Act with Digital Certainty

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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.

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Accessible Entry

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.

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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.

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

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Page Titles

Important for:

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

Product - Siteimprove ✕
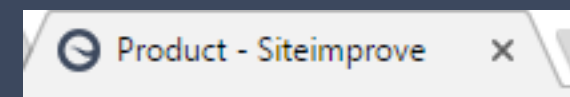
Accessibility check - Test your website - siteimprove.com
[Ad] go.siteimprove.com/Accessibility ▼
Improve your web **accessibility**, SEO rank etc. with Siteimprove. Request a demo
Automated Reporting · Easy to Use · Highly Reviewed
Services: Fix Broken Links, Fix Misspellings, Web Policy Standards, Website Accessibility, SEO Manage…

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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>   ⤳ SHARE

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>   ⤳ SHARE

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>   ⤳ SHARE

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

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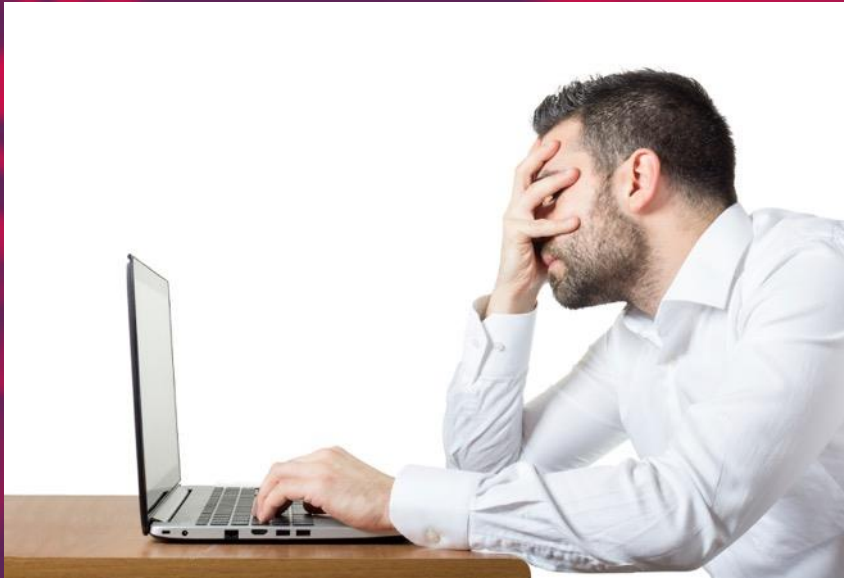
- Keyboard-only users must be able to tab to, into, through, and out of elements on the page.
- Any time there is a failure, this is referred to as a keyboard trap.
- The keyboard-only user must be able to accomplish everything the mouse user can accomplish on your page.
- Make sure all elements of your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

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

Adding Data Tables

- Data tables organize data with a logical relationship in grids, and are a useful way to display data
- Associate table data cells with their appropriate column and row headers for meaningful data relationships used by screen readers
- Add captions and summaries to tables to assist with understanding for all users

Best Practice: Do not use tables for layout; this interferes with responsive design and limits flexibility

Simple Data Table

```
<table>
 <tr>
  <th>Month</th>
  <th>Savings</th>
 </tr>
 <tr>
  <td>January</td>
  <td>$100</td>
 </tr>
</table>
```

City	State	Zip
Lawton	Oklahoma	73501
Austin	Texas	78756
Minneapolis	Minnesota	55432

Caption: This table gives information on city, state and zip code.

Questions!!

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