SPIN’N THE WEB: A GUIDE TO WEBSITE ACCESSIBILITY
ARE ALL WEBSITES FULLY ACCESSIBLE?

- In 2020, 98% of the world’s top one million websites don’t offer full accessibility.
- Less than 2% of the world’s top one million websites are capitalizing on this market of consumers.
- Nearly 15% of global citizens (roughly 1 billion people) having a disability of some sort.
ARE ALL WEBSITES FULLY ACCESSIBLE?

- 3.8 million U.S. adults aged 21-64 are blind or have trouble seeing, even with glasses.
- More than 466 million people worldwide have a hearing disability.
- 60% of screen reader users feel that web content accessibility is getting worse.
- 71% of website visitors with disabilities will leave a website that is not accessible.
- 815,600 WCAG compliance issues among Fortune 100 companies.
- Companies without ADA-compliant websites are turning down a share of a $1.2 trillion market.
IS MY INSTITUTIONS WEBSITE FULLY ADA COMPLIANT?

• Universities and colleges must ensure that electronic communications and information technologies, including websites, email, and web documents are fully accessible to all individuals regardless of disability.

• Content should be accessible to those with visual, auditory, physical, speech, cognitive language, learning, and neurological disabilities.
BRIDGE THE GAP

• Between reaching all students

AND

• Connecting with all students
FOUR PRINCIPLES OF WEB ACCESSIBILITY.

- CMS- Central Management System
- Alternative Text for images
- Closed-Captioning
- Automatic Audio Effects
DISABILITIES AND CONDITIONS THAT CAN AFFECT THE WAY PEOPLE USE WEBSITES.

- Visual Impairment:
- Hearing Impairment:
- Motor Skills/ Physical Disabilities
- Photosensitive Seizures:
- Cognitive Disabilities.
10 Ways to Make your Website More Accessible:

• 1. Make sure your site is keyboard-friendly
• 2. Make sure all content is easily accessible
• 3. Add Alt Text to All Images
• 4. Choose Your Colors Carefully
• 5. Use Headers to Structure Your Content Correctly
10 Ways to Make your Website More Accessible:

- 6. Design Your Forms for Accessibility
- 7. Don’t Use Tables for Anything Except Tabular Data
- 8. Enable Resizable Text That Doesn’t Break Your Site
- 10. Create content with accessibility in mind
There are 3 levels to WCAG:

- A: Essential
- AA: Ideal Support
- AAA: Specialized Support
WCAG COMPREHENSIVE ACCESSIBILITY ASSESSMENT

- Content
- Global Code
- Keyboard
- Images
- Headings
- Lists
- Controls
- Tables
- Forms
- Media
- Video
- Audio
- Appearance
- Animation
- Color Contrast
- Mobile and Touch
• Use plain language

• Make sure that button, a, and label element content is unique and descriptive.

• Use left-aligned text for left-to-right languages, and right aligned text for right-to-left languages.
GLOBAL CODE

- Validate your HTML
- Use a `lang` attribute on the `html` element.
- Provide a unique `title` for each page or view.
- Ensure that viewport zoom is not disabled. Resize Text
GLOBAL CODE

- Ensure a linear content flow.
- Avoid using the autofocus attribute.
- Allow extending session timeouts
KEYBOARD

- Make sure there is a visible focus style for interactive elements that are navigated to via keyboard input.
- Check to see that keyboard focus order matches the visual layout.
- Remove invisible focusable elements.
• Make sure that all `img` elements have an `alt` attribute. Non-text content.

• Make sure that decorative images use null `alt` (empty) attribute values.

• Provide a text alternative for complex images such as charts, graphs, and maps.

• For images containing text, make sure the alt description includes the image’s text.
HEADINGS

• Use heading elements to introduce content.

• Use only one h1 (heading 1) element per page or view.

• Heading elements should be written in logical sequence.

• Don’t skip heading levels.
• Use the *a (anchor)* element for links.
• Ensure that links are recognizable as links.
• Ensure that controls have :focus states.
• Use the *button* element for buttons.
• Provide a skip link and make sure that it is visible when focused.
• Identify links that open in a new tab or window.
MEDIA, AUDIO & VIDEO

- Make sure that media does not auto play.
- All media should be able to be paused.
- Confirm the presence of captions
- Remove seizure triggers
- Confirm that transcripts are available
• Increase text size to 200%

• Double-check that good proximity between content is maintained. Use the straw test.

• Make sure that color isn’t the only way information is conveyed.

• Make sure instructions are not visual or audio only – include both

• Use a simple, straightforward, and consistent layout.
• Ensure animations are subtle and do not flash too much.
Mobile Experiences

- Check that the site can be rotated to any orientation.
- Remove horizontal scrolling.
- Ensure that button and link icons can be activated with ease.
- Ensure sufficient space between interactive items in order to provide a scroll area.
RESOURCES

• Content Readability Analyzer
• Info & Relationships
• Visual Presentation
• Validate your HTML
• Global Code for Language
• Providing a Unique Title
• Resizing Text
• Landmark Regions
• Headings Map

• Test Color Combinations
• Contrast Checker
• W3 Tables for Accessibility Standards
• Consider hiring a professional tester
• Internet Accessibility Guide