Lead the Shift to a More Accessible and Inclusive Website with Steph Sedgwick - Episode 354

In this Episode:

- Steph Sedgwick's journey from helping her husband with web design to launching her own business and becoming a web accessibility advocate.
- The need for websites to accommodate diverse abilities, from temporary impairments to permanent disabilities, and adhere to international standards to improve user experience.
- The importance of meeting user expectations for a successful website.
- The value of using a genuine voice and staying true to one's message online, avoiding outdated SEO tactics like keyword stuffing.
- The common pitfalls to avoid and how to move away from outdated practices that frustrate visitors.
- The importance of evaluating and improving website inclusivity and accessibility.

Notable Quotes:

“Function and fashion need to balance.”

“People are starting to recognize that if they're not meeting certain expectations for their user, then their website isn't really worth having.”

“The internet right now, it's full of garbage. It's a disaster.”

“Women founders are at this position where we can start to take that active change.”

Pearls of Wisdom:

1. Think about your website as a virtual front door and you can't just flip the open sign, you also have to unlock the door.
2. Beware of 'Google gurus' promising unrealistic results.
3. Just because your website works for you doesn't mean it works for everybody else.

Resources:

Steph Sedgwick is the founder of Clarity Web Design Studio, a web design and management agency based in Nova Scotia. As a digital strategist and web accessibility advocate, she is dedicated to setting a new industry standard for findable and functional websites. With over 11 years in the industry, Clarity Web Design Studio has helped numerous businesses create impactful websites that enhance their online presence and drive growth, all while prioritizing accessibility.

Website: clarity webdesign.ca

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LinkedIn: https://www.linkedin.com/in/stephanie-sedgwick/

Link to this show: https://www.kamiguildner.com/ewr-steph-sedgwick-eps-354/

At the Extraordinary Women Ignite Conference on Oct 24-26 in Golden Colorado, Steph will be sharing her expertise on how to evaluate and improve the inclusivity and accessibility of your website to better serve a diverse range of visitors. With search engines and AI increasingly rewarding genuine, authentic content, it is crucial for small businesses to move away from merely chasing rankings and refocus on the most important aspect of their business: their customers.

Remember, Ignite is all about raising up your vision, voice, and visibility while building a business with more time prosperity and wealth prosperity. You'll leave with a plan for 2025 to make your next uplevel happen. Early bird tickets are on sale now at kamiguildner.com/ignite.