

KIMBERLY KRAUSE BERG, IAAP CPACC
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CAREER SUMMARY: IAAP CPACC, Web design standards and compliance specialist, educator and thought leader with 25 years' experience in usability, accessibility, information architecture, software QA, project management, community management, business ownership, search engine marketing and industry writing.

CURRENT POSITIONS

- 1996 – Present CREATIVE VISION WEB CONSULTING, LLC – Accessibility IAAP, CPACC, Usability Specialist and Owner
Provides website audits and testing consulting services and training in holistic standards based, accessible and inclusive web design and website ADA accessibility testing. Clients include many vertical markets, global and national, small business to corporate. Founded Cre8asiteforums in 1998 until May 2018. Taught usability for 12 years. Columnist and writer for online and print publications covering search engine marketing. Conference speaker. Trained in software functional QA testing and human factors web design.
- 2019 – 2020 HOCHMAN CONSULTANTS , LLC – Sr. Consultant, Part Time Sub-Contractor
Project management, website accessibility testing, usability and conversions site audits and web design support for small and medium businesses. Monthly articles on accessibility and user experience web design.

PAST POSITIONS

- 2012 – 2014 INTERNET MARKETING NINJAS – Usability and User Experience Analyst
Developed web site usability testing services and procedures, accessibility testing, mobile testing and other web design services for clients ranging from small business to Fortune companies. Columnist and conference speaker. Author of two eBooks on website conversions copyrighted to the company.
- 2000 – 2002 VERTICALNET, INC - Quality Assurance User Interface Usability Engineer
Software QA functional and usability testing for ecommerce software development. User interface design for a stable of over 60 client websites in several verticals. Mentored in Human Factors by in-house PhD. Awarded company recognition for “Outstanding Effort” on the “Hermes” software testing project. Found errors by a third party vendor hired to redesign the company’s re-branded website, which caused their dismissal and reassignment of the project to the in-house team, saving the company over \$150,000.
- 1998 – 2000 UNISYS – Web Designer
User interface design and testing for three company global intranets. Guidelines and procedures documentation.

1996 – 1998 BOUCHER COMMUNICATIONS – Web Administrator
Designed and maintained 13 websites. Converted print publications to website versions. Promoted and optimized websites for search engines and directories.

EDUCATION

1979 – 1981 BUCKS COUNTY COMMUNITY COLLEGE – Journalism Major
Broadcast journalism and film studies; internship for Bucks County Commissioners Public Relations Office for 1 year.

2019 – 2021 DEQUE UNIVERSITY – Completed Deque University IAAP Accessibility Certification Programs:
CPACC and WAS Curriculums
WCAG Conformance Testing, Detailed Methodology
Semantic Structure and Navigation
Web Accessibility Testing: Basic Methods and Tools
Usability Testing for Accessibility
Customer Service for People with Disabilities Course Curriculum
Web Accessibility Testing with Screen Readers
Section 508: Fundamentals of the Law and Technical Standards
Accessibility Program Management Course Curriculum
Basic Accessibility Testing Methods and Tools
Designing an Accessible User Experience
Accessibility Fundamentals – Disabilities, Guidelines, and Laws
Basic Web and Document Accessibility for Content Contributors
Basic PDF Accessibility

2015 – 2019 INTERACTION DESIGN FOUNDATION – Usability, Human Factors Curriculum
Course completions and letters of certification in:
Psychology of Interaction Design
User-Centered Design
Conducting Usability Testing
Mobile User Experience Design
Human Computer Interaction
Web Design for Usability
Information Visualization
The Practical Guide to Usability
Dynamic User Experience

PUBLISHED ARTICLES IN 2009 - 2019:

- *Using SEO, User Experience & Accessibility to Improve Search Results*, Search Engine Journal, February 10, 2021
- *Who is Responsible for Meeting Website Accessibility Compliance?*, Search Engine Journal, November 25, 2020
- *Marketing Accessibility Based on Life Experiences*, Search Engine Journal, September 23, 2020
- *A Beginners Guide to Website Accessibility Compliance*, Search Engine Journal, July 22, 2020
- *How to Meet the Increased Demand for Website Accessibility*, Search Engine Journal, May 25, 2020
- *Accessibility for Digital Businesses: How Your Company Can Be A Leader*, Search Engine Journal, March 25, 2020
- *Marketing Website Accessibility in the Age of Assumptions*, Search Engine Journal, January 22, 2020
- *Here's Why Inclusive Web Design with SEO Wins 2020*, Search Engine Journal, November 14, 2019
- *Search & the Emotional Response to Information Seeking*, Search Engine Journal, September 11, 2019
- *Web Design Practices That Frustrate SEO Pros*, Search Engine Journal, July 10, 2019
- *How Your Company Can Prevent ADA Website Accessibility Lawsuits*, Search Engine Journal, May 17, 2019
- *Optimize Your CTA: Better Alternatives to 'Click Here'*, Search Engine Journal, May 8, 2019
- *Top 36 Web Accessibility Resources for Digital Marketing Companies*, Search Engine Journal, March 13, 2019
- *Website Accessibility & the Law: Why Your Website Must Be Compliant*, Search Engine Journal, January 9, 2019
- *What is the Value of Site Audits*, Search News Central, November 14, 2018
- *The Distance of a Whisper (Where Are My Users?)*, Search News Central, October 24, 2018
- *What Do SEO's Need to Know About Accessibility?*, Search News Central, October 3, 2018
- *Growing Emphasis on Accessibility and Inclusiveness*, Search News Central, March 28, 2018
- *Finding Website Performance Pain Points*, Search News Central, March 8, 2018
- *H.R. 620 Vote Enables Discrimination and Ignores Website Accessibility*, Search News Central, February 21, 2018
- *US Budgets up to 18 Million to Educate Businesses On Being Accessible*, Search News Central, January 31, 2018
- *Proposed ADA Title III Changes Create Uncertain Future for the Disabled and Accessibility*, Search News Central, September 20, 2017
- *Holiday Website Design Conversions Checklist Ideas*, Hochman Consultants, November 2019
- *The Business Advantages of Owning an Accessible Website*, Hochman Consultants, October 2019
- *Web Design Ideas to Make a Great First Impression*, Hochman Consultants, September 2019
- *How To Increase Website Conversions*, Hochman Consultants, August 2019

- *Why Your Online Small Business Should Meet Website Accessibility ADA Guidelines*, Hochman Consultants, July 2019
- *Convincing Engineers on the Need for Accessibility*, Medium, February 15, 2019
- *Navigating the History of Website Accessibility & the Law in the U.S.*, Medium, February 7, 2019
- *Removing Barriers to Your Websites and Software*, Medium, September 5, 2018
- *This Is The Site That Never Ends*, Medium, June 21, 2018
- *“But It’s Not Broken” and Why I Love Website Usability Testing*, Medium, January 27, 2018
- *The Not So Obvious Truth About Web Design for Conversions*, Medium, September 7, 2017
- *The Most Difficult to Achieve Secret to Online Conversions*, Medium, July 7, 2017
- *Empathy for the Searcher*, Medium, June 27, 2017
- *User Testing for Mobile? Don’t Forget Us Older (Wiser, Cooler) Folks*, Medium, January 13, 2017
- *Keyword Relevance and The Stories They Could Tell Us*, Medium, September 29, 2016
- *Website Visitors are Not Prey*, Medium, September 27, 2016
- *The Sacred Act of Giving Away Expertise*, Medium, September 7, 2016
- *Web and Software Developers: Stop Pretending to Be Us*, Medium, February 15, 2016
- *Human Behavior and Data: The Performance of Trees*, Medium, November 17, 2015
- *Expertise Is Not In the Company Budget (But Millennials Are)*, Medium, July 15, 2015
- *The Difference Between Usability and Yousability*, Medium, September 10, 2014
- *The Value Of Testing Website Usability & Search Engine Performance*, Search Engine Land, March 30, 2012
- *The Ultimate Secret for Successful Marketing and Web Design*, Search Engine Land, March 9, 2012
- *How to Pump Up Your Web Site for Increased Conversions*, eBook, Internet Marketing Ninjas, 2014
- *The Secret to Natural Website Conversions*, eBook, Internet Marketing Ninjas, 2013
- *Avoid Over-Optimization Penalties: Balancing Usability And Search Via Keywords*, Search Marketing Standard, 2012
- *Why Blending Usability & SEO Really Matters*, Search Marketing Standard, 2011
- *Recent Findings On Captcha & The User Experience*, Search Engine Land, February 3, 2012
- *10 Search & Website Usability New Year Resolutions for 2012*, Search Engine Land, 2 January 6, 2012
- *Why User Experience Design Needs Search Engine Marketing*, Search Engine Land, December 9, 2011
- *Why Blending Usability & SEO Really Matters*, Search Engine Land, November 11, 2011
- *Keys To Understanding Search Marketing & User Intent*, Search Engine Land, October 14, 2011
- *Does This Website Usability Fairy Tale Have A Happy Ending?*, Search Engine Land, July 22, 2011
- *6 Commonly Ignored Website Requirements & 10 Tips To Remember*, Search Engine Land, June 24, 2011
- *5 Website Tips To Decrease User Frustration*, Search Engine Land, May 27, 2011
- *Using Social Awareness Streams To Learn What People Care About*, Search Engine Land, April 29, 2011
- *Usability & Internet Search Marketing: A More Unified Approach*, Search Engine Land, April 1, 2011
- *Google’s Farmer Update Plants User Behavior Seeds*, Search Engine Land, March 4, 2011
- *User Considerations For Web Design And Online Marketing*, Search Engine Land, February 4,

2011

- *How Human Factors May Affect Information Indexing And Retrieval*, Search Engine Land, January 7, 2011
- *Web Site Usability For Improving Online Forms*, Search Engine Land, November 5, 2010
- *Why We React Strongly When Web Sites Change*, Search Engine Land, September 10, 2010
- *How To Rescue Poorly Converting Web Sites*, Search Engine Land, August 13, 2010
- *Site Navigation & Information Architecture Fundamentals For SEOs*, Search Engine Land, July 16, 2010
- *Discovering Web User Types & Habits Via Search Queries*, Search Engine Land, June 18, 2010
- *What Skills Do Successful Website Teams Require?*, Search Engine Land, May 21, 2010
- *Information Behavior & Mental Models*, Search Engine Land, April 23, 2010
- *Creating An Emotional Response From Your Web Site*, Search Engine Land, March 26, 2010
- *It's A Fatal Mistake To Copy Successful Web Sites*, Search Engine Land, February 26, 2010
- *The Algorithm Chasers*, Search Engine Land, January 29, 2010
- *Information Architecture: The Backbone Of SEO & Usability*, Search Engine Land, December 4, 2009
- *Want Better Web Design? Watch Real Users*, Search Engine Land, October 9, 2009
- *Of Conversations And Conversions*, Search Engine Land, September 11, 2009
- *The Importance Of Knowing Your Customers' Language*, Search Engine Land, August 14, 2009
- *How User Behavior Influences Search Results*, Search Engine Land, July 17, 2009
- *The Impact Of The Internet On Human Behavior*, Search Engine Land, June 19, 2009
- *Is Your Web Site Credible?*, Search Engine Land, May 22, 2009
- *How Does Your Web Site Make Visitors Feel?*, Search Engine Land, April 24, 2009
- *Can Reading Online Be As Rewarding As Curling Up With A Good Book?*, Search Engine Land, March 27, 2009
- *Finding The Right Balance Between Search Marketing & User Experience*, Search Engine Land, February 27, 2009
- *The Extended Brain, Search Marketing & User Experience Design*, Search Engine Land, January 23, 2009
- *Internet Shopping Usability: No Guidance, No Interaction, No Sale*, Search Engine Land, January 2, 2009
- *Why Usability Matters to Search Engine Marketing*, Internet Marketing Ninjas, June 17, 2014
- *Web Page Core: Energy, Personality and Creating Desire*, Internet Marketing Ninjas, June 24, 2014
- *When To Request a Web Site Usability Audit*, Internet Marketing Ninjas, June 10, 2014
- *How to Create an Amazing Web Site Core*, Internet Marketing Ninjas, June 3, 2014
- *Cognitive Behavior and How We Search the Web*, Internet Marketing Ninjas, May 27, 2014
- *Understanding Site Visitors for Improving Web Site Usability*, Internet Marketing Ninjas, May 20, 2014
- *Lessons in Color, Colorblindness and Use of Web Site Color*, Internet Marketing Ninjas, May 13, 2014
- *You Have Five Seconds to Convince Us*, Internet Marketing Ninjas, May 6, 2014
- *How to Prevent People from Using Your Website*, Internet Marketing Ninjas, April 29, 2014
- *How to Make Your Web Site A Conversions Leader*, Internet Marketing Ninjas, April 22, 2014
- *Web Design Choices Based on Visitors' Needs*, Internet Marketing Ninjas, April 15, 2014
- *Your Web Site Spring Cleaning Chore List*, Internet Marketing Ninjas, April 1, 2014

- *Leroy the Sales Guy and Lessons on Use Experience*, Internet Marketing Ninjas, February 25, 2014
- *A Great Website Gives Visitors What They Came For*, Internet Marketing Ninjas, February 18, 2014
- *Healthcare.gov: User Experience Design Update*, Internet Marketing Ninjas, February 11, 2014
- *Behind Conversions Testing is a Real Person (Do You Know What They Want?)*, Internet Marketing Ninjas, February 4, 2014
- *Flat or Big and Juicy?*, Internet Marketing Ninjas, January 21, 2014
- *Just Answer the Questions*, Internet Marketing Ninjas, January 17, 2014
- *Internet Marketing and Web Design: The Truth is Out There*, Internet Marketing Ninjas, December 31, 2013
- *Last Minute Web Site Conversions Checks for Ecommerce Design*, Internet Marketing Ninjas, December 4, 2013
- *Healthcare.gov and its Mysterious Homepage*, Internet Marketing Ninjas, November 26, 2013
- *Healthcare.gov: The \$174 Million Website Flop*, Internet Marketing Ninjas, November 19, 2013
- *The Art of Fringe Boot Shopping and Search Engine Conversions*, Internet Marketing Ninjas, November 12, 2013
- *SEO and Usability = Purposeful Website Design*, Internet Marketing Ninjas, November 6, 2013
- *What Google's Machine Learning Can't Know About Us*, Internet Marketing Ninjas, October 29, 2013
- *Say Yes To The UX: A Website Reality Show*, Internet Marketing Ninjas, October 15, 2013
- *Website User Experience Design and Google's New Hummingbird Algorithm*, Internet Marketing Ninjas, October 8, 2013
- *Hummingbird User Experience Web Design*, Internet Marketing Ninjas, October 1, 2013
- *Website Design for "I'm Too Busy" People*, Internet Marketing Ninjas, September 25, 2013
- *It Is Known – Website Fads are User Experience Nightmares*, Internet Marketing Ninjas, September 17, 2013
- *Why Persuasive Design Reviews Support Internet Marketing*, Internet Marketing Ninjas, June 4, 2013
- *For The Best Marketing ROI, Eat Your Veggies*, Internet Marketing Ninjas, April 9, 2013
- *Studies Show Brand Marketing Investment Superior to User Experience Strategy*, Internet Marketing Ninjas, April 2, 2013
- *Authorship, Links, Mobile for Search plus User Experience*, Internet Marketing Ninjas, March 19, 2013
- *Do Your Paid Internet Marketing Strategies Target People?*, Internet Marketing Ninjas, March 5, 2013
- *Making User Friendly Web Sites is an Internet Marketing Strategy*, Internet Marketing Ninjas, February 19, 2013
- *It's Not the SEO's Fault*, Internet Marketing Ninjas, January 29, 2013
- *Does Your Web Site Prevent Conversions?*, Internet Marketing Ninjas, January 15, 2013
- *The Secret to Natural Site Conversions for Usability and SEO – Grand Finale*, Internet Marketing Ninjas, December 18, 2012
- *Answering the "How": The Secret to Natural Site Conversions for Usability and SEO – Part VI*, Internet Marketing Ninjas, December 11, 2012

- *Answering the “Why”: The Secret to Natural Site Conversions for Usability and SEO – Part V*, Internet Marketing Ninjas, December 4, 2012
- *Answering the “When”: The Secret to Natural Site Conversions for Usability and SEO – Part IV*, Internet Marketing Ninjas, November 27, 2012
- *Answering the “What”: The Secret to Natural Site Conversions for Usability and SEO – Part III*, Internet Marketing Ninjas, November 20, 2012
- *Optimize for Where: The Secret to Natural Site Conversions for Usability and SEO – Part II*, Internet Marketing Ninjas, November 13, 2012
- *The Secret to Natural Site Conversions for Usability and SEO – Part I*, Internet Marketing Ninjas, November 6, 2012
- *Test Driving Google’s Accessibility Apps & Tools for Android*, The SEM Post, April 14, 2016
- *Raven Tools Happy With Balance of Remote Office and In-House Work Environment*, The SEM Post, February 17, 2016
- *Why Accessibility Will Matter More in 2016 and Beyond*, The SEM Post, January 12, 2016
- *SEO is Not Part of Website Development? Really?*, The SEM Post, November 19, 2015
- *Mobile Testing Beyond Google’s Responsive Web Design Test Requirements*, The SEM Post, June 8, 2015
- *What is Your UX plan?*, Creative Vision Web Consulting, August 18, 2014
- *Why Do I Need A Web Site Usability Audit?*, Creative Vision Web Consulting, October 18, 2014
- *Super Easy Tips for Boosting Your Conversion Rates*, Creative Vision Web Consulting, November 28, 2014
- *Get Crackin’! 5 Top Ecommerce Checks for Increased Holiday Sales*, Creative Vision Web Consulting, November 18, 2014
- *Before Search Engines Everything Was Referral Based*, Creative Vision Web Consulting, November 18, 2014
- *Are Personal Beliefs Shaped by Search Engines?*, Creative Vision Web Consulting, February 20, 2015
- *User Testing Provides Specific Insight and Data*, Creative Vision Web Consulting, February 16, 2015
- *Pressure Mounts to Meet Google’s Mobile Device Requirement*, Creative Vision Web Consulting, March 25, 2015
- *Google Mobile Friendly Does Not Mean User Friendly*, Creative Vision Web Consulting, March 24, 2015
- *How to Prevent People from Reading Your Website Articles*, Creative Vision Web Consulting, April 17, 2015
- *25 Reasons Not To Get a Website Usability Site Audit*, Creative Vision Web Consulting, April 16, 2015
- *How Do I Own a Successful Website?*, Creative Vision Web Consulting, April 9, 2015
- *Why Websites and Applications Fail User Experience Design*, Creative Vision Web Consulting, May 2015
- *How Much Does It Cost To Have a Website?*, Creative Vision Web Consulting, February 26, 2016
- *Web and Software Developers: Step Away From the Keyboard and Watch UX*, Creative Vision Web Consulting, September 16, 2016
- *US House Votes to Revise the Americans with Disabilities Act*, Creative Vision Web Consulting, February 15, 2018

- *Why Do I Need a Usability Site Audit?*, Creative Vision Web Consulting, January 10, 2018
- Creative Vision Web Consulting Blog
- Cre8pc.com Blog
- UserEffect.com Blog
- Cre8asiteforums Blog
- Search News Central
- Internet Marketing Ninjas Blog
- SearchEngineLand
- Website Magazine - Everyday Usability – 14-Point Checklist for Success won a 2009 SEMMY)
- Search Engine Strategies Magazine
- Search Marketing Standard
- SEMPost
- CorporateWebsite.com
- SearchEngineGuide.com
- HighRankings.com Advisor
- The Internet Search Engine Database (ISEDDB.com)
- Webpronews
- Sitepronews
- Searchnewz
- Ezine Articles
- Business Highlight
- SearchEngineRoundTable
- E-Marketing News
- Successful Sites Newsletter

SPEAKING

- Speaker, SEJ eSummit, January 2021, The Emergency Guide to Website Accessibility Compliance
- Featured speaker on #SEOisAEO series, 3 Pillars of a successful AEO strategy, pertinence, understanding, credibility, 2019
- Featured speaker, #SEOisAEO, series, Semantic HTML5, IA and Accessibility – so many missed opportunities, 2019
- PubCon, Las Vegas, 2014
- PubCon, Austin, TX, 2014
- PubCon, Miami, 2013
- PubCon, Las Vegas, 2013
- PubCon, New Orleans, 2013
- PubCon, Las Vegas, 2012
- VT Web Marketing Summit, Burlington, VT, 2013
- SMX East, New York, 2012
- Search Camp Philly, 2009
- SMX East, New York, 2009
- SMX East, New York, 2008

- Search Engine Strategies, Chicago, 2008
- Search Engine Strategies, Chicago, 2009
- Search Engine Strategies, San Jose, 2007
- Search Engine Strategies, Chicago 2006