for an unlimited time.

**Q: How long are each of the courses?**

**A:** Each individual course within the course packages is estimated to take one hour, but it depends on the individual pace of the learner. It's also good to remember that the Siteimprove Academy interface tracks your progress, so it's easy to do them little by little or whenever you have the time.

**Q: Do I receive a certificate for completing the course?**

**A:** Yes! You get a certificate for completing each course. Additionally, if you complete all the accessibility courses within Siteimprove Academy, you get a certificate that recognizes you as an "Accessibility Champion."

**Q: My company has a subscription to the Siteimprove Intelligence Platform. Are the courses included in the subscription?**

**A:** Yes! All organizations with Siteimprove Intelligence Platform subscriptions have unlimited access to Siteimprove Academy courses and gain additional reporting and administrator capabilities. Simply log in to the Siteimprove Intelligence Platform and select the Help Center and Academy button at the top of the page to get started. Talk to your Customer Success Manager if you want more information!

**Q: Can I get a sneak peek of the courses to see if they are what I'm looking for?**

**A:** Of course! You can get a sneak peek of our Siteimprove Academy courses on the [Siteimprove Academy YouTube page](#). If you have any questions about getting set up, email [academy@siteimprove.com](mailto:academy@siteimprove.com) and we can help.

---

## Learning Tracks

See what courses are included in each of our role-specific learning tracks.

### Web Fundamentals: Accessibility, Analytics, and SEO

Creating and maintaining an accessible website requires a wide variety of skills. This package is ideal for the individual who wants to learn all the ins and outs of accessibility.

Includes 4 courses:

- Web Accessibility Fundamentals
- Web Analytics Fundamentals
- SEO Fundamentals
- Using the Siteimprove Intelligence Platform for Digital Accessibility

### Accessibility for Content Contributors and Designers

Content and design teams master accessibility standards concerning alt text, PDFs, color contrast minimums, and more.

Includes 10 courses:

- Digital Accessibility for Content Contributors
- Making Accessible PDFs
- Making Accessible Documents
- Digital Accessibility for the Classroom
- Digital Accessibility for Designers
- Digital Accessibility for Marketers
- Accessible Multimedia
- Using Siteimprove Intelligence Platform for Digital Accessibility
- Web Accessibility Fundamentals
- WCAG 2.1: New and Improved

### Accessibility for Web Developers

Web development teams master the areas that apply to them like HTML structure, keyboard navigation, color use, and more.

Includes 7 courses:

- Making Accessible PDFs
- Digital Accessibility for Developers – Part 1
- Digital Accessibility for Developers – Part 2
- Testing for Digital Accessibility
- Using the Siteimprove Intelligence Platform for Digital Accessibility
- Web Accessibility Fundamentals
- WCAG 2.1: New and Improved

## Accessibility for Leadership

Leadership teams learn how to make accessibility a priority, foster organization-wide commitment, and establish processes that lead to a stronger, more inclusive website.

Includes 6 courses:

- Making Accessibility a Priority in Your Organization
- Accessible Purchasing
- Auditing Website for Complaint Resolutions
- Using Siteimprove Intelligence Platform for Digital Accessibility
- Web Accessibility Fundamentals
- WCAG 2.1: New and Improved

---

## Course Descriptions

Learn more about the courses within each learning track.

---

## Accessible Documents

Estimated course length: 1 hour

Included in the following learning tracks:

- **Accessibility for Content Contributors and Designers**

### Overview

In this course, we examine how documents play a role in accessibility. This course focuses on the accessibility guidelines you should use with an authoring program like Microsoft Word, Google Docs, or Pages. Each program is slightly different in how you apply accessibility, but the principles are the same. This course is aimed at anyone that makes documents that will be posted online.

### Course Objectives

- Understand principles to apply in your original documents
- How to make considerations depending on the software you use
- How to convert and test your document

### Course Sections and Topics:

Section 1: Accessibility and Documents

Section 2: Creating Content

Section 3: Software Considerations

---

## Accessibility for the Classroom

Estimated course length: 1 hour

Included in the following learning tracks:

- **Accessibility for Content Contributors and Designers**

### Overview

This course addresses creating accessible and instructional materials for the classroom including common content issues, readability, and universal design for learning principals to maximize accessibility. As we demonstrate making accessible digital content, participants will see how text formatting, images, links, tables, and multimedia can impact learning resources.

### Course Objectives

- Understand the instructional designer role and what they are responsible for with regards to classroom resource accessibility
- Demonstrate how to write and format learning content accessibly
- Understand how to factor in accessibility when adding images, color, and multimedia to learning materials

### Course Sections and Topics:

Section 1: Understanding the Instructional Designer Role

Section 2: Writing and Formatting Content for Learning

Section 3: Images and Color in the Classroom

Section 4: Multimedia to Supplement Learning

---

## Accessibility for Content Contributors

Estimated course length: 1 hour

Included in the following learning tracks:

- **Accessibility for Content Contributors and Designers**

### Overview

This course outlines the roles and responsibilities of writers, editors, page owners, and other content contributors as relates to digital accessibility. Content contributors learn how content choices such as color, links, images, tables, and multimedia can impact the user experience. Through this training, participants learn how to make accessibility part of your regular design process, whether you're building new pages or retrofitting existing content.

### Course Objectives

- Understand your role and responsibilities
- Write and develop content that is useful and engaging
- Explore the requirements when sharing various file types on your site

### Course Sections:

Section 1: Understand the Content Contributor Role

Section 2: Formatting Digital Content

Section 3: Images and Tables

Section 4: Making Documents, Audio, and Video Accessible

---

## Accessibility for Designers

Estimated course length: 1 hour

Included in the following learning tracks:

- **Accessibility for Content Contributors and Designers**

### Overview

While a web developer makes a designer's vision a reality, there are a number of guidelines related to accessibility that a designer can directly address—including creating style, determining placement, and working with color. This course examines all the ways designers affect accessibility.

### Course Objectives

- Understand the role of designers in web accessibility
- Learn how to incorporate accessibility into branding and styles
- Understand how to incorporate accessibility into images, color choices, page design, and forms

### Course Sections and Topics:

Section 1: Role of the Designer

Section 2: Using Style for Design

Section 3: Images and Color for Designers

Section 4: Designing the Layout

Section 5: Designing Forms

---

## Accessible Multimedia

Estimated course length: 1 hour

Included in the following learning tracks:

- **Accessibility for Content Contributors and Designers**

### Overview

Depending on your industry, making accessible multimedia may not only be the right thing to do, but may also be required by law. In this course, we will focus on the accessibility guidelines you should use when creating multimedia. This course is for anyone that produces online multimedia, such as audio, video, and animations.

### Course Objectives

- Understand the specific WCAG standards that apply to multimedia
- How to create captions and transcripts
- Learn what makes an accessible media player

### Course Sections and Topics:

Section 1: Introduction to Accessible Multimedia

Section 2: Transcripts, Captions, and Audio Descriptions

Section 3: Additional Multimedia Requirements

---

## Accessible Purchasing

Estimated course length: 1 hour

Included in the following learning tracks:

- **Accessibility for Leadership**

### Overview

In this course, we examine how information and communication technology play a role in accessibility. Purchasing compliant software and technology needs to be considered not only during the contract negotiation phase, but also as soon as the request for proposals are sent out. Timelines need to include sufficient time to do automated and manual accessibility testing before contracts are signed.

### Course Objectives

- Understand your responsibility for purchasing accessible Information and Communication Technology (ICT)
- Incorporate accessibility requirements into your agreements and verify compliance
- Use Voluntary Product Accessibility Templates (VPAT) in your selection process

### Course Sections and Topics:

Section 1: Prepare

Section 2: Evaluate

Section 3: Select

---

## Auditing Websites for Complaint Resolution

Estimated course length: 1 hour

Included in the following learning tracks:

- **Accessibility for Leadership**

### Overview

There has been a marked increase in the number of complaints and lawsuits regarding web accessibility. Institutions and businesses all over the world are facing complaints and lawsuits for inaccessible websites. But, if you find yourself having been served a complaint or lawsuit, this course will teach you skills for auditing your site for compliance.

### Course Objectives

- Understand why you might receive a complaint
- Learn about the elements of an audit, such as automated and manual testing
- Gain skills to develop and implement a corrective action plan and an accessibility policy

### Course Sections and Topics:

Section 1: Receiving a Complaint

Section 2: Auditing

Section 3: Maintain Compliance

---

## Digital Accessibility for Developers

Estimated course length: 1 hour

Included in the following learning tracks:

- **Accessibility for Web Developers**

### Overview

Accessibility issues on the website tend to fall into two categories: issues for content contributors and issues for developers. Developers work with the HTML coding to create page templates, tools and applications. Developers are bringing to life the ideas for your digital presence. This course examines all the ways developers affect accessibility.

### Course Objectives

- Understand the difference between full automated and semi-automated checks
- Build on automatic tests with manual review of items that need human interpretation
- Factor in your users' needs and preferences with usability testing

### Part 1 - Course Sections and Topics:

Section 1: Developer Description and Role

Section 2: Accessibility Basics

Section 3: Images

Section 4: Tables

Section 5: Multimedia

## Part 2 - Course Sections and Topics:

Section 6: Navigation and Structure

Section 7: Coding

Section 8: Applying CSS

Section 9: Color

Section 10: Forms

---

## Digital Accessibility for Marketers

Estimated course length: 1 hour

Included in the following learning tracks:

- **Accessibility for Content Contributors and Designers**

### Overview

Marketers work through web pages, emails, documents, media, and surveys—all of which should be accessible to the largest audience possible. Any user that has difficulties reduces an opportunity for a sale, so this course teaches marketers how to incorporate accessibility into their daily work.

### Course Objectives

- Understand the role of marketers in web accessibility
- Learn how to incorporate accessibility into branding, styles, and content
- Understand how to incorporate accessibility into images, color choices, page design, and multimedia

### Course Sections and Topics:

Section 1: Role of the Marketer

Section 2: Marketing Branding and Accessibility

Section 3: Accessible Marketing Content

Section 4: Images in Marketing

Section 5: Marketing with Multimedia

---

## Making Accessible PDFs

Estimated course length: 1 hour

Included in the following learning tracks:

- **Accessibility for Content Contributors and Designers**
- **Accessibility for Web Developers**

### Overview

In this course, we will focus on the accessibility guidelines you should use when creating a new document with an authoring program like Microsoft Word or Google Docs. After the PDF is generated, we will walk through the accessibility features in Adobe Acrobat DC and conclude with some tests you

can perform to verify if the PDF is accessible. This course is for anyone that makes documents that will be posted online.

### **Course Objectives**

- Principles to apply in your original document
- How to create a tagged PDF
- Using Adobe Acrobat Pro to complete accessibility tagging
- Testing the document to verify it is accessible

### **Course Sections and Topics:**

Section 1: Understand Accessible Document Basics

Section 2: Apply Accessibility Principles to Your Documents

Section 3: Apply Accessibility Principles to Your PDF

Section 4: Perform Accessibility Checks

---

## **Making Accessibility a Priority in Your Organization**

Estimated course length: 1 hour

Included in the following learning tracks:

- **Accessibility for Leadership**

### **Overview**

This course guides you through how to review your digital presence for compliance and how to gain support for making accessibility a priority within your organization. We address how to audit the current technology, contacts, and staff knowledge you have in place, and where to go from there.

### **Course Objectives**

- Identify existing resources
- Build a business case
- Understand legal, regulatory, and compliance issues

### **Course Sections and Topics:**

Section 1: Reasons to Make Accessibility a Priority

Section 2: Review Your Digital Presence

Section 3: Understanding Accessibility Roles

Section 4: Put Your Knowledge into Action

---

## Testing for Digital Accessibility

Estimated course length: 1 hour

Included in the following learning tracks:

- **Accessibility for Content Contributors and Designers**
- **Accessibility for Web Developers**

### Overview

No automated tool can test for all accessibility errors. While automation is beneficial and can expedite identifying coding errors, there are some items that must be checked manually. This course will discuss how to make automated and manual testing an integral part of your digital accessibility process.

### Course Objectives

- Understand the difference between fully automated and semi-automated checks
- Build on automatic tests with manual review of items that need human interpretation
- Provide comprehensive testing reports to key stakeholders

### Course Sections and Topics:

Section 1: Accessibility Review

Section 2: Automated Testing

Section 3: Manual Testing

Section 4: Additional Testing

Section 5: Reporting

---

## SEO Fundamentals

Estimated course length: 1 hour

Included in the following learning tracks:

- **Web Fundamentals: Accessibility, Analytics, and SEO**

### Overview

Marketing activities used to improve organic search performance are related to ensuring search engines can crawl, index, and interpret your content, but also have everything to do with meeting searchers' needs with quality content and a great user experience. This course introduces key goals and activities necessary to be effective in SEO as you compete to improve your organic presence.

### Course Objectives

- Learn more about SEO including the goals of SEO and key activities for optimizing your website for search
- Understand the difference between goals and activities related to content and technical SEO when it comes to optimizing your website for search

- Gain basic knowledge to take the first step toward an optimized website for search

### **Course Sections and Topics:**

Section 1: SEO Background

Section 2: Content Optimization

Section 3: Technical SEO

---

## **Using the Siteimprove Intelligence Platform for Digital Accessibility**

Estimated course length: 1 hour

Included in the following learning tracks:

- **Web Fundamentals: Accessibility, Analytics, and SEO**
- **Accessibility for Content Contributors and Designers**
- **Accessibility for Leadership**
- **Accessibility for Web Developers**

### **Overview**

The Siteimprove Intelligence Platform is a powerful tool and can be leveraged to help your organization realize the benefits of accessibility. In this course, you will get an overview of the Siteimprove Intelligence Platform, learn about the levels of accessibility compliance, develop a strategy of how to prioritize accessibility, and understand the necessity for manual testing.

### **Course Objectives**

- Gain an overview of the Siteimprove Intelligence Platform and how it benefits you
- Identify conformance levels and issues
- Understand the importance of setting priorities and who is responsible
- Plan for validating accessibility through manual testing

### **Course Sections and Topics:**

Section 1: Siteimprove Intelligence Platform Overview

Section 2: Embed Accessibility into Your Process

Section 3: How to Prioritize

Section 4: Manual Testing to Validate Accessibility

---

## WCAG 2.1: New and Improved

Estimated course length: 30 minutes

Included in the following learning tracks:

- **Accessibility for Content Contributors and Designers**
- **Accessibility for Leadership**
- **Accessibility for Web Developers**

### Overview

This course provides a discussion about the World Wide Web Consortium's (W3C) 2018 Web Content Accessibility Guideline (WCAG) 2.1 additions.

### Course Objectives

- Understand how WCAG 2.1 adds to WCAG 2.0
- Understand each new success criteria
- Learn why WCAG 2.1 focuses on mobile, low vision, cognitive disabilities, and error correction

### Course Sections and Topics:

Section 1: WCAG 2.1

---

## Web Accessibility Fundamentals

Estimated course length: 1 hour

Included in the following learning tracks:

- **Web Fundamentals: Accessibility, Analytics, and SEO**
- **Accessibility for Content Contributors and Designers**
- **Accessibility for Leadership**
- **Accessibility for Web Developers**

### Overview

This course provides a high-level overview of general accessibility principles as well as guidelines, the disabilities that accessibility benefits, legal implications, assistive technologies, and fundamental knowledge.

### Course Objectives

- Define accessibility and its importance
- Navigate the legal landscape and your role
- Recognize assistive technologies
- Understand accessibility guidelines used around the world

### Course Sections and Topics:

Section 1: Understand Accessibility

Section 2: Guidelines and Legal Considerations

Section 3: Starting Your Accessibility Program

---

## Web Analytics Fundamentals

Estimated course length: 1 hour

Included in the following learning tracks:

- **Web Fundamentals: Accessibility, Analytics, and SEO**

### Overview

This course provides a high-level overview of general web analytics principles and measurement, including key terms, the importance of web analytics, and how to use web analytics effectively. As a foundational course, this will prepare you to take additional courses in our web analytics library.

### Course Objectives

- Define key web analytics terms
- Understand the importance of web analytics
- Understand how to effectively start using web analytics

### Course Sections and Topics:

Section 1: Key Terms in Analytics

Section 2: Importance of Analytics

Section 3: Analytics Processes

[Contact Siteimprove Academy](mailto:academy@siteimprove.com)  
[academy@siteimprove.com](mailto:academy@siteimprove.com)

Siteimprove Academy is a comprehensive e-learning hub for courses about accessibility, analytics, SEO, and more. Based on the Siteimprove team's expert knowledge and more than 15 years of experience in the field, Siteimprove Academy's free courses are your greatest ally for creating an inclusive and optimized digital experience for every site visitor. Join Siteimprove Academy for free today to grow your skills and make the web a better place for all.

