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# Act with Digital Certainty

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your digital presence

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# Ten Things To Make Your Web Site More Accessible



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# Accessibility – A Mindset

- Physical accessibility of buildings used to be a significant problem.
- Yet today, no building is built without accessibility being a part of the design.
- Most people involved in web design have never seen a screen reader user operate a computer or someone use a computer without a mouse.
- Our goal is to create such a mindset of accessibility that, within a few years, designing a web site without accessibility will be as unthinkable as designing a building without accessibility features is today.



# Definition

- Website accessibility is actively designing, developing, and creating content in such a way that it does not hinder any person from interacting with the website. – Web Access Initiative (WAI)
- A web site is accessible when everyone, regardless of ability or disability, can use it and get the information they need.
- Accessibility results in a better website and in increased SEO.
- Accessibility is a process, not a project.

# Why Is Accessibility Important?

- The current estimate is that 1 out of every 5 persons has a disability that requires some sort of accessibility considerations.
- Accessibility is the right thing to do.
- Lack of accessibility can result in an OCR complaint.
- You could be losing up to 20% of your potential market.
- An accessible web site has cleaner code.
- Accessible sites have better SEO!



# So What Can I Do?

- Accessibility is extra work, and it costs money – not the message we want to hear in this day of decreasing resources.
- There are things you can do right now to have an immediate impact on the accessibility of your website.
- These things can take care of lots of accessibility issues without a tremendous use of resources.



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# Ten Things You Can Do Right Now To make Your Website More Accessible!

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 Siteimprove

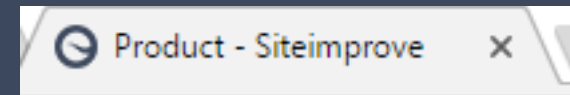




# Page Titles

Important for:

- usability,
- search engine optimization, and
- sharing.



[Accessibility check - Test your website - siteimprove.com](#)

Ad [go.siteimprove.com/Accessibility](https://go.siteimprove.com/Accessibility) ▼

Improve your web **accessibility**, SEO rank etc. with Siteimprove. Request a demo

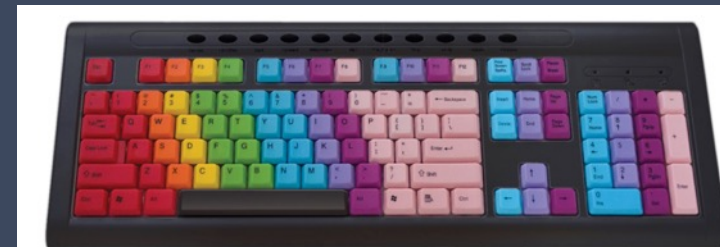
Automated Reporting · Easy to Use · Highly Reviewed

Services: Fix Broken Links, Fix Misspellings, Web Policy Standards, Website Accessibility, SEO Manage...



# Add Skip To Content Links

- Someone who only uses the keyboard to navigate web pages may have to press the Tab key an inordinate number of times to reach the main content of your page.
- To create a skip to content links set a bookmark or ID where the main content begins and link to that bookmark or ID.
- The Skip to Content link should be the first link on the page and can be made viewable only if someone presses the Tab key.
- This means someone can jump to the main content by [pressing Tab followed by Enter.



# Headings

## <h1> Headings </h1>

Headings communicate the organization of the content on the page. Web browsers, plug-ins, and assistive technologies can use them to provide in-page navigation.

## <h2>Heading ranks</h2>

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Nest headings by their rank (or level). The most important heading has the rank 1 (<h1>), the least important heading rank 6 (<h6>). Headings with an equal or higher rank start a new section, headings with a lower rank start new subsections that are part of the higher ranked section.

Skipping heading ranks can be confusing and should be avoided where possible: Skipping heading ranks can be confusing and should be avoided where possible: Make sure that a <h2> is **not** followed directly by an <h4>, for example. It is ok to skip ranks when closing subsections, for instance, a <h2> beginning a new section, can follow an <h4> as it closes the previous section.

## <h3>Exception for fixed page sections</h3>

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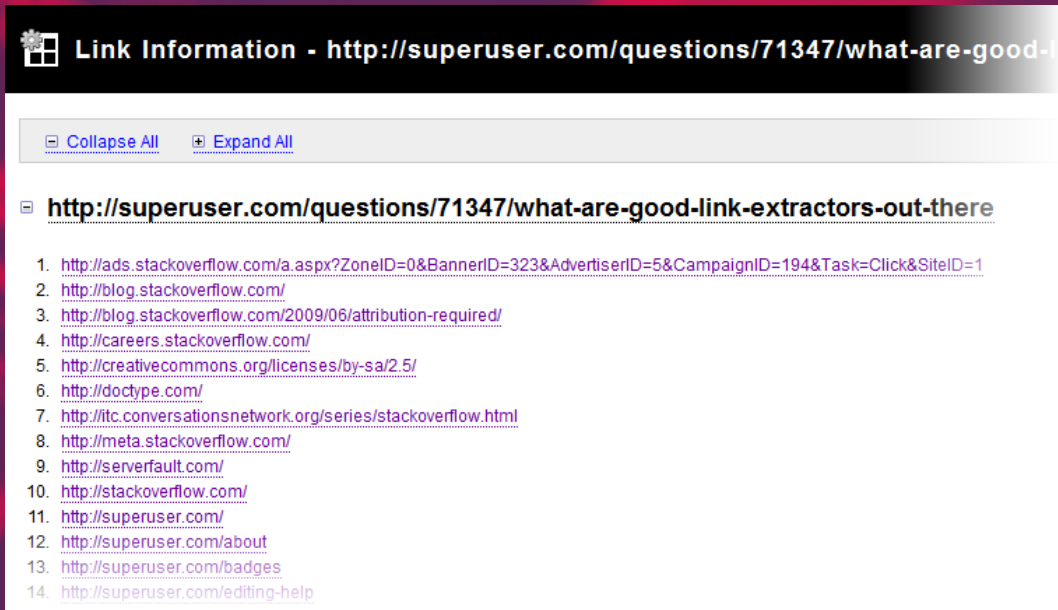
In fixed sections of the page, for example in sidebars, the heading ranks *should not* change depending on the ranks in the content area. In those cases, consistency across pages is more important.

## <h2>Organize passages of text</h2>

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In the following example, headings are used to only organize passages of text on a page, for example the main content:

# Make Links Clearly Distinguishable



Link Information - <http://superuser.com/questions/71347/what-are-good-l>

[Collapse All](#) [Expand All](#)

<http://superuser.com/questions/71347/what-are-good-link-extractors-out-there>

- <http://ads.stackoverflow.com/a.aspx?ZoneID=0&BannerID=323&AdvertiserID=5&CampaignID=194&Task=Click&SiteID=1>
- <http://blog.stackoverflow.com/>
- <http://blog.stackoverflow.com/2009/06/attribution-required/>
- <http://careers.stackoverflow.com/>
- <http://creativecommons.org/licenses/by-sa/2.5/>
- <http://doctype.com/>
- <http://itc.conversationsnetwork.org/series/stackoverflow.html>
- <http://meta.stackoverflow.com/>
- <http://serverfault.com/>
- <http://stackoverflow.com/>
- <http://superuser.com/>
- <http://superuser.com/about>
- <http://superuser.com/badges>
- <http://superuser.com/editing-help>

- Link text needs to clearly say where the link is going.
- Many people who are blind or visually impaired bring up lists of links out of context.
- Avoid link text such as “click here”, “learn more”.
- Be as clear as possible when writing link text.

# Label Graphics Clearly

- Each graphic should have an alt attribute.
- Alt attributes should be clear and concise, describing the purpose of the image.
- If an image is purely decorative, use a null alt attribute `<alt="">`.
- If longer descriptions are needed, link to a “longdesc” or describe the image clearly in the text of the page.
- Make sure image links state clearly where the user will go if they are clicked.
- Make sure images representing buttons are labeled as buttons for screen reader users.

# Make Forms Usable

All fields marked with an \* are required

\*Financial Institution Name:

\*Financial Institution Address:

\*Financial Institution City:

\*Financial Institution State/Province  
Code:

\*Financial Institution Postal Code:

\*Financial Institution Country: GERMANY - DE

\*ACH Coordinator at Financial  
Institution:

\*ACH Coordinator Telephone Number:

\*Bank Identification/Routing Number:

\*Account Title:

BIC  
or  
 IBAN

\*Account Number:

\*Account Type:  Checking  
or  
 Savings

- Clearly label each form field.
- Do not use placeholder text to label form fields.
- Make sure errors are clearly identified and that error messages are read by screen readers.
- Make sure buttons are actually buttons or have an Aria label of button.

# Avoid Keyboard Traps!



- Keyboard-only users must be able to tab to, into, through, and out of elements on the page.
- Any time there is a failure, this is referred to as a keyboard trap.
- The keyboard-only user must be able to accomplish everything the mouse user can accomplish on your page.
- Make sure all elements of your page are in the tab order and that they work properly using the keyboard.

# Keyboard Controls for Playing Media

- Make sure buttons of audio and video players can be operated from the keyboard.
- Make sure audio and video players do not automatically play when someone lands on the page.
- AutoPlay is the screen reader user's "Public Enemy Number 1"!
- Make sure users can turn closed captioning and audio descriptions off and on.

# Captions, Transcripts, and Descriptions

- All videos need captions and transcripts so that individuals with hearing impairments can access audio content.
- Videos need audio descriptions so that individuals with visual impairments can access visual content.
- A transcript with descriptions can suffice if audio description is not feasible, though this is not compliant with WCAG 2.1 AA.





# Using Color

**High Contrast**  
(White on dark background)  
**COMPLIANT**

High Contrast  
(Black on very light background)  
**COMPLIANT**

Low Contrast  
(Avoid pastel or light colors together)  
**NOT COMPLIANT**

Low Contrast  
(Avoid bright colors paired together)  
**NOT COMPLIANT**

# Questions!!

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