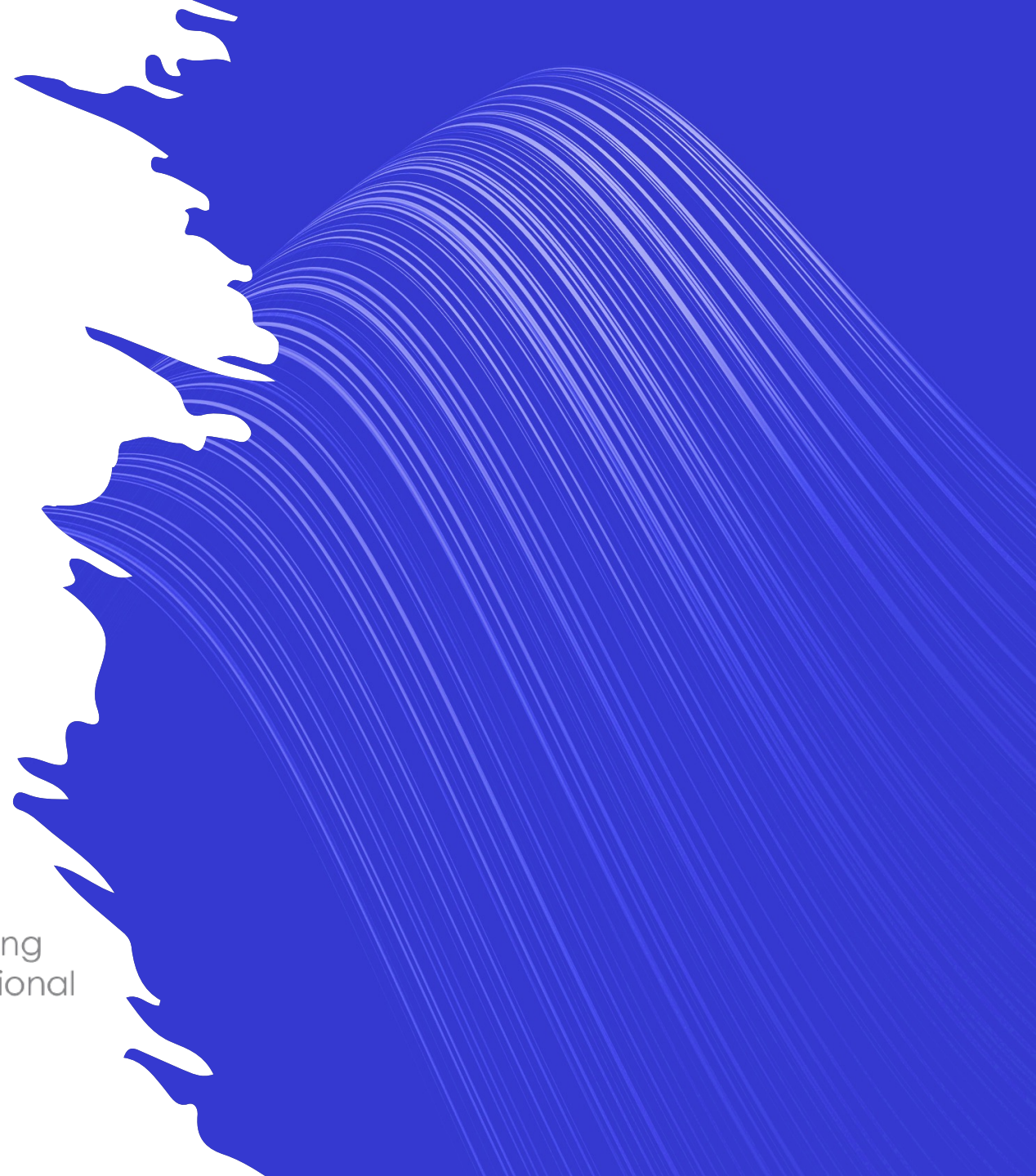


SPIN'N THE WEB: A GUIDE TO WEBSITE ACCESSIBILITY



Illinois Center for Specialized Professional Support,
Illinois State University, College of Education



PRESENTED BY



Kiersten Baer

Digital Communications Manager
ICSPS

Virtual Adjunct Instructor

kmbaer@ilstu.edu

98%

of websites aren't
fully accessible

2%

Of websites
are reaching
these
consumers.

15%

Of citizens have a
disability

April

2021

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

3.8 mil

466 mil

60%

71%

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

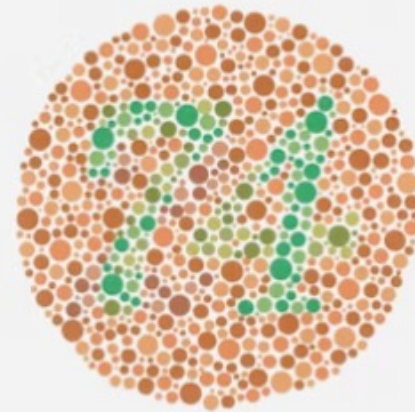
FOUR PRINCIPLES OF WEB ACCESSIBILITY.

- 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
- 9. Avoid Automatic Media and Navigation
- 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

CONTENT

- 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.

IMAGES

- 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.

CONTROLS

- 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

APPEARANCE

- 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.

ANIMATION

- 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](#)