Siteimprove Academy Course Guide

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 courses are your greatest ally for creating an inclusive and optimized digital experience for every site visitor.

Whether you’re an executive looking for large-scale organizational training or an individual hoping to brush up on your skills, Siteimprove Academy has something for everyone.

Learning Tracks

Each course collection provides a tailored course list for users to complete training essential to their role or learning objectives.

Web Fundamentals: Accessibility, Analytics, and SEO

- Accessibility Fundamentals for the Web
- Analytics Fundamentals for the Web
- SEO Fundamentals

Accessibility for Content Contributors

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

Includes:
- Accessibility for Content Contributors
- Accessibility for PDFs
- Accessibility for Documents
- Accessibility for the Classroom
- Accessibility for Designers
- Accessibility for Marketers
- Accessibility Fundamentals for the Web
- Accessibility with WCAG 2.1

Accessibility for Web Developers

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

Includes:
- Accessibility for PDFs
- Accessibility for Developers – Part 1
- Accessibility for Developers – Part 2
- Accessibility Testing for the Web
- Accessibility Fundamentals for the Web
- Accessibility with WCAG 2.1

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.
Your solution for large-scale online training on topics including web accessibility, Analytics, SEO, and more. Train yourself, your team, or your whole organization on what matters most in today's digital landscape.

**Accessibility for Microsoft Office**
Anyone who uses Microsoft files or emails will master accessibility principles as applied to Word, Outlook, PowerPoint, and Excel.

Includes:
- Accessibility for Word
- Accessibility for Outlook
- Accessibility for PowerPoint
- Accessibility for Excel

**Mastering Web Optimization with Siteimprove**
Build trust and a great customer experience with your content after completing this learning track!

Includes:
- Getting the Most out of Quality Assurance
- Leveraging the Accessibility Module
- Using Policies to Optimize Your Website

The courses include quizzes, interactive content, and videos (pictured) that offer a fun and engaging learning experience.

**Building a Sustainable SEO Strategy**

Includes:
- SEO Overview and Activity Plans
- SEO Research
- SEO Content Optimization
- SEO Competitor Analysis
- SEO Backlinks and Measurement

“I really appreciate how the courses use videos to increase awareness of the types of accessibility issues people face. The courses educate on the history of making websites accessible and easily made the case for our need to step up and create web design that can be accessed by everyone who uses our product or service. I especially liked the design and final assessment.”

- Siteimprove Academy User

Learn More
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