

MARKETING COMMUNICATIONS WEB TEAM

FALL 2025

WEB CONTENT EDITOR TRAINING

OCTOBER 30, 2025

SEATTLE UNIVERSITY

AGENDA

- Why Accessibility Protects Our University's Future
- Web Content Accessibility Guidelines (WCAG) 2.1 Compliance Overview
- PDFs, Web Accessibility, and Remediation
- Siteimprove Issues
- Documents/Media Library
- Calls to Action
- Check In: Statistical Comparison



Why Accessibility Protects Our University's Future

💰 What Could Go Wrong?

- The Department of Justice can levy fines to institutions that do not meet criteria by March.
- Individuals can file lawsuits against institutions who do not provide accessible content.
- Donor engagement and revenue depends on trust, reputation, and compliance.
- Donors help support scholarships, research, faculty, and programs.



Why Accessibility Protects Our University's Future

⚠️ How an Inaccessible Website Puts It at Risk

1. Legal & Financial Exposure – Violates ADA & Section 504 → lawsuits, fines, loss of federal funds.
2. Donor Trust Erosion – Alumni & donors expect inclusion. Inaccessible sites = broken trust.
3. Lost Donations & Engagement – If users can't navigate giving pages or forms, they can't donate.
4. Reputational Damage – Accessibility ≠ “nice-to-have.” It's brand alignment with our values.



Why Accessibility Protects Our University's Future

✿ Bottom Line

Accessibility isn't just about compliance or providing a great user experience for our visitors — it's financial stewardship.

In our roles as web editors, we are all stewards of the university's brand and reputation.



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Portable Document Format (PDF)

What's good about PDFs?

The PDF format allows a document to retain its pagination, formatting and fonts no matter what type of computer is used to view or print the document.



Portable Document Format (PDF)

What's bad about PDFs?

- **Accessibility Problems:** Without tagging and structure, PDFs are nightmares for screen readers and keyboard users.
- **Difficult to Edit:** Not ideal for content that changes often; editing requires specialized tools.
- **Poor Mobile Experience:** Reading or navigating PDFs on phones is clunky and zoom-heavy.
- **Not SEO-Friendly:** Search engines can index text, but internal linking and structured data are limited.
- **Version Chaos:** Because people download and email them, you often end up with outdated or conflicting copies.
- **Design Overkill:** Many PDFs are “overcooked” — pretty but unusable



SensusAccess - PDF Remediation Tool

Convert a file with SensusAccess

SensusAccess is an online conversion tool to convert documents from one file to another. This tool is available to our Seattle U community! This includes students, staff, faculty, alumni – anyone with access to their Seattle University email.

To use this tool, follow the instructions below:

1. Go to the Seattle University [Convert a File](#) website
2. Choose the file, web article, or text you wish to convert. See [Service Description and Terms](#) for details.
3. Upload the file, enter the URL of the webpage, or copy and paste the text to convert
4. Select the output format
5. Enter your Seattle University email
6. Submit your request

An attachment or link to your converted document will be emailed to you to download and start reading or listening.

[Convert A File Video Tutorial](#)



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Portable Document Format (PDF)

What did SensusAccess Do? How Do I Know it Worked?

Adobe Acrobat Pro is great at catching and showing accessibility issues in PDFs. However, remediation can be complex with this program.

Use SensusAccess to fully remediate PDFs before uploading documents to the media library.

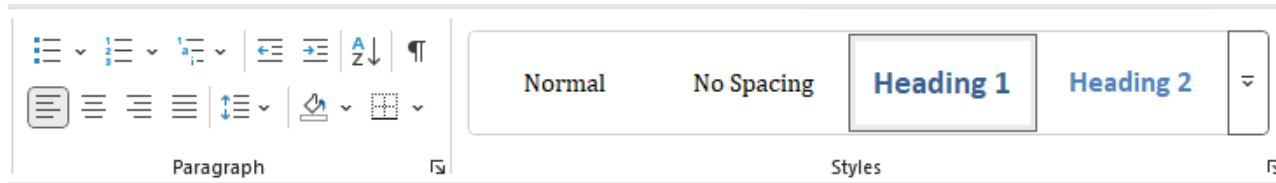
Note: Sensus Access cannot remediate fillable PDFs.



Portable Document Format (PDF)

How To Prevent Accessibility Issues at the Source

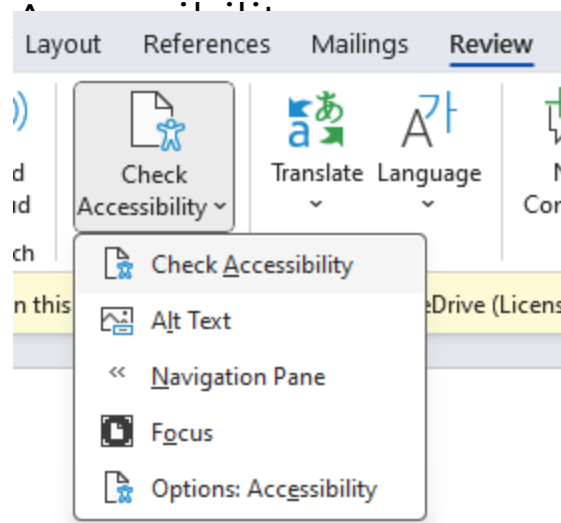
1. In Word, use the band at the top of the Home tab to mark up your document



Portable Document Format (PDF)

How To Prevent Accessibility Issues at the Source

2. Under the **Review** tab, use Word's Checker

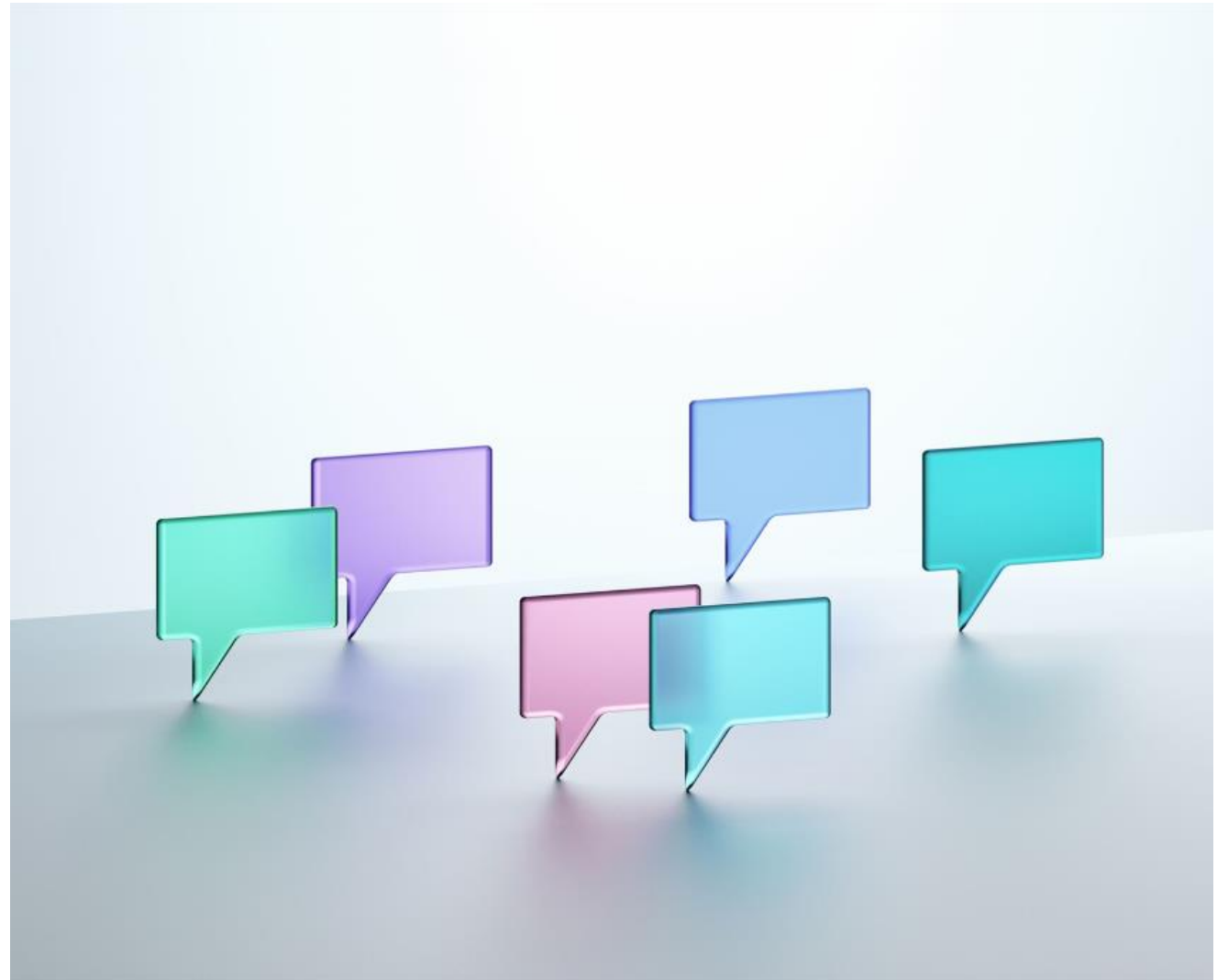


Please see: [SensusAccess videos on file preparation](#)



Comments, Questions, and Discussion

COMMENTS?



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WCAG 2.1 Compliance Overview

⚙️ What is WCAG 2.1?

- The Web Content Accessibility Guidelines (WCAG) are international web accessibility standards from the World Wide Web Consortium (W3C)*.
- Builds on WCAG 2.0 – expands coverage for mobile and cognitive accessibility.
- Applies to all public-facing university web content and digital services.

For more information about WCAG and W3C, please see the [Spring 2025 Web Content Editor Training](#).

*The **W3C (World Wide Web Consortium)** is the international organization that develops open web standards—like HTML, CSS, and accessibility guidelines—to ensure the web remains open, accessible, and interoperable for everyone.



WCAG 2.1 Compliance Overview



What Editors Must Do

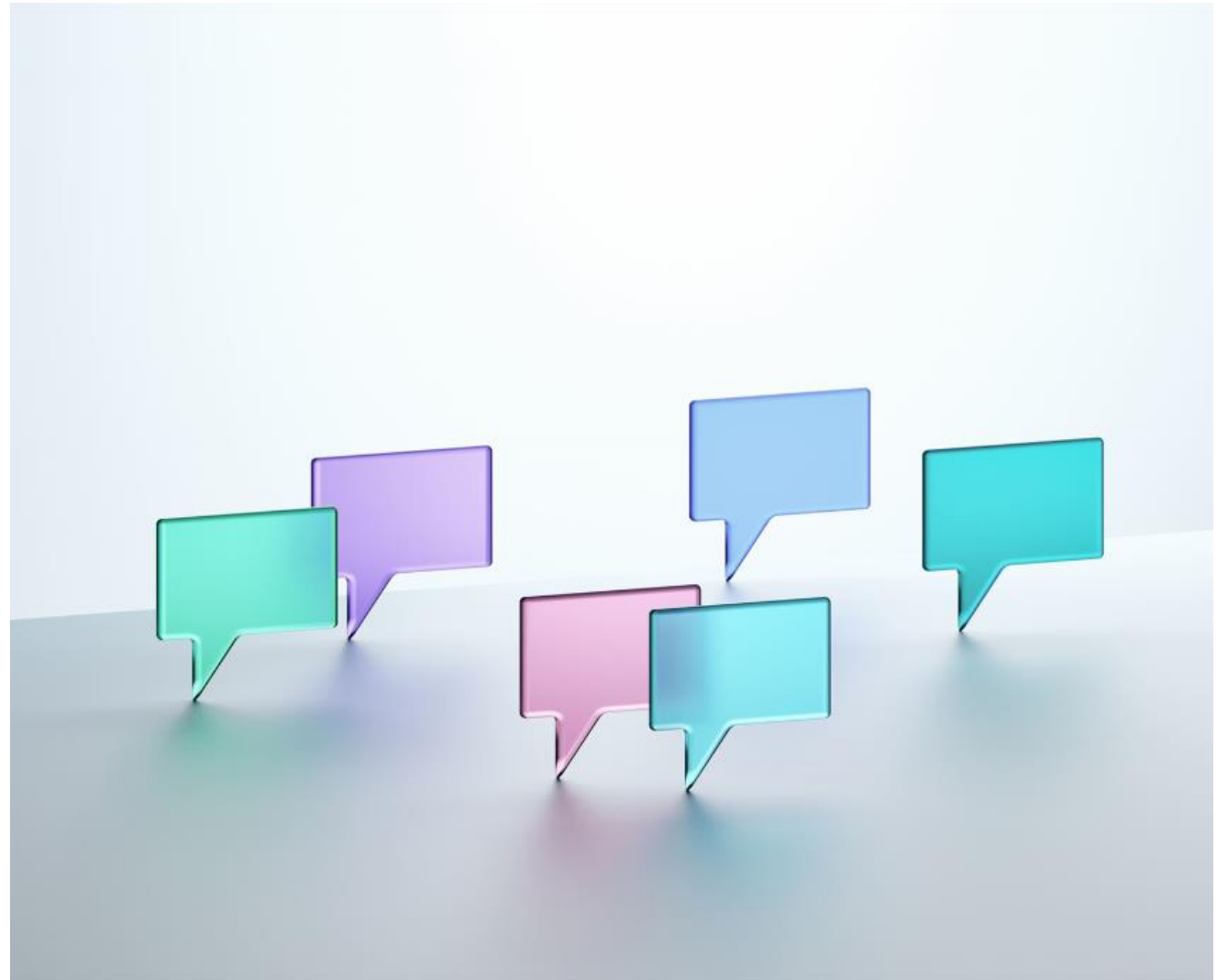
- Use WCAG 2.1 AA checklist until you are fully familiar with conformity.
- Create your own toolbox of accessibility plugins:
 - HeadingsMap (browser extension)
 - AXE Accessibility List
 - Try accessibility tools and find your favorite
- Open a help ticket with the MarCom Web Team (web@seattleu.edu) if you have questions or need support.

For more information about WCAG and W3C, please see the [Spring 2025 Web Content Editor Training](#).



Comments, Questions, and Discussion

COMMENTS?



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Create Your Toolbox

Browser Extension: HeadingsMap

- [HeadingsMap on Chrome Web Store](#)
- [HeadingsMap for Firefox](#)



[h/] HeadingsMap

Featured 4.5 ★ (81 ratings) Share

Extension Developer Tools 100,000 users



Create Your Toolbox

Browser Extension: Axe Web Accessibility Testing

- [Axe DevTools for Chrome](#)
- [Axe DevTools for Firefox](#)

The screenshot shows the Chrome Web Store page for the 'axe DevTools - Web Accessibility Testing' extension. At the top, there's a search bar and navigation tabs for 'Discover', 'Extensions', and 'Themes'. The extension's title is 'axe DevTools - Web Accessibility Testing' with a blue 'ax' logo. Below the title, it shows the URL 'http://www.deque.com/', a 'Featured' badge, a 3.9 star rating from 123 reviews, and a 'Share' button. A category bar indicates it's an 'Extension' for 'Accessibility' with '400,000 users'. The main visual is a video player showing a 'Getting Started with the axe DevTools Browser Extension' video byDeque. To the right of the video is a preview of the extension's interface, showing the 'Overview' tab with a 'Test URL' field and a 'TOTAL ISSUES' count of 12. Below the video and interface preview are five small thumbnail images showing different views of the extension.

chrome web store

Discover Extensions Themes

Search extensions and themes

axe DevTools - Web Accessibility Testing

<http://www.deque.com/> Featured 3.9 ★ (123 ratings) Share

Extension Accessibility 400,000 users

deque

Getting Started with the
axe DevTools Browser Extension

Overview

Test Name

Test URL

<https://broken-workshop.dequelabs.com/>

TOTAL ISSUES

12

AUTOMATIC ISSUES 12

GUIDED ISSUES 0

Critical 4

Moderate 0

Minor 0

Best Practices: DFE WCAG 2.1 AAA

SITEIMPROVE AND PDFS

Siteimprove^{ai}

Where accessibility meets performance

New look, same insights

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Siteimprove and Remediating PDFs

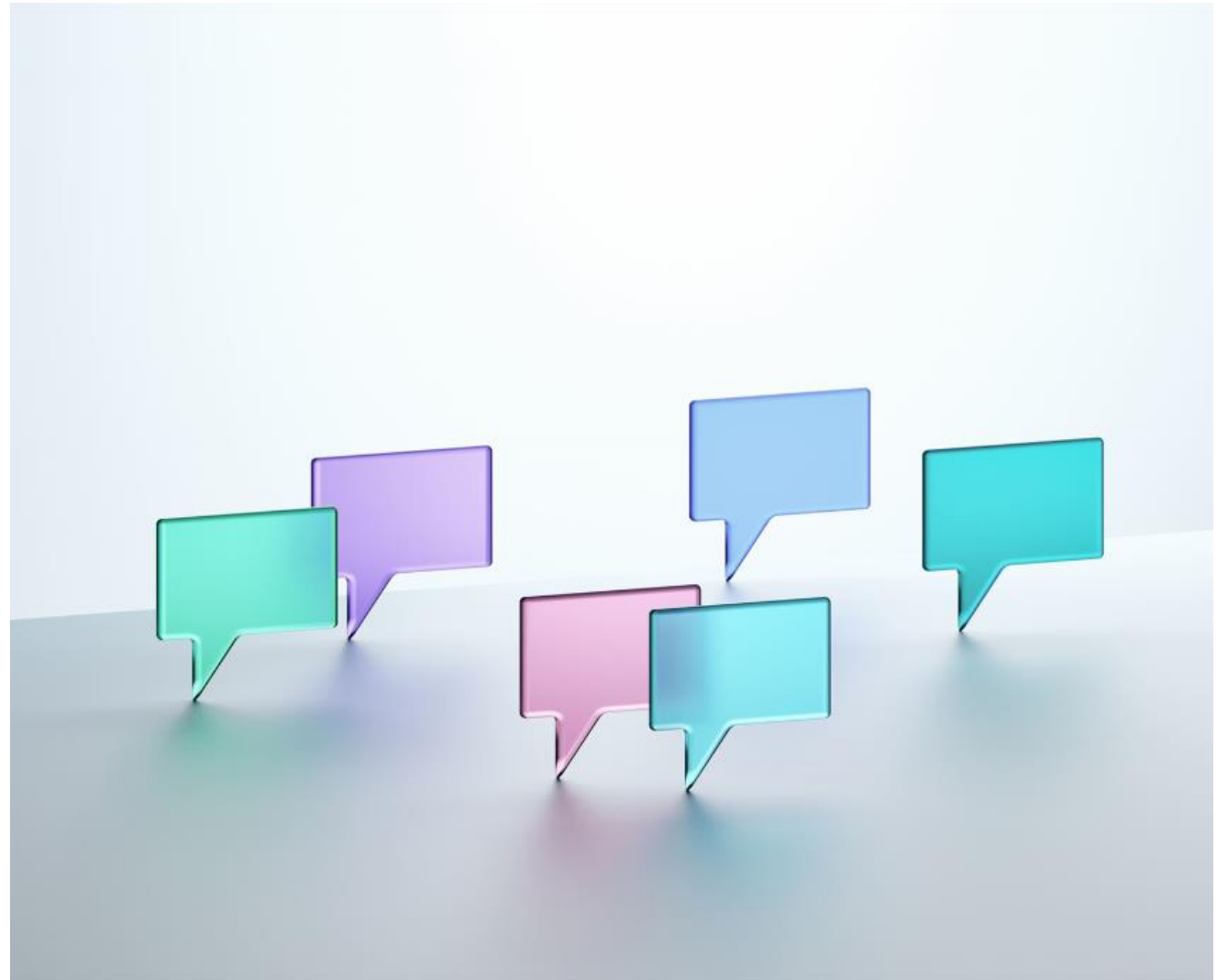
With a Little Sleuthing, You Can
Make Difference.



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Comments, Questions, and Discussion

COMMENTS?



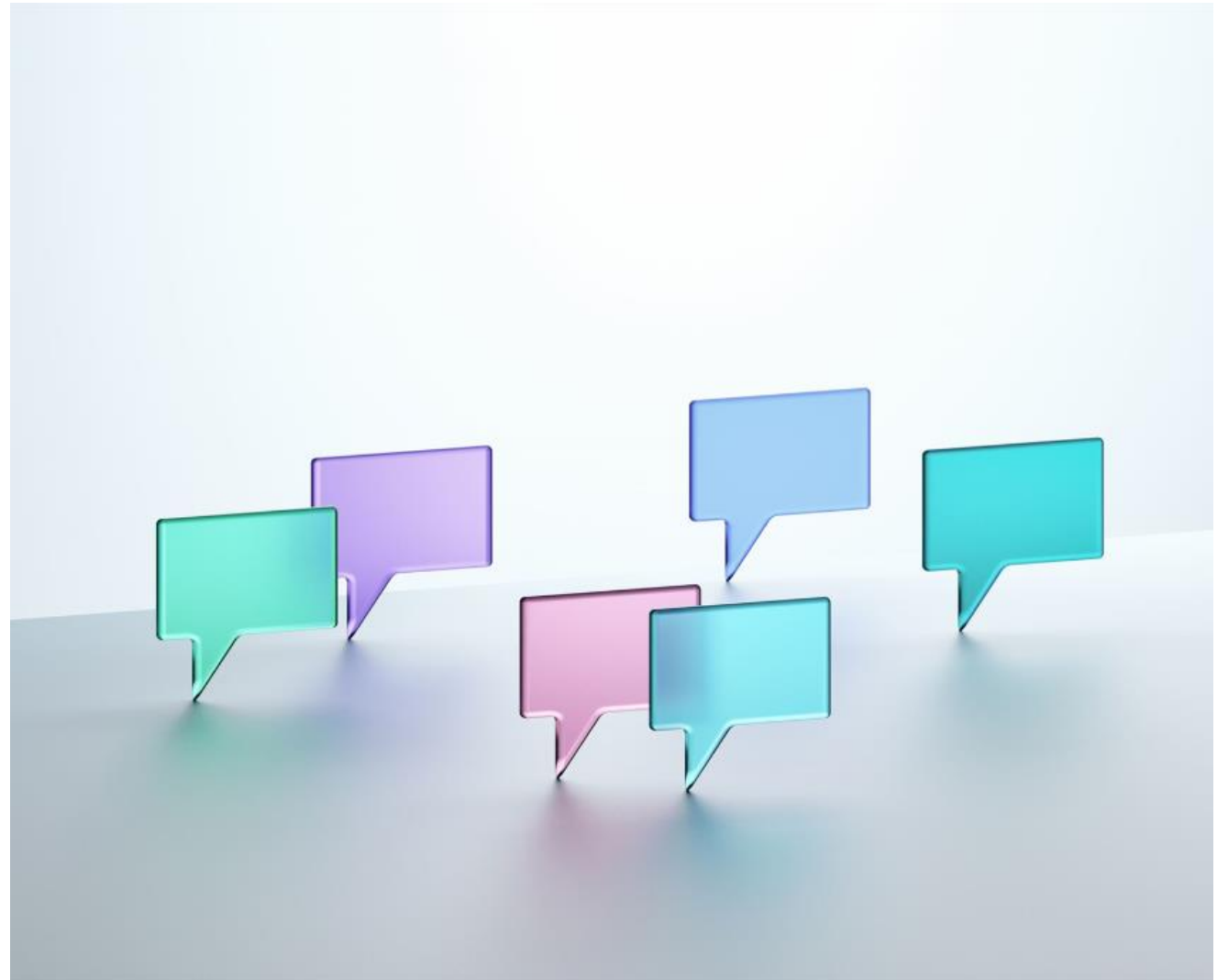
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SITEIMPROVE ISSUE: DECORATIVE IMAGE IS EXPOSED TO ASSISTIVE TECHNOLOGIES

- "Decorative image is exposed to assistive technologies"
- "Image missing a text alternative"

Comments, Questions, and Discussion

COMMENTS?



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Siteimprove Issue: Heading is not descriptive

Type of Issue: Accessibility

What is the issue?

Ensure the heading is clear and descriptive of the content it introduces.

Headings should clearly describe the content they introduce. Siteimprove uses AI to review whether headings are descriptive. You can edit the review at any time if needed.

A heading and the content below need to compliment each other and expand the meaning.

CANVAS

Explore support guides for students needing help with Canvas

[Canvas Help Center](#) / [Students](#) / Canvas

← [Canvas Help Center](#)

[Faculty](#)

[Students](#)

[Getting Support](#)



STUDENT CANVAS QUICKLINKS

- [Browse All Student Canvas Guides](#)
- [Canvas Login](#)
- [Forgot Password?](#)

Siteimprove Issue: Heading is not descriptive

The heading was flagged by Siteimprove because it is vague and generic. It doesn't describe what the page is about. From an accessibility & SEO standpoint it doesn't clearly convey which Canvas or what about Canvas the page covers (students, at Seattle U). Screen readers, search engines, and users benefit from more descriptive headings.

Make the heading **clearly describe what the page offers.**

CANVAS

Explore support guides for students needing help with Canvas

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← [Canvas Help Center](#)

[Faculty](#)

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[Getting Support](#)



STUDENT CANVAS QUICKLINKS

- [Browse All Student Canvas Guides](#)
- [Canvas Login](#)
- [Forgot Password?](#)

Siteimprove Issue: Heading is not descriptive

Make the heading **clearly describe what the page offers.**

Heading Options

- Canvas Student Guide for Seattle University
- Using Canvas at Seattle University

The content below a heading, in this case the meta description, should directly support the heading.

CANVAS

Explore support guides for students needing help with Canvas

[Canvas Help Center](#) / [Students](#) / Canvas

← [Canvas Help Center](#)

[Faculty](#)

[Students](#)

[Getting Support](#)



STUDENT CANVAS QUICKLINKS

- [Browse All Student Canvas Guides](#)
- [Canvas Login](#)
- [Forgot Password?](#)

SEATTLE UNIVERSITY

Siteimprove Issue: Heading is not descriptive

The content below a heading, in this case the meta description, should directly support the heading.

Meta Description Options

- Learn how to access and use Canvas as a Seattle University student, including tips for submitting assignments and checking grades.
- Seattle University student help for Canvas—guides for logging in, submitting assignments, viewing grades, and more

CANVAS

Explore support guides for students needing help with Canvas

[Canvas Help Center](#) / [Students](#) / Canvas

← [Canvas Help Center](#)

[Faculty](#)

[Students](#)

[Getting Support](#)



STUDENT CANVAS QUICKLINKS

- [Browse All Student Canvas Guides](#)
- [Canvas Login](#)
- [Forgot Password?](#)

SEATTLE UNIVERSITY

Siteimprove Issue: Heading is not descriptive

A better option:

Heading:

Canvas Student Guide for Seattle University

Meta Description Options

- Learn how to access and use Canvas as a Seattle University student, including tips for submitting assignments and checking grades.

CANVAS

Explore support guides for students needing help with Canvas

[Canvas Help Center](#) / [Students](#) / Canvas

← [Canvas Help Center](#)

[Faculty](#)

[Students](#)

[Getting Support](#)

+

+

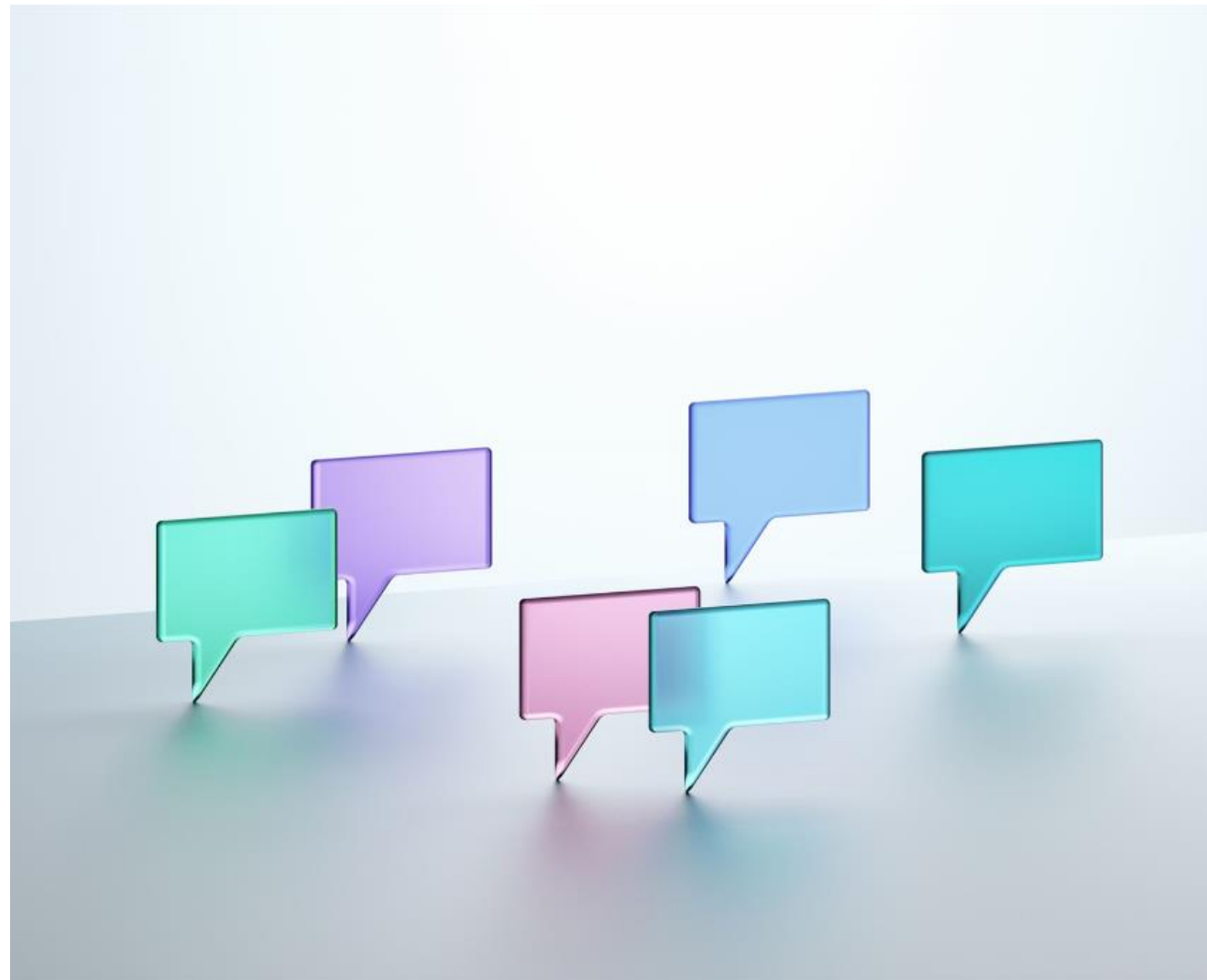
STUDENT CANVAS QUICKLINKS

- [Browse All Student Canvas Guides](#)
- [Canvas Login](#)
- [Forgot Password?](#)

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Comments, Questions, and Discussion

COMMENTS?



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Siteimprove Issue: 301 Redirect

Go to actual target, not a forwarded target.

Comments, Questions, and Discussion

COMMENTS?



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Siteimprove Check In: Missing Meta Descriptions

Spring Quarter Content Editors Meeting: 4/15/2025 | Missing Meta Descriptions: **1,658 out of 3,187 pages** (52% of pages missing a meta description)

[Issues and recommendations](#) / [Missing meta descriptions](#)

! Missing meta descriptions

Missing meta descriptions

Export

Total number of pages 3,187 100%	Number of pages missing a meta description 1,658 52.02%	Fix this and gain: 0.12 points -	Points already gained: 0.08 points -	Difficulty level ? <div><div></div><div></div><div></div><div></div></div> Moderate	Issue Type Content
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About this issue

A meta description displays as a snippet summary of a page's content in search engine results. Along with the meta title, it is potentially one of the only pieces of content a user will see of your site, so it's critical to how many click-throughs your site will receive.

How to fix it

Meta description tags should be added to the head section of the page's code. Add a unique page description of 110-160 characters, including the main keywords in a way that reads naturally. Most importantly, the description should be compelling enough to convince users to click on your link.

Related to this issue


AI (and search engines) often use the meta description to contextualize a page's content. Missing descriptions make it harder for AI to produce accurate summaries in search results.

Siteimprove Check In: Missing Meta Descriptions

10/22/2025: More pages, 58% missing meta descriptions



 Seattle University
https://www.seattleu.edu/

No group selected

 Search for a page

[Issues and recommendations](#) / Missing meta descriptions

Missing meta descriptions

Missing meta descriptions					 Export
Total number of pages 4,058 100%	Number of pages missing a meta description 2,360 58.16%	Fix this and gain: 0.12 points -	Points already gained: 0.08 points -	Difficulty level ⓘ  Moderate	Issue Type Content

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Siteimprove Check In: PDF Broken Links

10/22/2025
Start tracking you section weekly, gamify

< Back to main navigation

Quality Assurance

QA overview

Summary

Links

Summary

Pages with broken links

Broken links

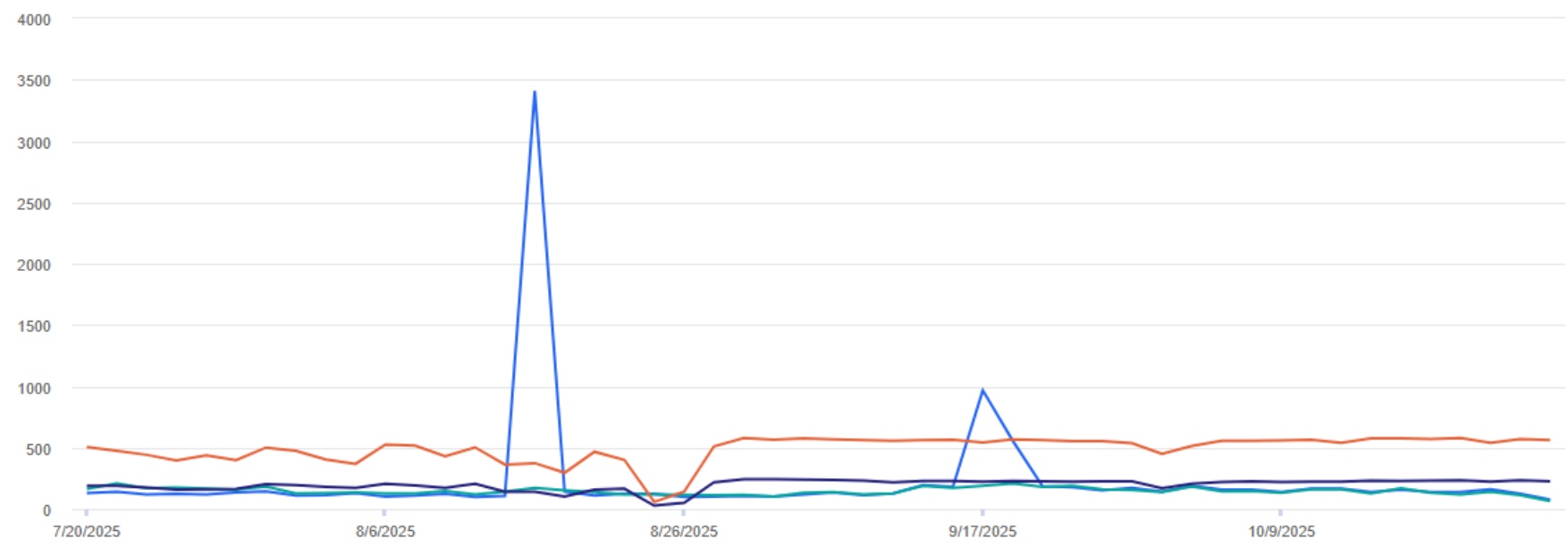
Links to unsafe domains

PDFs with broken links

Broken links in PDFs

Summary

Links overview



[View annotations](#)

Pages with broken links	76
Broken links	66
PDFs with broken links	227
Broken links in PDFs	562

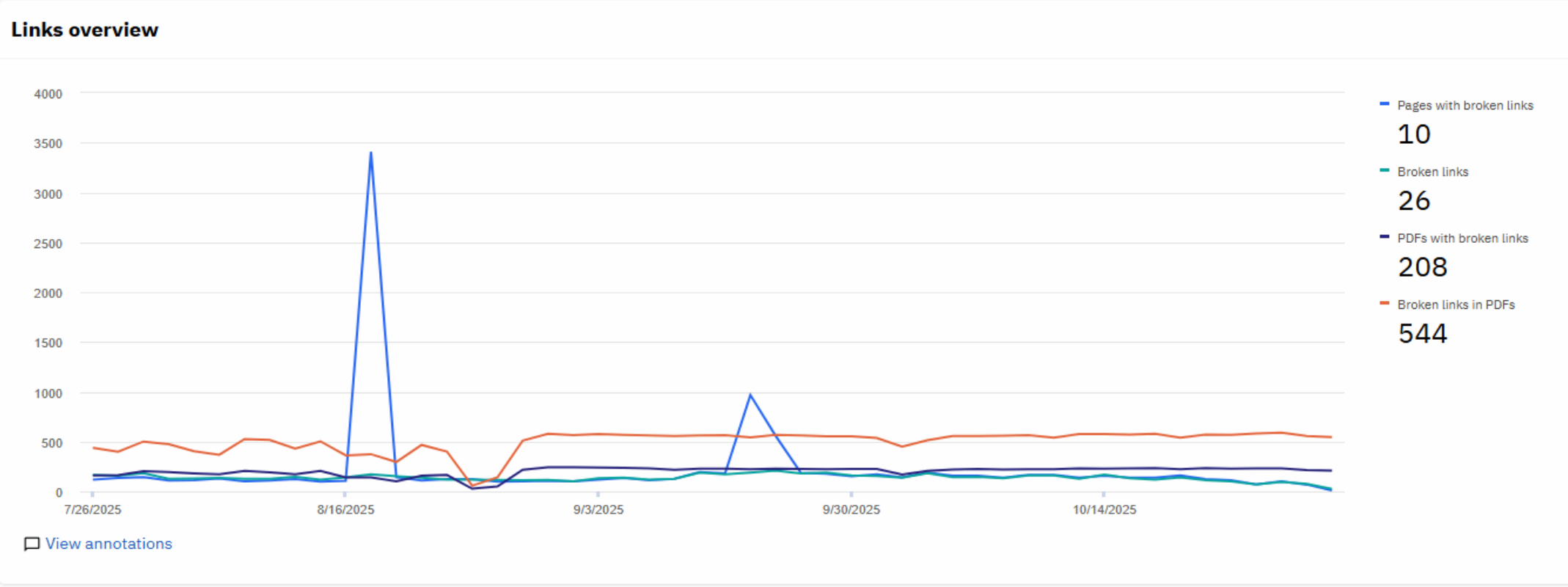
Siteimprove Check In: PDF Broken Links

As of 10/30/2025
Start tracking

Seattle University
https://www.seattleu.edu/

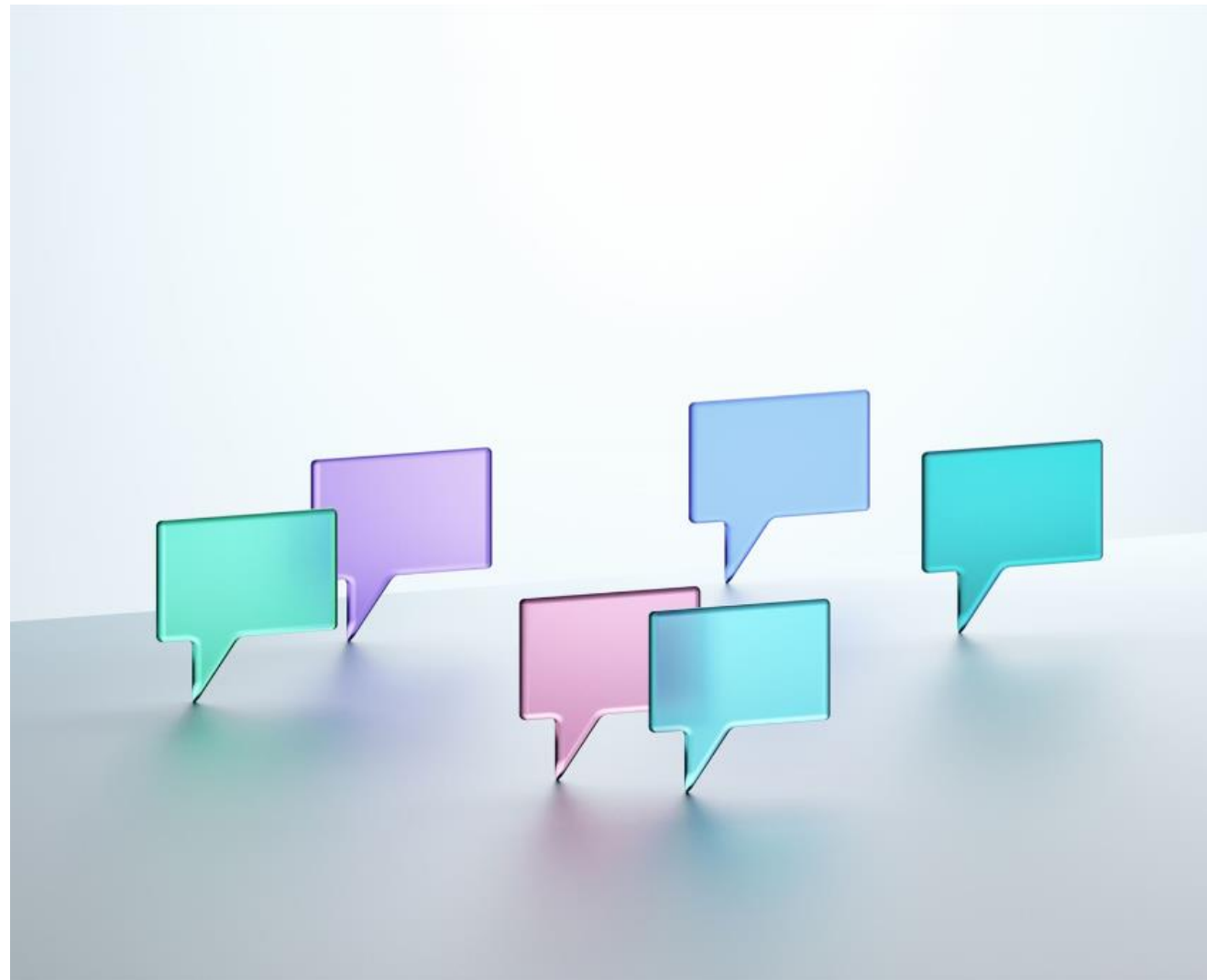
No group selected

Summary



Comments, Questions, and Discussion

COMMENTS?



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EVERGREEN FILE NAMES

To prevent duplicates, think in terms of linking to a media item instead of a document.



EVERGREEN FILE NAMES

Media Library » add and edit media assets for use

General


Categorization

History

Usage

Media details

Preview



Resident Handbook

id: 8393236

Resident-Handbook.pdf (2.8 MB)


> Media Library > Categorised > Seattle University >

Media file


Max file size: 200.00 MB

How is this calculated? ?

Drop file here or click to choose



Download this media file

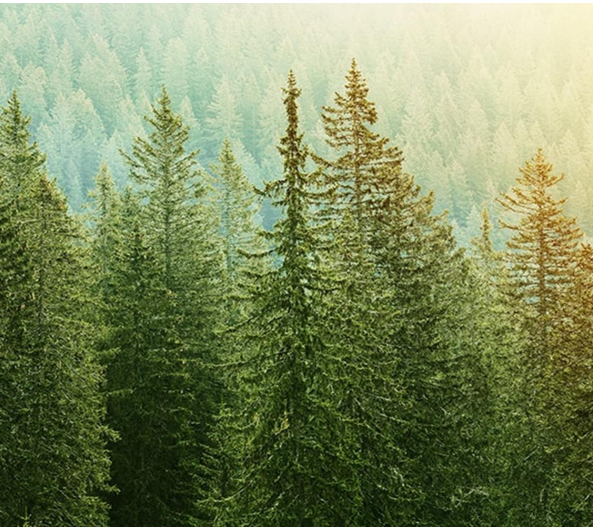
 Download

Name *

Resident Handbook

Description / Alt text *

Resident Handbook 2025-2026



SEATTLE UNIVERSITY

EVERGREEN FILE NAMES

Media Library » add and edit media assets for use

General

Categorization

History

Usage

Media usage

Display 10 records

Content name	Asset type	Variant	Location	Occurrences
Downloads	content	Resident Handbook	Home » Seattle University » Life at Seattle U » Housing & Dining » Housing Policies » Housing Agreement	2
Housing Policies and Accommodations	content	Resident Handbook	Home » Seattle University » Life at Seattle U » Housing & Dining » Housing Policies	2
Law Student Important Dates	content	Resident Handbook	Home » Seattle University » Life at Seattle U » Housing & Dining » Graduate and Law Housing	2
Resident Handbook	content	Resident Handbook	Home » Seattle University » Office of the Dean of Students » Policies & Records » Other University Policies	2
Resources for More Information	content	Resident Handbook	Home » Seattle University » Life at Seattle U » Housing & Dining » Continuing Student Application Process	2
Resources for More Information	content	Resident Handbook	Home » Seattle University » Life at Seattle U » Housing & Dining » Transfer Student Application Process	2
Resources for More Information	content	Resident Handbook	Home » Seattle University » Life at Seattle U » Housing & Dining » First-Year Student Application Process	2
What are your policies on alcohol?	content	Resident Handbook	Home » Seattle University » Life at Seattle U » Housing & Dining » Frequently Asked Questions	2



EVERGREEN FILE NAMES

File Names

- Keep short and descriptive
- Naming convention that is centered on the audience
 - Imagine the end user's document on their desktop. What file name would be helpful to them?

Do Not including the following information in your file names:

- Years
- Dates
- _final
- _final_final-08
- Version
- Any internal notes
- Acronyms

Examples (of what not to do)

- RequestForInformation-7-13-21 (1).pdf
- 2021 - 2022 Program Description - 2.2.22.pdf



Thoughts on Style

- Avoid exclamation marks!
- Define acronym on first reference (AP Style and WCAG)
- Don't write in CAPS

<https://www.seattleu.edu/life-at-seattle-u/university-recreation/fitness/group-fitness/>

GROUP FITNESS

Experience free Group Fitness classes at Seattle University!

[Life at Seattle U](#) / [University Recreation](#) / [Fitness](#) / Group Fitness

[← University Recreation](#)

[UREC Membership](#)

[Recreation Facilities](#)

Fitness	—
Group Fitness	—
Class Descriptions	

CURRENT CLASS SCHEDULE

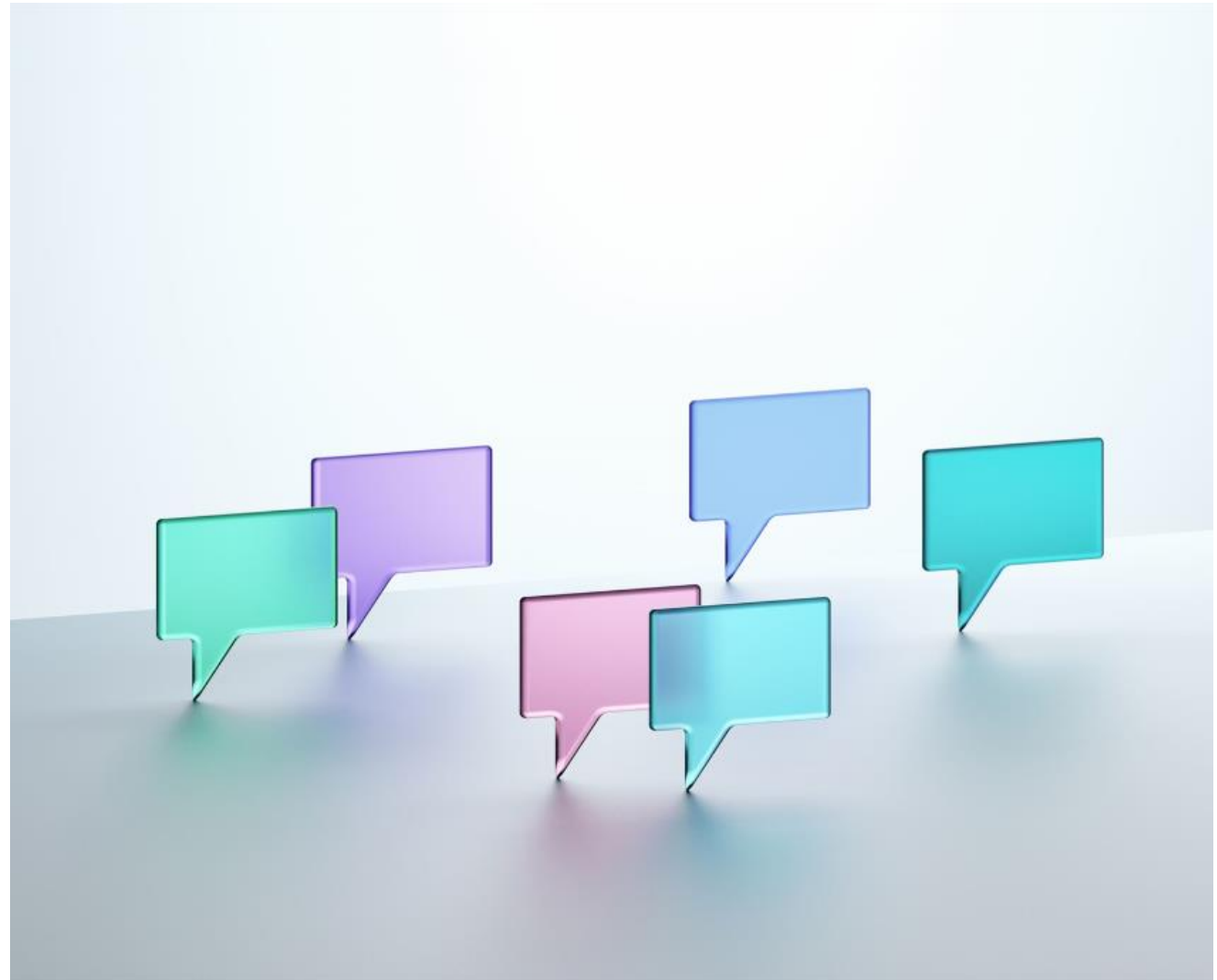
All UREC Group Fitness Classes are FREE, but you may purchase a Group Fitness Pass for unlimited reservations to guarantee your spot. Group Fitness Pass is good for the entire academic year. Register below.

- [Check out our schedule.](#)
- View [Class Descriptions.](#)

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Comments, Questions, and Discussion

COMMENTS?



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WEB ACCESSIBILITY TRAINING

Please Sign Up
using the
[T4 Access or
Removal
Request Form](#)



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EMBED CODES

Please send all embed codes to web@seattleu.edu for review.

The web team will check the embed content for accessibility issues.



MARKETING COMMUNICATIONS WEB TEAM

THANK YOU

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MARKETING COMMUNICATIONS WEB TEAM

FALL 2025

WEB CONTENT EDITOR TRAINING

OCTOBER 30, 2025

SEATTLE UNIVERSITY