You Invested in Making Your Website Accessible

To: Site Owner
From: jdoe@url.com

Subject: Your Post Is Not Accessible

What Went Wrong?

Our Important Message

Our Important Message

Our Important Message

Our Important Message

Content Creators Are The Weakest Link

Let’s Help With That

Keeping Your Content Accessible

Kelli Wise

kattero

Websites for NonProfits

Agenda

- Overview of Accessibility
- Benefits of an Accessible Website
- Keeping It Accessible
- Testing Tools
- Summary

Some Assumptions

- We are assuming that your website theme and overall data structure is accessible

WCAG* 2.1 Level A or Level AA

*** WCAG - Web Content Accessibility Guidelines**

What You'll Learn

- Keeping edited content compliant
- Creating new content that is compliant
- *Not covered*: designing a website that is compliant

Overview of Accessibility

- More accessible to people with disabilities
  - Visual
  - Auditory
  - Physical
  - Speech
  - Cognitive
  - Language
  - Learning
  - Neurological disabilities

"Although these guidelines cover a wide range of issues, they are not able to address the needs of people with all types, degrees, and combinations of disability."

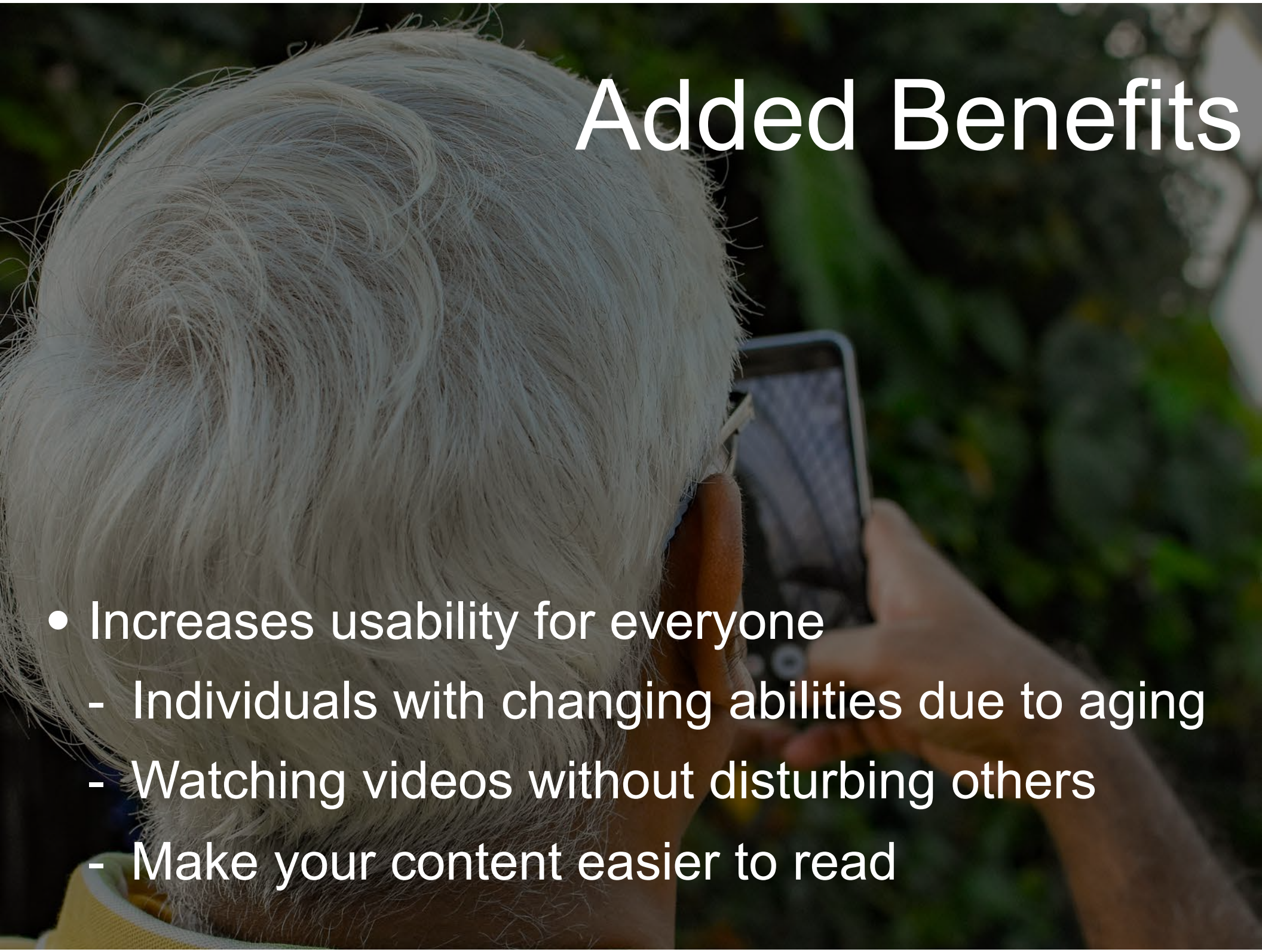
Accessibility Principles

- P - Perceivable
  - Alt text, contrast, colors, etc
- O - Operable
  - Keyboard navigation, timing, skip navigation
- U - Understandable
  - Language, abbreviations, reading level
- R - Robust
  - Compatible with browsers and assistive technology

Why Make Your Site Accessible

- Legally required
  - Check with your legal team
- Selfish
  - Expand your user base
- Altruistic
  - Help people with disabilities

“Some of us may not know what it means to live with a disability, but we make sure they not only have a place at the table, but that they can get into the room.” Reverend Marta I. Valentín



Added Benefits

- Increases usability for everyone
  - Individuals with changing abilities due to aging
  - Watching videos without disturbing others
  - Make your content easier to read

Creating & Editing Content

Most Likely

- Content creators & editors will mostly add
  - Web copy
  - Images
  - Links
  - Graphics
  - Videos & Podcasts

Writing Web Copy

Eschew Obfuscation!

(Keep content clear and concise)

Writing Web Copy

- Readability
  - Lower secondary reading level
  - Provide definitions for any unusual words or phrases
- Short paragraphs
- Use headings and use them correctly

Testing for Reading Level

- Many SEO plugins include readability checking
  - Ex: Yoast includes the Flesch Reading Ease score
- Microsoft Word includes reading level in the Spelling & Grammar tool
- Grammarly browser extension will check reading scores in online documents

Yoast SEO

SEO | Readability | Social | Advanced

Analysis results

Problems (2)

- Consecutive sentences: The text contains 4 consecutive sentences starting with the same word. Try to mix things up!
- Transition words: Only 18.5% of the sentences contain transition words, which is not enough. Use more of them.

Improvements (2)

- Flesch Reading Ease: The copy scores 58.4 in the test, which is considered fairly difficult to read. Try to make shorter sentences to improve readability.
- Passive voice: 13% of the sentences contain passive voice, which is more than the recommended maximum of 10%. Try to use their active counterparts.

Good results (3)

- Subheading distribution: Great job!
- Paragraph length: None of the paragraphs are too long. Great job!
- Sentence length: Great!

SEO | Readability | Social | Advanced

Analysis results

Problems (2)

- Consecutive sentences: The text contains 4 consecutive sentences starting with the same word
- Transition words: Only 18.5% of the sentences contain transition words, which is not enough. Us

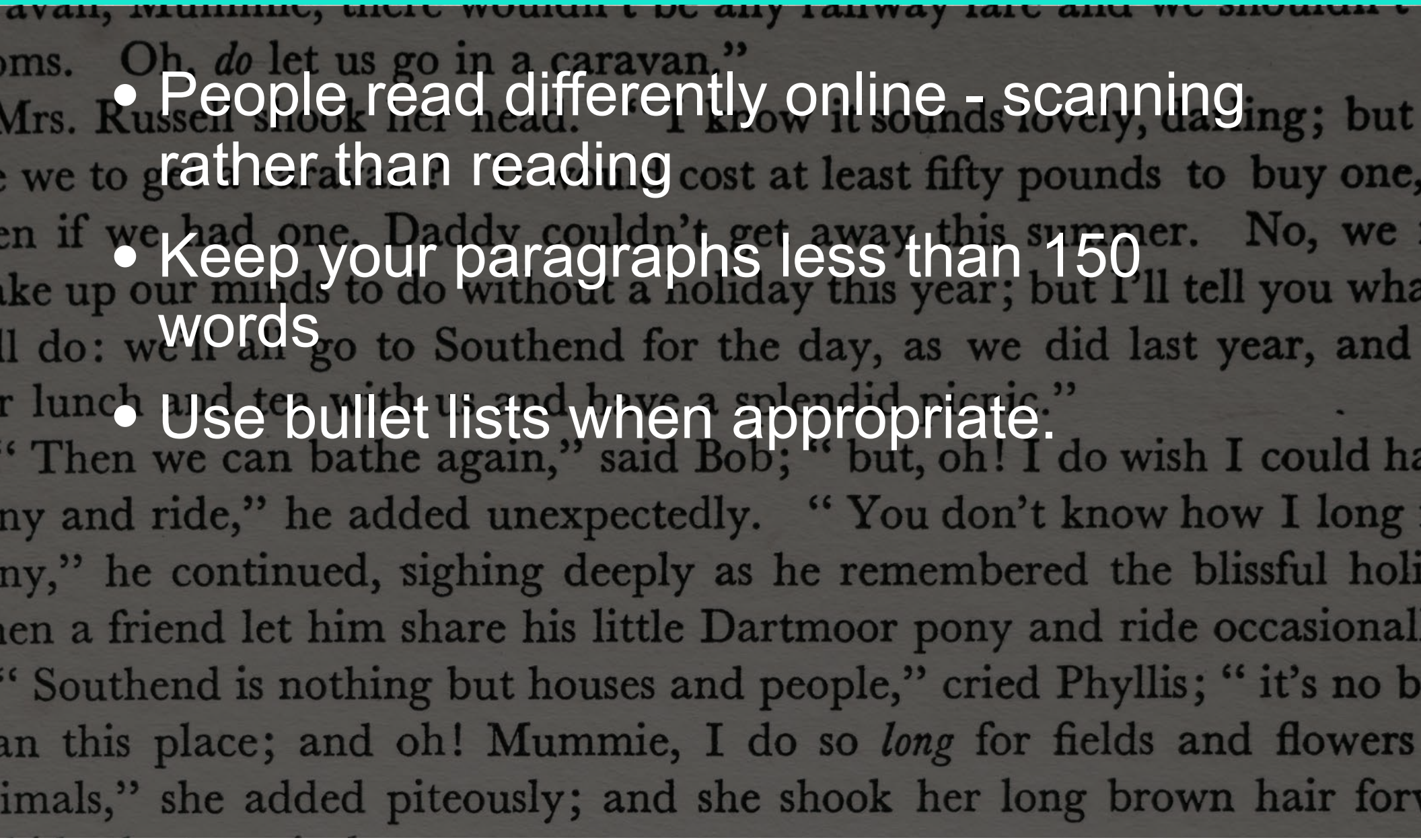
Improvements (2)

- Flesch Reading Ease: The copy scores 58.4 in the test, which is considered fairly difficult to rea readability.
- Passive voice: 13% of the sentences contain passive voice, which is more than the recommende counterparts.

Good results (3)

- Subheading distribution: Great job!
- Paragraph length: None of the paragraphs are too long. Great job!
- Sentence length: Great!

Short Paragraphs



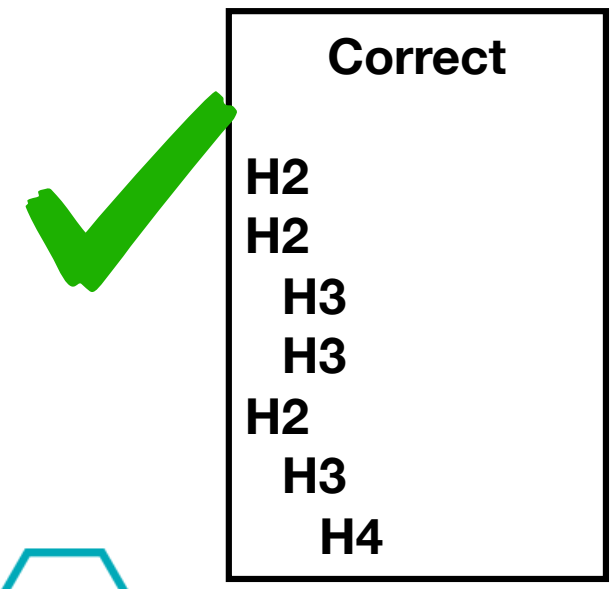
- People read differently online - scanning rather than reading
- Keep your paragraphs less than 150 words
- Use bullet lists when appropriate.

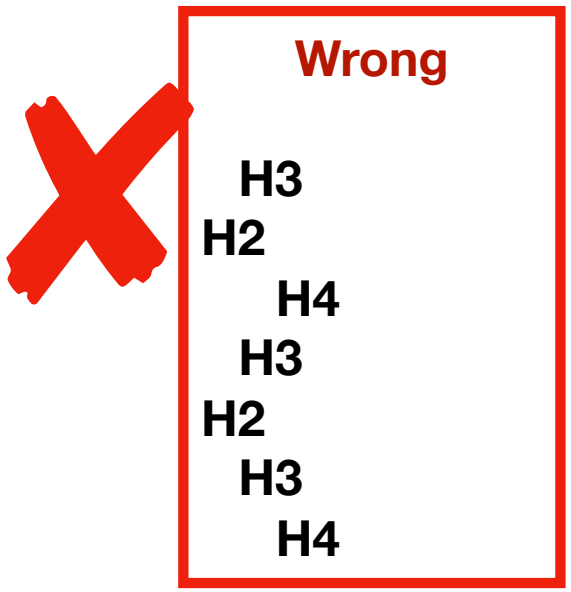
Headings

- Headings are not for formatting
- Headings have semantic meaning

Headings

- Use short headings to group related paragraphs
- Use headings to provide an outline of the content
- Nest headings by their rank (H1 = page/post title)





Links

- Make the text of a link understandable
- Don’t
  - “Click Here” or “More”
  - “Link” in the link text
  - URLs as the link text
- Do
  - Identify and describe the target of the link

Link Text Examples

- Bad:
  - Click here for more information
  - Read More
  - https://acme.org/policies

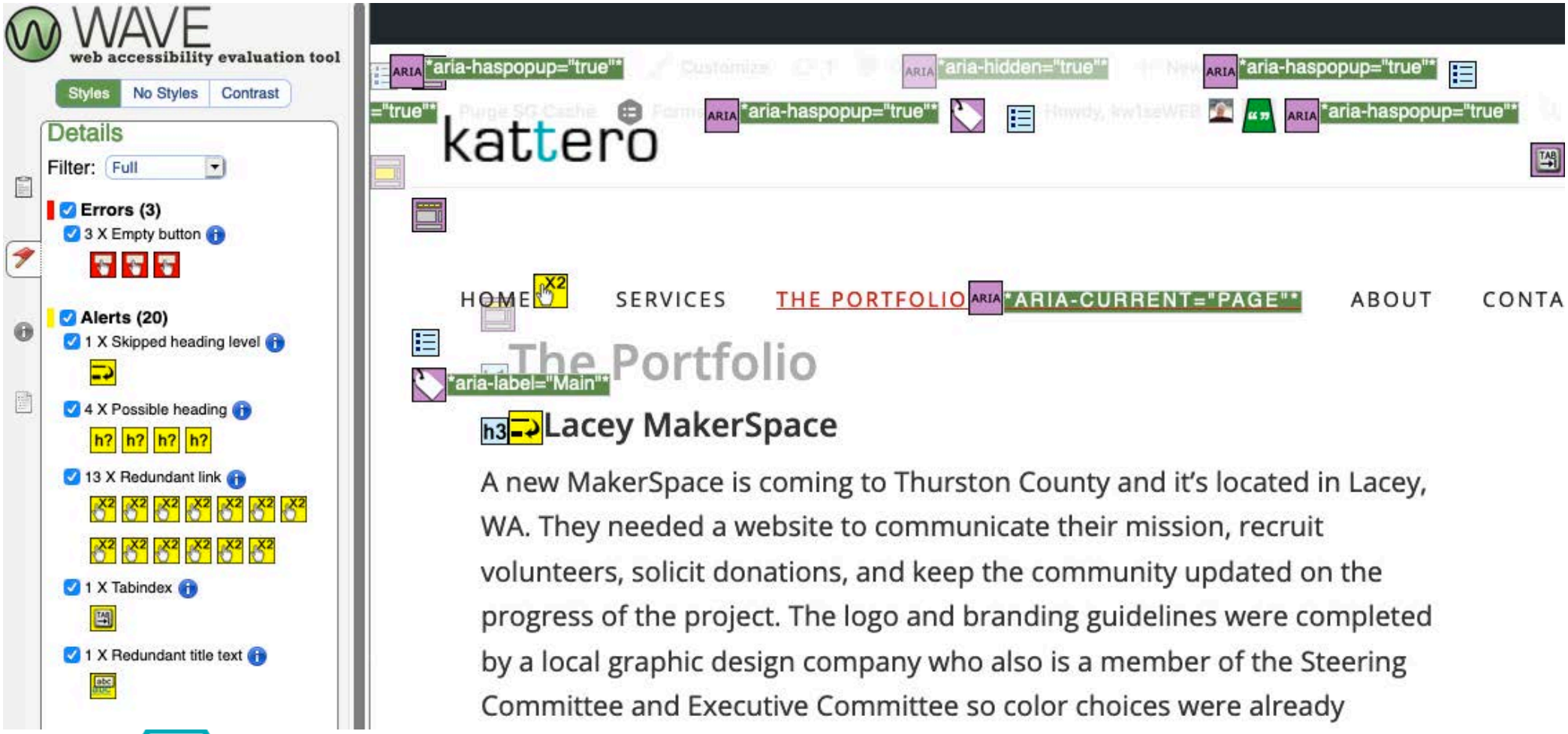
- Good:
  - More information about our programs
  - Directions to our main office

WAVE Browser Extension

WAVE Accessibility Extension
by WebAIM

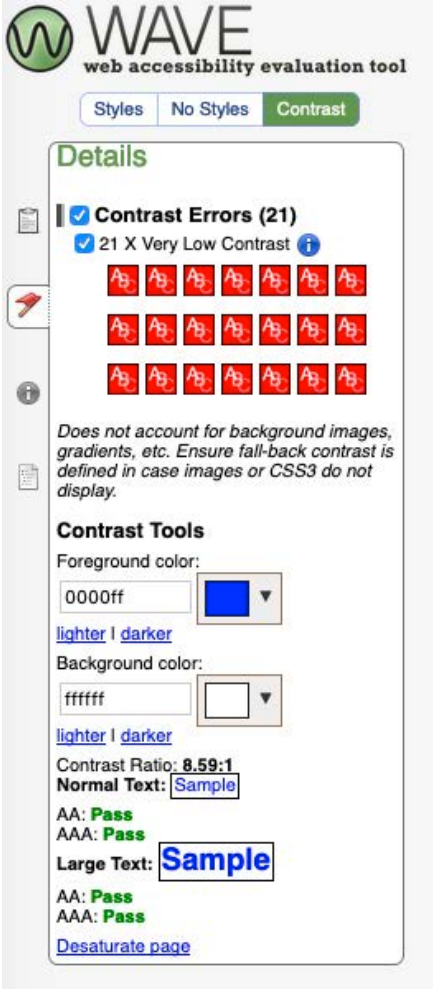
Evaluate web accessibility within the Firefox browser. When activated, the WAVE extension injects icons and indicators into your page to give feedback about accessibility and to facilitate manual evaluation.

WAVE


WAVE
web accessibility evaluation tool
Styles
No Styles
Contrast
Details
Filter:
Full
Errors (3)
3 X Empty button
Alerts (20)
1 X Skipped heading level
4 X Possible heading
13 X Redundant link
1 X Tabindex
1 X Redundant title text
kattero
HOME
SERVICES
THE PORTFOLIO
ABOUT
The Portfolio
Lacey MakerSpace
A new MakerSpace is coming to Thurston County and it's located in Lacey, WA. They needed a website to communicate their mission, recruit volunteers, solicit donations, and keep the community updated on the progress of the project. The logo and branding guidelines were completed by a local graphic design company who also is a member of the Steering Committee and Executive Committee so color choices were already

WAVE Outline Check

WAVE Contrast Check



Hashtags

- Capitalize the first letter of each word in your hashtag

#squadgoals → #SquadGoals

#makeitaccessible → #MakeItAccessible

Tables

- Tables can be split into 2 types:
  - Layout Tables
  - Data Tables

Layout Tables

- CSS layouts recommended
- Using tables for layout cause confusing content sequence
- Using column sizing can interfere with resizing on screens
- Requires html markup knowledge

Don’t use tables for layout

Layout Tables

- Screen readers will read content in the literal order it appears in code
- Don’t use data table markup such as <th> and <caption>
- Test the layout table on multiple screen sizes
- Use role=“presentation" on the table element

```
<table role=“presentation”>
<tr> <td> content </td> </tr>
</table>
```

Data Tables

- Requires html markup knowledge
- Use <caption> to describe the content of the table
- Use <th> to designate column and row headers
  - Table headers should never be empty
- Use <scope> to identify if a header is for a row or a column

Data Table Example

```
<table>
<caption>Prices</caption>
<tr>
<th scope="col">Item Name</th>
<th scope="col">Item Price</th>
</tr>
<tr>
<td>Blue t-shirt</td>
<td>$15.00</td>
</table>
```

Item Name	Item Price
Blue t-shirt	$15.00

Text Formatting

- Use your theme's text formatting
  - Reminder that **headings are not for formatting**
- Theme designer has selected formatting to provide proper
  - Color
  - Contrast
  - Size
  - Fonts

Our Important Message

Our Important Message

Images

- Title - change to something descriptive
  - Bonus = makes it easier to search for in your media folder
- Alt Text !!!!!

Images - Alt Text

- **Informative images** would have descriptive alt text

  `alt="A boy playing with a puppy"`

- **Decorative images** should have a null alt text

  `alt=""`

- **Complex images** (graphs/diagrams) should have full text equivalent

Functional Images

- **Functional images** used as a link or button should describe the function of the link or button and not the image
  - Submit form, print page, etc
  - Target of the link

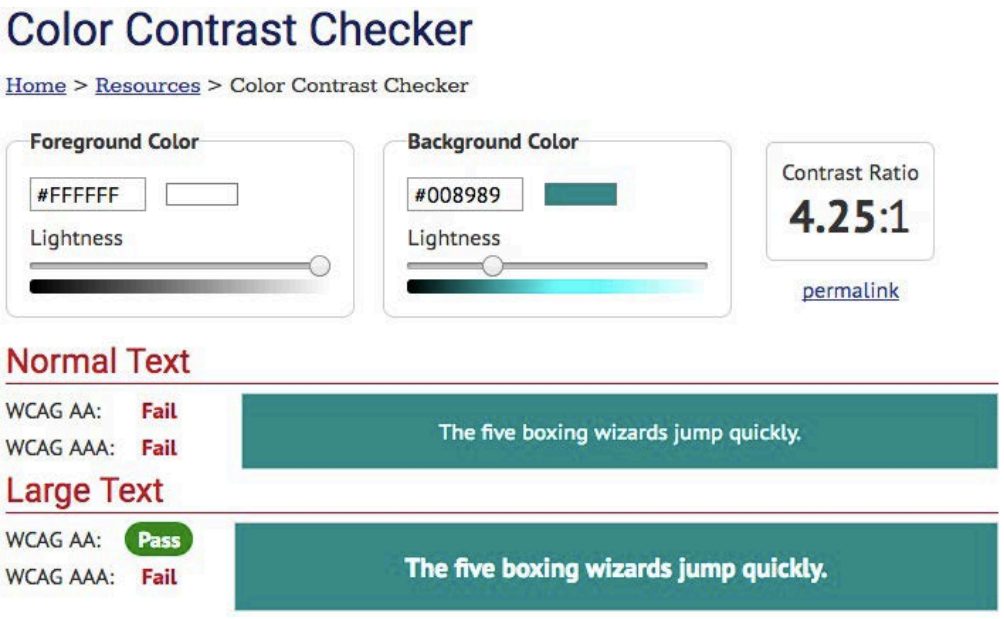
Images of Text

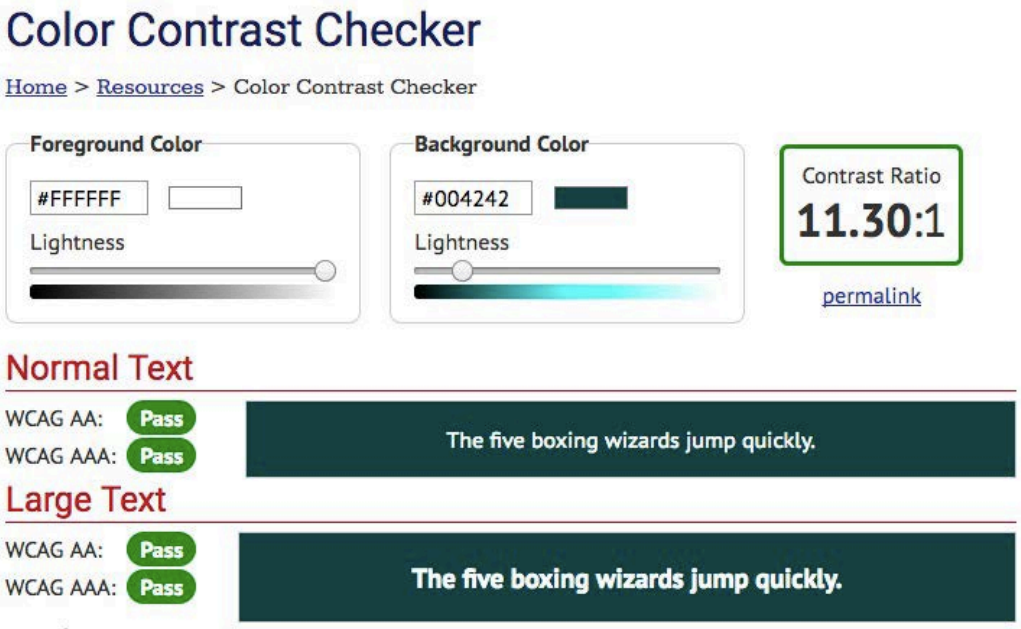
- **Images of Text** should contain the same words as the text in the image
  - Avoid this when not a logo

Image Color & Contrast

- Contrast ratio minimum of at least 4.5:1
- Text size minimum of 18pt

Images - Color Contrast





https://webaim.org/resources/contrastchecker/

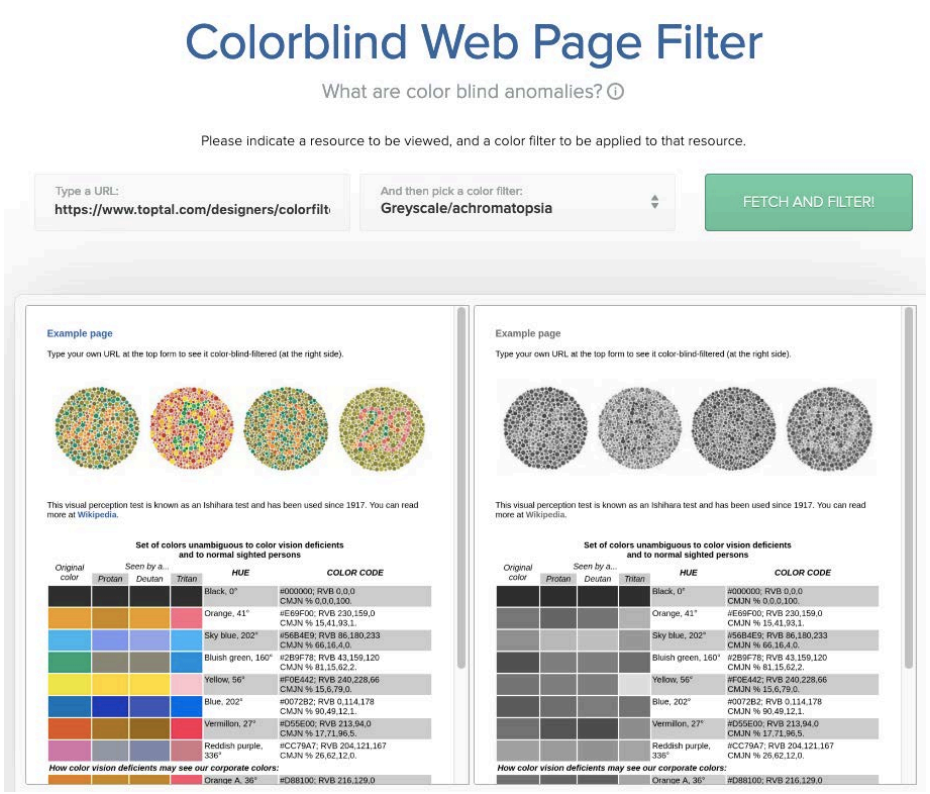
Images - Safe Colors

- Check images to ensure that the meaning is not lost when you remove color
- Colorblind filters
- Greyscale filter

Our Important Message

Images - Safe Colors

Toptal Color Filter



https://www.toptal.com/designers/colorfilter

Videos & Podcasts

- Make sure any text on screen is large, high contrast, and visible using colorblind filters
- No Auto Play
  - Audio interferes with screen readers
- No flashing content
- Provide captions
- Provide a transcript
- Use audio descriptions

Summary

- Readability
- Let the theme do the formatting
- Proper heading nesting
- Descriptive links
- Color & contrast
- Alt text all the things
- Closed captions & transcripts

Easy to see, hear, interact, and understand

Thank You

kattero
Websites for NonProfits

kattero.com

Twitter: @KelliAWise

Slides are available:

https://kattero.com/keeping-your-website-accessible/

Resources

Accessibility Guidelines

- Web Content Accessibility Guidelines

  WCAG 2.1 Level A

  WCAG 2.1 Level AA

https://www.w3.org/TR/WCAG21/

What's New in WCAG2.1

https://www.w3.org/WAI/standards-guidelines/wcag/new-in-21/

- Orientation - Landscape and Portrait modes
- Distinguishable - horizontal and vertical scrolling limits
- Non text contrast - Input boxes must have contrast ratio of 3:1
- Text spacing including line height, paragraph spacing, letter spacing and word spacing
- Content on hover/focus that interferes with page content
- No animations that might trigger seizures
- Target size
- And many more

Accessibility Tutorial

https://www.w3.org/WAI/tutorials/