

07:58:57 From Paola Gonzalez – Equalize Digital : Hey everyone, welcome to the meetup! Please remember to toggle your chat settings from talk to “Host and Panelists” to “Everyone.”

Feel free to share in the chat where you are from and how you use WordPress 😊

[I’ll be posting this message a few times during intros as people join in]

07:59:29 From Athlone Harris-Compton : Hi all.
07:59:32 From gina sheldrake : Hello from Colorado
07:59:37 From Audrey O'Clair : Hello from Maine!! Happy New Year!!
07:59:46 From Darrin Boutote : Happy New Year from Connecticut!
07:59:46 From Kim Kham : Hi from Houston!
07:59:49 From Heather Tate to Hosts and panelists : Hello from Arizona.
07:59:49 From Jessica Schultz : good morning from Seattle
07:59:55 From Simon Miner : Hello from Boston.
07:59:55 From Elia Covolan to Hosts and panelists : Hi from Italy!
07:59:56 From Deneb Pulsipher to Hosts and panelists : Hey from Utah!
07:59:58 From Jessica Houseman : Morning from Philly!
08:00:01 From Jenni Jasper : Hi from Kentucky!
08:00:01 From Lisa Hunter to Hosts and panelists : Hello from Rochester, NY!
08:00:02 From Cheryl Todd : Hello from NC
08:00:02 From Amanda Stephens : Hi from a very rainy Isle of Wight!
08:00:05 From Laura Keith to Hosts and panelists : Hello from Houston
08:00:06 From Beverly Bravo : Hello from the Philippines!
08:00:07 From Christine ELARD : Hello from France!
08:00:07 From Christina Babcock : Hello from sunny and cool Hamilton, Ontario!
08:00:09 From Sean Kugler : Hello from Flagstaff, AZ.
08:00:10 From Maggie Morris to Hosts and panelists : Hello from Kentucky!
08:00:14 From Cate West to Hosts and panelists : Hi from UK!
08:00:15 From gina sheldrake : WOW very cool!
08:00:18 From Angelica Mccreary : Sending positive vibes from East Coast NC!
08:00:25 From Mike Steffel : Welcome to 2024 all from Wisconsin!
08:00:26 From Fiona McLellan to Hosts and panelists : Hiya/shwmae from Swansea, Wales.
08:00:29 From Paola Gonzalez – Equalize Digital : Hey everyone, welcome to the meetup! Please remember to toggle your chat settings from talk to “Host and Panelists” to “Everyone.”

Feel free to share in the chat where you are from and how you use WordPress :)

[I'll be posting this message a few times during intros as people join in]

08:00:39 From Dinesh Mamoria : Hello from Vermont
08:00:44 From Ali Fawad Raza : Fawad from Pakistan
08:00:45 From Erin White : Greetings from Rhode Island!
08:00:48 From Melissa Paschuck : Hello from California!
08:00:51 From Vicky Shirt to Hosts and panelists : Good afternoon from London!
08:00:54 From Athlone Harris-Compton : Hi from South Africa.
08:00:56 From Beverly Henry : Good morning from Jamaica!
08:01:00 From Jock Stender to Hosts and panelists : Jock ... Charleston, SC
08:01:08 From Phoebe King : Chicago representing! Hi!
08:01:10 From Toni Livesey : Hello from Queensland Australia
08:01:11 From Adam Brown : Hello from Houston!
08:01:20 From Daniel Bishop : Good morning from AZ!
08:01:33 From Betty Troy : Hi from California!
08:01:40 From Amy Letson : Good morning from Philly! <3
08:01:45 From FJ Nilsen to Hosts and panelists : Good morning from Ventura County, CA
08:01:46 From Jeff Wiesner : Greetings from Philadelphia 🙌
08:01:47 From Adrienne Grace to Hosts and panelists : Good morning from Anaheim, California and Happy New Year!
08:01:47 From Mario Luna to Hosts and panelists : Hello from Medellin 😊
08:01:54 From Emily Rapport : Hello from Chicago, Illinois!
08:01:57 From Aliana Manteria : Hi from NY :)
08:01:57 From Jean Kearsley : Hi from Liverpool, UK!
08:02:01 From Dinesh Mamoria : Its snowing out here
08:02:10 From Joseph Owen : Hello from Portsmouth, UK
08:02:10 From Molly McGinn : Hello from Hanging Rock State Park in North Carolina!
08:02:14 From Jeff Tincher to Hosts and panelists : Hey hey, from Chester County PA (greater philly)
08:02:21 From andrea canfield to Hosts and panelists : Hello from Chincoteague Island
08:02:32 From Adrienne Grace : Good morning and Happy New Year from Anaheim, California!
08:02:35 From Audrey O'Clair : She is wonderful!!
08:02:46 From Bjarne Oldrup : A snowy greeting from Denmark 🙌
08:02:46 From Maryann Reissig to Hosts and panelists : Yes! She's awesome
08:02:53 From Sean Kugler : Snowed in Flagstaff last night, and I have seen a couple of flurries this morning.
08:02:54 From gina sheldrake : Abby will you include any slides that we could have when done?
08:03:15 From Mark Yackley to Hosts and panelists : Good morning from South Dakota!

08:03:23 From Julie Dulong : Hello everyone! Ontario, Canada
08:03:25 From Steph Sedgwick : Hello from Nova Scotia! Really looking forward to this!
08:03:27 From seshan nirmal : hello from Indiaaa
08:03:28 From Adam McBride-Smith : Good early morning from Portland, Oregon :)
08:03:28 From Peter Ingersoll : Hello from chilly Connecticut.
08:03:34 From Yanell Guillen : Hello from Los Angeles :)
08:03:35 From Alice Galli to Hosts and panelists : Hello from Scotland :)
08:03:41 From Maryann Reissig to Hosts and panelists : Hi from Linwood, NY!
08:03:43 From Cindy Jenkins : Hello from Orlando
08:03:49 From Sylvia Tooker : Hello from Dallas, TX
08:03:51 From Kosana Ostojic : Good morning from Ottawa, Canada
08:03:53 From Sue Hanen to Hosts and panelists : Hello from Oregon
08:03:53 From Paola Gonzalez - Equalize Digital : Hey everyone, welcome to the meetup! Please remember to toggle your chat settings from talk to "Host and Panelists" to "Everyone."

Feel free to share in the chat where you are from and how you use WordPress :)

[I'll be posting this message a few times during intros as people join in]

08:03:54 From Jean P to Hosts and panelists : Northwest New Jersey, USA.
08:03:55 From Ash B. to Hosts and panelists : Wimberley, TX
08:03:56 From Julie Garland : Hello from Newton, MA.
08:03:59 From Verawati Iskandar-Tipton : South Bend, Indiana
08:04:22 From Margaret Blauvelt : Hi from northern Sonoma County, California, USA
08:04:32 From Laura Gaskill : Hello from Santa Cruz, California!
08:05:11 From Paola Gonzalez - Equalize Digital : Join our Facebook group: <https://www.facebook.com/groups/wordpress.accessibility>
08:05:49 From Paola Gonzalez - Equalize Digital : Find upcoming events and past recordings: <https://equalizedigital.com/meetup>
08:06:29 From Paola Gonzalez - Equalize Digital : Join our latest to get news and event announcements: <https://equalizedigital.com/focus-state/>
08:06:49 From Paola Gonzalez - Equalize Digital : Tune in to our podcast <https://accessibilitycraft.com/>
08:07:33 From Derek Short : Hi
08:07:41 From Derek Short : I'm sorry I'm late.
08:07:46 From Paola Gonzalez - Equalize Digital : You can contact me or Amber during the meetup or email us at meetup@equalizedigital.com
08:08:17 From Paola Gonzalez - Equalize Digital : @Derek, you got here right on time! We are going through announcements and the presentation will start soon 😊
08:08:38 From Debra Ireland to Hosts and panelists : Hello from

Raleigh, NC!

08:08:45 From Paola Gonzalez – Equalize Digital : Find us on Twitter:
<https://twitter.com/EqualizeDigital>

08:09:15 From Adrienne Grace : Thank you IvyCat!

08:09:27 From Jean P : Shout out to Ivy Cat and Eric!

08:09:32 From Paola Gonzalez – Equalize Digital : IvyCat Website:
<https://ivycat.com/>

08:09:34 From Paola Gonzalez – Equalize Digital : Find IvyCat on
Twitter: <https://twitter.com/ivycatweb>

08:12:44 From Derek Short : @Paola Great! Thanks!

08:26:09 From Angelica Mccreary : I am from the south and sometimes
use y'all on my personal site...I never thought about that being
something location specific that might not translate well.

08:27:37 From Amy Letson : @Angelica that's an interesting case, as
more folks in other regions seem to be using y'all to be more
inclusive (avoiding "guys")

08:28:12 From Deneb Pulsipher : Like she said, though, Angelica, it
probably all depends on where your audience comes from. If the
majority of people on your site are from your locale, it's probably
okay...

08:28:26 From Mike Steffel to Hosts and panelists : In Wisconsin
(upper midwest) I have also started using y'all, all, or everyone as I
find it much more inclusive than saying "he/she" or "guys" not just in
web content but in every day language.

08:28:46 From Paola Gonzalez – Equalize Digital : Hemingway App:
<https://hemingwayapp.com/>

08:29:04 From Hilda Cardenas to Hosts and panelists : Love the
Hemingway App. I tend to use it for simple and succinct alt-text 😊

08:29:05 From Diane Van Etten : I love the word, "y'all". It is so
much simpler than, "you both" or "the two (or three) of you". Even
better is, "all y'all" for larger groups. But I can see it could be an
accessibility hiccup.

08:29:32 From Julie Dulong : My target audience is women in business,
but this is so eye opening... I definitely want to cater to anyone who
identifies as a woman. I now realize I need an inclusivity statement.

08:29:36 From Amber Hinds, Equalize Digital to Caroline Jones and
all panelists : Hi Caroline, I saw you had you hand up. Anything we
can help with?

08:29:48 From Steph Sedgwick : I love this! I personally struggle with
one point per sentence, especially in emails.

08:29:50 From Phoebe King : I haven't used Flesch-Kincaid in a while.
Very useful resource

08:30:07 From Tara Lynne See : sorry to interrupt but, Will the
PowerPoint be available? I didn't get to write down all the points
from the previous slide..

08:30:24 From Joni Halabi to Hosts and panelists : Sometimes I'll
opt for "you all" instead of the contraction. It feels (to me) a
little less regional.

08:30:31 From Amber Hinds, Equalize Digital : I can ask her for a link
to her slides during Q&A.

08:30:34 From Aliana Manteria : Tara, the different audiences?
08:30:48 From Bjarne Oldrup : As a non-native english speaker, I really benefit from the LanguageTool extension. Available for most browsers, in free and premium tiers <https://languagetool.org/>
08:30:53 From Diane Van Etten : Thanks, Amber
08:31:18 From Tara Lynne See : Aliana, the WCAG Best Practices
08:31:19 From Joyce Huang to Hosts and panelists : Found the link for Hemingway in case anyone else wants it <https://hemingwayapp.com/>
08:31:42 From Adam McBride-Smith : I'd also recommend <https://readabilityformulas.com/> which allows you to test with different readability metrics (including Flesch-Kincaid)
08:31:51 From Aliana Manteria : oh I didn't really take notes on that page. sorry!
08:31:53 From Lisa Hunter : @aliana - A link to slides would be great! Visual learner here! 😊
08:32:16 From Caroline Jones to Hosts and panelists : Sorry, i didn't realise my hand was up!
08:32:30 From Amber Hinds, Equalize Digital to Caroline Jones and all panelists : All good!
08:32:45 From Sue Rorke : Is "above" or "below" useful? Previous or Follows?
08:33:39 From Mike Steffel : Only if it will be "above" or "below" on every device. 😊
08:33:40 From Oz Beckers : This has been great, Ive been telling my peers this for a while now, and here I can finally say in a succinct simple way "hey look, I'm right" lol
08:33:49 From Sarah Kornblum : @sue I think you have to be careful with positional language as well because every device may be different
08:34:10 From Derek Short : SEO! Woot woot!
08:35:25 From lisa martin : We have a CEO who loves using words like bucolic and ebullient when our products are mainly for 3-6 year olds
08:35:26 From Fiona McLellan to Hosts and panelists : Just having a look at the Hemingway app -- first impressions v. good. Really like how it gives feedback; the colour coding makes it very easy to scan.

Though maybe not that great for the colour blind. Guess there might be more display options in the pro-version.

08:35:27 From Oz Beckers : Im in education - we have to deal with families of all accessibility challenges - language, devices based, etc
08:36:57 From Hilda Cardenas to Hosts and panelists : Abby that's awesome. I've done that - meaningful words first - but didn't think it the way you're describing it! Thank you.
08:37:32 From Daniel Bishop : "does on the tip"?
08:37:41 From Oz Beckers : I feel like CTAs can feel so contrived
08:37:45 From Adrienne Grace : @Lisa Martin - good point, but I'll also say that 3- to 6-year olds probably aren't the ones reading the content, so that's still probably not the target audience.
08:37:55 From Lisa Hunter : I never thought my attention span would get to be SO low! Like a gnat! It took a while but it's now a matter

of seconds. Ugh.

08:38:01 From Aliana Manteria : Hi Sue. While I am not a screen reader user, I work with someone who is and have been learning a lot about accessibility while working with her. So to answer your Q: I would think saying something like "previous link/xyz" or "following link/xyz" would suffice. But I would suggest looking into it more too!

Keep in mind some people who use screen readers are blind and cannot see where things are listed on a webpage. A person will tab through links and headings on their keyboard, not move their mouse to the left or right to find links. I hope this is helpful.

08:38:07 From steve shukor to Hosts and panelists : I understand left and right is not accessible but I thought above and below was ok.

08:38:57 From Bjarne Oldrup : I think Accessibility Checker acutally catches "poor link text" as "read more" etc..

08:39:01 From Oz Beckers : Ah yes, I absolutely hate "click here to read more"

08:39:18 From Amber Hinds, Equalize Digital : I think above and below is less confusing for screen reader users, because it translates to above and below in the DOM or listening order.

08:40:00 From Sue Rorke : Thank you.

08:40:01 From Angelica McCreary to Hosts and panelists : I strongly suggest the W3C intro to web accessibility course for some hands on learning about AT's. It was one of the best certifications I have ever done. 10/10 will change your understanding of how it all works for actual users :)

08:40:15 From Aliana Manteria : Oh thanks for that POV Amber.

08:40:32 From Adrienne Grace : @amber - thank you for that. I was thinking the same thing, but I'm less experienced with screen readers.

08:42:10 From Melissa Saucedo : specially when it comes to biometrics, Parkinson's disease or any other motor disabilities have beeb completely ignored.

08:42:33 From Amy Letson : Ugh, when "Cancel Everything I Just Put in This Form" is too close to "Submit."

08:42:34 From Melissa Saucedo : *have been

08:42:49 From Aliana Manteria : @Amy right! I hate that.

08:43:29 From Oz Beckers : What would be an example of time limited content? IN a non ecommerce setting?

08:43:36 From Scott Rasmus : There are a lot of good comments in the chat will this be available later?

08:43:52 From Adam McBride-Smith : Also, links that occur immediately next to one another (inline) can be read as a run-on link by JAWS and other screen readers - best to avoid!

08:44:00 From Amy Letson : @Oz, I think of job applications

08:44:03 From Amber Hinds, Equalize Digital : We will include links and key details from the chat with the recording, yes.

08:44:11 From Paola Gonzalez - Equalize Digital : @Scott, we link the chat in the meetup recap

08:44:55 From Diane Van Etten : Thanks, Amber!

08:45:24 From Mike Steffel : Isn't Google Recaptcha 3 better to use as

it makes the bots prove they are human and not the humans prove they are not bots?

08:45:33 From Aliana Manteria : @Oz I'm working on an ecommerce project that had this exact issue. I noticed when testing that when the user purchased a course, the confirmation page would have a 10 second countdown and then automatically redirect to the course page. So I had to reach out to the developer to take that countdown off.

08:45:50 From Bjarne Oldrup : I'm no fan of AI, preferring human created content. But could AI be useful for summaries?

08:45:50 From Melissa Paschuck : <https://www.lflegal.com/global-law-and-policy/> – Good example of summary at the top of a page with complex information.

08:47:52 From Peter Ingersoll : Neurodiversity is such an important topic in accessibility, and it too often ignored.

08:47:55 From Paola Gonzalez – Equalize Digital : @Bjarne, I like to use AI to summarize large amounts of texts. However, I still read the full text and the summary. I always have to edit the AI generated summary, but it's a good starting point.

08:48:29 From Angelica McCreary to Hosts and panelists : I have an AI bot that I created to help me write alt text. I always review it but it is definitely

08:48:32 From Angelica McCreary to Hosts and panelists : Helpful

08:49:16 From Dan Keck : @Oz, another example might be a website with a security requirement that a user is logged off automatically after so many minutes of inactivity

08:49:51 From Bjarne Oldrup : Thank you for your insights @Paola 😊

08:50:04 From Oz Beckers : Thanks everyone for your feedback

08:50:16 From Steph Sedgwick : I like to remind folks that after several years of pandemic life, most of us are operating under way higher cognitive loads and stress than ever before. Making things as simple as possible is respecting that level of global overwhelm – as usual, designing for accessibility makes it better for everybody.

08:50:30 From Amy Letson : Commas, who knew?

08:51:08 From Amy Letson : Thanks for acknowledging that, @Steph.

08:51:09 From Phoebe King : What about em dashes in place of commas to break up thoughts?

08:51:44 From Paola Gonzalez – Equalize Digital : Thank you! I feel like I'm being yelled at if I read something in full caps. I think

it's a millennial thing. 😂

08:51:54 From Aliana Manteria : There

08:51:59 From Aliana Manteria : Oops!

08:52:03 From Connor McKenzie : I think the word Abby was looking for was "readability"

08:52:24 From Aliana Manteria : There's this band I follow on Instagram and all of their captions are in caps.. I don't even bother trying to read them anymore

08:52:30 From Joseph Owen : I work in an industry where everybody wants to capitalise every random word going – so annoying having to pick it all apart.

08:52:39 From Bjarne Oldrup : Yeah. @phoebe, the emdash – is used in a

lot of english literature, not at all in Denmark. Whats the situation in other countries?

08:52:41 From Deneb Pulsipher : Phoebe, I'm guessing she was talking about emdashes, not hyphens, though those are misused all over the place...

08:53:16 From Stephanie Ashby : We've talked about headers already but super helpful. It gives someone with dyslexia for example a way to anchor themselves instead of being lost in a large sea of text.

08:55:57 From Beverly Bravo : Yes please! Would love to read that book.

08:55:57 From Aliana Manteria : Is it this? <https://www.amazon.com/Content-Strategy-Voices-That-Matter/dp/0321808304/>

08:56:38 From Paola Gonzalez - Equalize Digital : I found this book. Content Strategy for the Web by Kristina Halvorson: <https://www.amazon.com/Content-Strategy-Web-Kristina-Halvorson/dp/0321620062>

08:57:01 From Paola Gonzalez - Equalize Digital : @Aliana, it might be one of the two, we'll see later. 🤔

08:57:52 From Amy Letson : <https://abookapart.com/products/the-elements-of-content-strategy>

08:58:06 From Amy Letson : ^ That's by Kristina

08:58:35 From Amy Letson : OOPS, sorry - wrong link there! She wrote the forward, not the content

08:59:11 From Deneb Pulsipher : To her point on AI: <https://www.seamonsterstudios.com/2023/02/21/will-ai-eliminate-copywriters/>

08:59:19 From Aliana Manteria : Cool site though @Amy

08:59:42 From Laura Gaskill : This has been so helpful!!

08:59:44 From Amy Letson : Highly recommend, @Aliana. I was thinking she had a title with them.

08:59:46 From Jessica Schultz : thank you so much

08:59:48 From Adam McBride-Smith : The marketing term known as AI also makes things up, fails WCAG, plagiarizes, and makes culturally insensitive statements - so best avoided

08:59:53 From Phoebe King : Great presentation. Thanks!

09:00:01 From Amy Letson : Great presentation, Abby!

09:00:02 From Sharon Ford : 🙌

09:00:05 From Fiona McLellan : Thank you - really enjoyed that.

09:00:09 From Sylvia Tooker : Exceptionally useful presentation. Thank you!

09:00:13 From Adam McBride-Smith : Thank you Abby!

09:00:15 From Aliana Manteria : Thanks so much

09:00:23 From Melissa Volio : Thank you! Very useful information!

09:00:34 From Steph Sedgwick : Thank you, this was excellent!

09:00:35 From JERIBETH STEVENS : Great presentation! Thank you 😊

09:00:37 From Phoebe King : Thanks for the deck!

09:00:37 From suzanne shouesmith : Thank you Abby!

09:00:38 From SueJ Hawkins : Thank you

09:00:41 From Abby Wood : <https://docs.google.com/presentation/d/1roUkLHCEZSk7mjpaV6ZlLbbGFVTUesg3Vn2fspaVt-U/edit?usp=sharing>

09:00:47 From Angelica Mccreary to Hosts and panelists : Thank you

this was super helpful!

09:00:53 From Joni Halabi to Hosts and panelists : Thank you! This was so helpful!

09:01:04 From Amanda Stephens : Thanks Abby! So many interesting aspects to consider.

09:02:19 From Oz Beckers : Id agree – appealing more to the reader keeps them on the page – isn't that the end goal? Keep em on there as long as possible

09:02:25 From Rosemary Roberts to Hosts and panelists : Thanks for the slides. Really wonderful

09:02:52 From Aliana Manteria : If anyone wants to connect on linked in to chat about design or accessibility ! <https://www.linkedin.com/in/aliamanteria/>

09:03:06 From Angelica McCreary to Hosts and panelists : If anyone wants to link up, share more resources or help each other with testing our own sites please reach out! All the best :) <https://www.facebook.com/profile.php?id=100080220820771>

09:03:31 From Amy Letson : I feel sometimes people make their own SEO issues by confusing vague, low-value simple words with simple but clear and effective copy.

09:04:37 From Amber Hinds, Equalize Digital : <https://equalizedigital.com/accessibility-checker/readability/>

09:04:45 From Amber Hinds, Equalize Digital : <https://www.w3.org/TR/WCAG21/#reading-level>

09:04:54 From Beverly Henry to Hosts and panelists : Is it possible to get a copy of the web chat? Thanks.

09:05:16 From Abby Wood : <https://www.amazon.co.uk/Content-Strategy-Voices-That-Matter> <<< Kristina's book

09:05:27 From Hilda Cardenas to Hosts and panelists : @OzBeckers Ideally. I think from a business perspective that's what they want, but biz will use too general of keywords to the content to draw more traffic. I'm not in marketing, but I think there's some sort of misleading draw. Because it's just to draw people to their site

09:05:42 From gina sheldrake : Link does not work?

09:05:48 From Oz Beckers : Its a UK link

09:05:55 From gina sheldrake : Oh ok

09:06:01 From Paola Gonzalez – Equalize Digital to Beverly Henry and all panelists : Zoom doesn't allow the attendees to save the chat, but we post it on the meetup recap blog post. You can find the recap here in about 2 weeks: <https://equalizedigital.com/resources/>

09:06:04 From Daniel Bishop : Same book is linked a little earlier in the chat.

09:06:05 From gina sheldrake : TU

09:06:37 From Sharon Ford : <https://www.amazon.com/Content-Strategy-Web-Kristina-Halvorson/dp/0321620062>

09:06:43 From Amber Hinds, Equalize Digital : <https://hemingwayapp.com/>

09:07:21 From Paola Gonzalez – Equalize Digital : Sounds similar to Grammarly, yes.

09:07:54 From Paola Gonzalez – Equalize Digital : Yoast SEO WordPress

Plugin: <https://yoast.com/wordpress/plugins/seo/>

09:07:55 From Adam McBride-Smith : The problem with Flesch-Kincaid is that it's only looking at word length and sentence length. Complexity of language is based on so many other things - that's why I'd recommend using readabilityformulas.com and taking a look at various metrics. (I also like Hemingway, btw!)

09:08:17 From Janel Simms to Hosts and panelists : <https://www.amazon.com/Content-Strategy-Voices-That-Matter-ebook/dp/B002LGGJHE>

09:08:43 From Aliana Manteria : I recommend the Yoast plugin too

09:09:24 From Emily Rapport : Gotta go but thank you for an awesome presentation!

09:10:30 From John Cornthwait : Have to drop, really enjoyed today, thank you!

09:10:44 From Diane Van Etten : I need to take off too but this has been incredible! Thank you all!!

09:10:56 From Dinesh Mamoria : Thank you Abby for sharing your thoughts on content writing.

09:11:16 From lisa martin : please share the blog posts

09:11:26 From Dinesh Mamoria : Thank you Amber for organizing, as always you are great.

09:11:41 From Daniel Bishop : Preach it!

09:11:52 From Abby Wood : <https://theadminbar.com/how-to-sell-copywriting-services-to-your-clients/>

09:11:54 From Bjarne Oldrup : Oh yeah. As a dev I identify that good copy is needed, but as a dev, its a difficult sell.

09:12:05 From Lisa Hunter : Thank you!!

09:12:31 From Paola Gonzalez - Equalize Digital : I had to become an expert at writing full blog posts from bullet points and random sentences. 😂

09:14:13 From Debra Ireland : Excellent presentation, Abby! Thank you for sharing!

09:14:35 From Paola Gonzalez - Equalize Digital : Meg's Presentation: <https://equalizedigital.com/website-alt-text-meg-miller/>

09:14:47 From Amy Letson : YES, Amber - preach!!

09:14:57 From Oz Beckers : I highly recommend when setting scope of work with a client to state who's gonna provide copy - I do not compose copy for one client and just paste what they provide. If it looks bad well then Im sorry that's your fault.

09:15:29 From Margaret Blauvelt : I had a client copy an article from another website and ask me to post it. I asked ChatGPT to summarize it and told him what I did. Then I asked him to give me something of his personal story that related, and I edited the ChatGPT summary. He loved it! Better than plagiarism.

09:15:39 From Amy Letson : I just did something really hacky to override a centered-text-only component of a design system.

09:16:42 From Angelica Mccreary to Hosts and panelists : The ability to build custom bots without code has changed the AI game for me. They can be programmed now to be such an efficient asset

09:17:49 From Angelica Mccreary to Hosts and panelists : That is definitely an issue 😂

09:18:00 From Margaret Blauvelt : I would center a box (with or without an outline) and then left-justify the text in the box. Did you do something like that?

09:18:04 From Paola Gonzalez - Equalize Digital : Frase: <https://www.frase.io/?via=geoff52>

09:18:08 From Oz Beckers : Lack of voice in AI is almost a good thing, it remains easily found. If it sounds more like us then it'll be harder to spot. Its a new tool and we're still in the learning stages. Its learning curve too will slow its growth

09:18:14 From Paola Gonzalez - Equalize Digital : Content Scale: <https://contentatscale.ai/?fpr=ddiy>

09:18:17 From D K : Yes, AI takes the personality out of it because it is based on the blended writing of all that has been input.

09:18:34 From gina sheldrake : What was the last tools name?

09:18:37 From Marsha Schwanke to Hosts and panelists : Some more presentations to check out: Accessible Tech Webinar Series. One session last year - Inclusive Imagery - Writing Alt-Text Depicting People with Disabilities and Other Marginalized Identities at: <https://accessibilityonline.org/ada-tech/archives/111046>

09:18:37 From Paola Gonzalez - Equalize Digital : GRammarly: <https://www.grammarly.com/ai-writing-tools>

09:18:42 From lisa martin : can you link that?

09:18:49 From gina sheldrake : Thank you

09:18:51 From Amber Hinds, Equalize Digital : <https://surferseo.com/>

09:19:14 From Rd --- : Thank you, it's coming out as suffer SEO on the transcript, I appreciate the link

09:19:30 From Oz Beckers : lol theres a joke in there @Rd lol

09:19:48 From Rd --- : /me znorts and spits up water at Oz.

09:20:34 From Amy Letson : Ouch, not Comic Sans!

09:20:40 From Amber Hinds, Equalize Digital : <https://theadminbar.com/accessibility-weekly/selecting-accessible-fonts/>

09:20:44 From Paola Gonzalez - Equalize Digital : Accessible Typography Talk: <https://equalizedigital.com/accessible-typograhycarie-fisher/>

09:21:23 From Naomi Szczesiul to Hosts and panelists : It's not so much that it's comic sans. It's fonts that resemble handwriting that are more legible to neurodivergent readers.

09:21:41 From Bjarne Oldrup : It's been tested, the system fonts preferred. Easy on the enviroment too.

09:21:55 From Abby Wood : <https://www.thecontentlab.ie/accessibility-writing-tips-how-to-write-content-for-people-with-dyslexia/>

09:21:56 From Naomi Szczesiul to Hosts and panelists : So sans serif fonts that will have a little hook but not serifs. Serifs are more difficult to read

09:22:01 From Jaime Medvesky : I have found ChatGBT to be helpful when needing assistance with how to write the code for a particular element to be accessible. For example, I recently used it to write the proper code for a tooltip so that it is announced by screen reader when focused.

09:22:15 From Verawati Iskandar-Tipton : <https://brailleinstitute.org/>

freefont

09:22:18 From Christina Babcock : Font is surprisingly personal. Hashtag Helvetica Forever.

09:22:33 From Lisa Hunter : Thank you! I have a loved one who is very dyslexic so I'm in tune with this font issue. The Dyslexie font does help him but interesting to hear you've seen the research results.

09:22:38 From Oz Beckers : We're a Nunito house here lol

09:22:43 From Joni Halabi to Hosts and panelists : That reminded me of another audience. Kids! My 5 year old is learning to read and gets confused between small l and big I all the time.

09:22:45 From Deneb Pulsipher : Legend is supposed to be pretty good: lexend.com.

09:22:59 From Jean P : Amber, I worked for a publisher who used that Open Dyslexic font. People actually stopped purchasing those books and returned to the New York Times version.

09:23:38 From Melissa Paschuck : <https://www.ucf.edu/news/study-shows-personalized-fonts-speed-up-reading-maintain-comprehension/>

09:23:39 From Laura Lian : I can't find the link, but there is a seminar online about the development of the BBC font, BBC Reith. it's fascinating

09:24:19 From Adrienne Grace : I love em dashes!

09:24:21 From Melissa Paschuck : Which font is good for you: <https://readabilitylab.xyz/>

09:24:39 From Phoebe King : We love em dashes at our company

09:25:06 From Fiona McLellan : We use the en-dash in the UK. Heart emoji goes here. They're so much prettier than hyphens.

09:25:58 From Amy Letson : I use em dashes often. I think en dashes are for numerical uses? Anyone know for sure?

09:26:00 From Melissa Saucedo : About Alt text for images, is better to add as much details as possible?

09:26:22 From Melissa Saucedo : *better

09:26:23 From Oz Beckers : do not sounds more stern where don't is casual

09:26:45 From Paola Gonzalez - Equalize Digital : @Melissa, Meg Miller went through that in a previous presentation. You can find info in the recap: <https://equalizedigital.com/website-alt-text-meg-miller/>

09:26:51 From Deneb Pulsipher : Melissa, not necessarily. The more details, the longer it takes for the screen reader to read it, which might not be great.

09:26:59 From Jean P : Grammar wise from an editor: Em dash is similar to the semi colon, it shows a relationship between items. Should not have spaces to either side.

09:27:12 From Laura Lian : contractions aren't recommended for readers where English isn't the first language

09:27:12 From Oz Beckers : Thank you for that question Emily

09:27:26 From D K : It used to be considered that over-use of contractions was disrespectful.

09:27:56 From Melissa Saucedo : thanks!! Paola and Deneb

09:28:01 From Deneb Pulsipher : The best advice I've heard is if you make alt text longer and more detailed, just make sure that you

structure it so it's got the very most important stuff first so if the screen reader user wants to jump to the next element, they'll have heard the most important of the alt text...

09:28:03 From Hilda Cardenas to Hosts and panelists : Yeah @DK it used to be

09:28:15 From Oz Beckers : Was that Kristina's book you mentioned?

09:28:33 From Oz Beckers : 👍👍

09:28:51 From Marsha Schwanke to Hosts and panelists : Upcoming webinar may be of interest. Section 508 Webinar Series. January 30 from 1:00 – 2:30 p.m. [Eastern Time]. Presentation: Highlights from the new Government-wide Section 508 Assessment. Register and learn more: <https://accessibilityonline.org/ADA-Audio/session/?id=111094>

09:29:12 From Christina Babcock : The Writer's Way was a miss for me.

09:29:20 From Phoebe King : Em dash/en dash is a style thing. AP style doesn't use en dashes. Other styles do use en dashes between numbers, some use hyphens

09:29:47 From Paola Gonzalez – Equalize Digital : Everybody Writes: [https://www.amazon.com/Everybody-Writes-2nd-Go-Ridiculously/dp/B0BX7DDTWB/ref=sr_1_1?](https://www.amazon.com/Everybody-Writes-2nd-Go-Ridiculously/dp/B0BX7DDTWB/ref=sr_1_1?adgrpid=78907566462&hvadid=673645994333&hvdev=c&hvlocphy=9069760&hvnetw=g&hvqmt=e&hvrnd=13456991000188186633&hvtargid=kwd-299376231001&hydadcr=26668_11784466&keywords=everybody+writes&qid=1704389375&sr=8-1)

[adgrpid=78907566462&hvadid=673645994333&hvdev=c&hvlocphy=9069760&hvnetw=g&hvqmt=e&hvrnd=13456991000188186633&hvtargid=kwd-299376231001&hydadcr=26668_11784466&keywords=everybody+writes&qid=1704389375&sr=8-1](https://www.amazon.com/Everybody-Writes-2nd-Go-Ridiculously/dp/B0BX7DDTWB/ref=sr_1_1?adgrpid=78907566462&hvadid=673645994333&hvdev=c&hvlocphy=9069760&hvnetw=g&hvqmt=e&hvrnd=13456991000188186633&hvtargid=kwd-299376231001&hydadcr=26668_11784466&keywords=everybody+writes&qid=1704389375&sr=8-1)

09:29:52 From Sean Kugler : Thank you. Enjoyed the presentation, but I must jump off to go to a meeting.

09:30:09 From Sharon Ford : @Oz – <https://www.amazon.com/Content-Strategy-Web-Kristina-Halvorson/dp/0321620062>

09:30:15 From Paola Gonzalez – Equalize Digital : Ann's website: <https://annhandley.com/>

09:30:17 From Oz Beckers : Thank you @Sharon

09:31:18 From Amy Letson : I hear raves about Content Camp. <https://jenniferbourn.com/content-camp/>

09:31:22 From Rosemary Roberts : Wonderful webby, ladies. Great job!

09:31:56 From Phoebe King : This has been great. Thanks again!

09:32:13 From Amy Letson : Periods are read incorrectly by some screen readers.

09:32:19 From Hilda Cardenas to Hosts and panelists : ^^

09:32:34 From Margaret Blauvelt : How about spaces between groups of numbers?

09:32:45 From Naomi Szczesiul to Hosts and panelists : Some countries use spaces and parenthesis

09:33:00 From Hilda Cardenas : So true @Amy

09:33:04 From Sue Hanen to Hosts and panelists : Thank you so much, this was very informative and fun.

09:33:30 From Amy Letson : Yeah @Hilda, I hadn't tested that myself recently, so asked a blind colleague.

09:34:22 From Alice Galli to Hosts and panelists : Do you have any suggestion on an alternative way to display text that needs to be compared? For example content that would be displayed in tables, since the screen readers only read top to bottom

09:34:25 From Hilda Cardenas : Gotcha. That's helpful to understand.

Thanks Abby

09:34:44 From Fiona McLellan : Or getting senior managers to care about good UX & accessibility!

09:35:48 From Hilda Cardenas : @Amy that's good you'd did. Other issues with screen readers can also be acronyms. For example, putting space vs not space. Like USGS vs U S G S

09:36:11 From Paola Gonzalez – Equalize Digital : Agreed! I don't take it personally. I actually appreciate feedback.

09:36:42 From June Liu : Exactly about the analytics – doing A/B testing can give the top level to understand the bottom line.

09:37:12 From Paola Gonzalez – Equalize Digital : Amazing presentation!

09:37:16 From Athlone Harris-Compton : Awesome, thank you so much.

09:37:19 From Hilda Cardenas : So great! Learned so much

09:37:23 From Sharon Ford : Thank you so much!

09:37:25 From gina sheldrake : Amazing!!!

09:37:26 From Amy Letson : @Hilda, thanks for acknowledging. I'm often the last person to touch material before the world consumes it!

09:37:26 From Erin Rickard : Extremely helpful presentation, thank you!

09:37:27 From Hilda Cardenas : Thank ya'll!!!

09:37:31 From Oz Beckers : I picked up a lot more than I expected, thank you

09:37:35 From Paola Gonzalez – Equalize Digital : <https://www.thecontentlab.ie/>

09:37:36 From Scott Rasmus : Thanks this was an awesome presentation

09:37:39 From Oz Beckers : Ill def be sharing this with my coworkers

09:37:39 From Jean P : Great great presentation. Thank you so much!!

09:37:40 From Abby Wood : <https://www.thecontentlab.ie/>

09:37:49 From Jaime Medvesky : Thank you so much, this has been so helpful!!

09:37:51 From Fiona McLellan : Thank you! So glad I signed up. Great session. Have had to keep sending links to myself with apps/sites.

09:37:51 From Christine ELARD : Thank you so much!

09:37:56 From Deepak Kumar Dass : Great Presentation!

09:38:00 From Hilda Cardenas : Such a great presentation. Learned so much!!

09:38:07 From Ann Lee : Thank you so much Abby!

09:38:09 From Michael Balmaceda to Hosts and panelists : Thanks – awesome presentation!

09:38:19 From Tara Lynne See : Thank you 😊🙏

09:38:21 From Beverly Henry : 🙌❤️

09:38:23 From Naomi Szczesiul to Hosts and panelists : Thank you!

09:38:27 From Leah Root : Thank you! <3

09:38:29 From Jaime Medvesky : 🙌

09:38:33 From Paola Gonzalez – Equalize Digital : Jan 15th!

09:38:38 From FJ Nilsen : Thank you so much