

How we can make the web inclusive



Introduction

Top tips

Demos

Questions, lunch & discussion



A close-up, low-angle shot of a person's legs in a blue suit and black shoes walking on a tactile paving surface. The person is using a white cane, which is visible as a thin line extending from their hand down to the ground. The tactile paving consists of square tiles with a raised, circular pattern. In the background, there are yellow and black striped markings on the pavement. A dark blue rectangular box with white text is overlaid on the left side of the image.

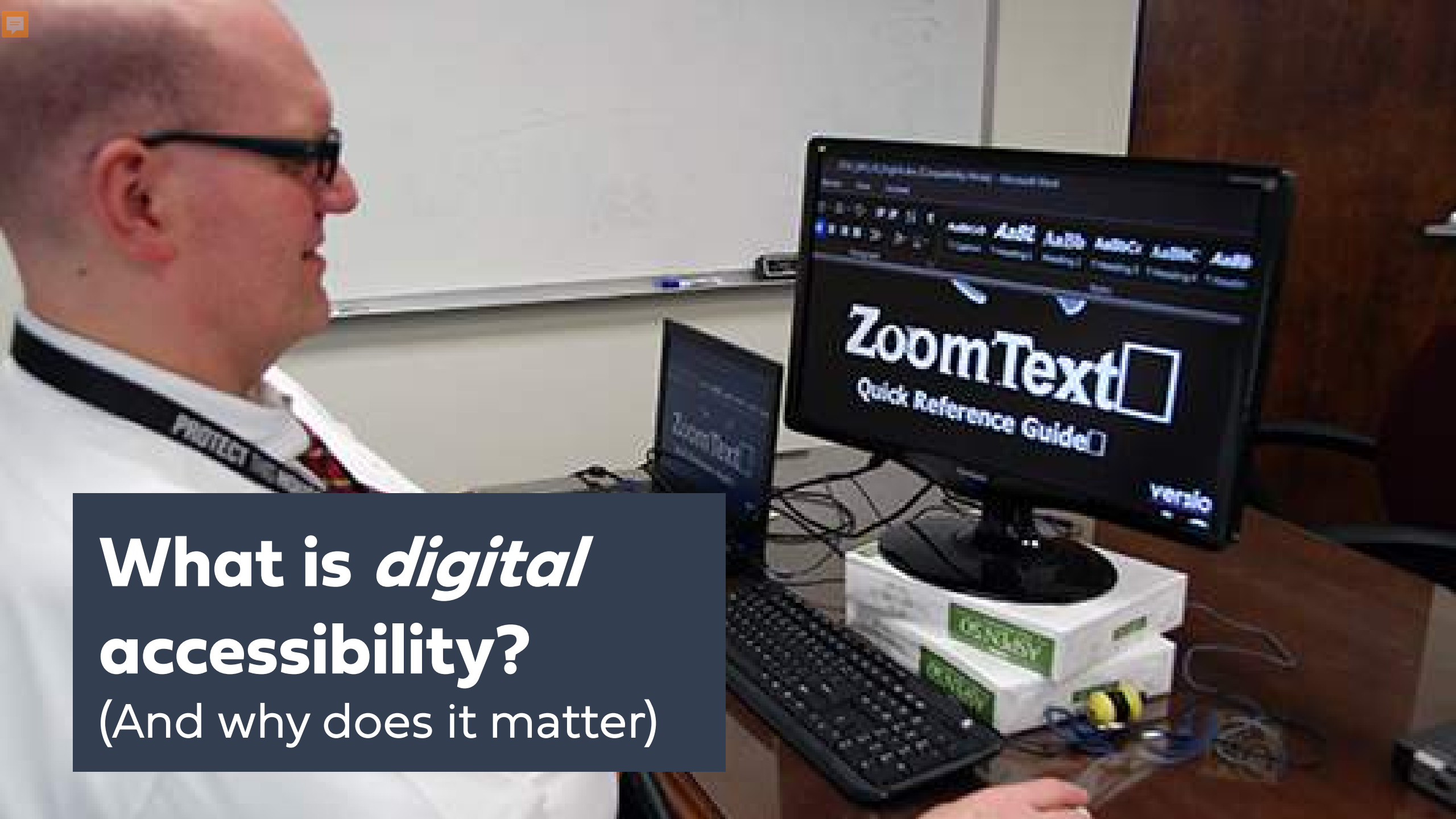
**What is
accessibility?**

A person is seated in a wheelchair on a metal ramp. The person is wearing blue patterned pants and blue sneakers. The wheelchair has large rear wheels with silver spokes and orange reflectors, and a smaller front wheel. A white handrail runs along the side of the ramp. In the background, a blurred car is visible. A dark blue rectangular box with white text is overlaid on the left side of the image.

**What is
accessibility?**

What is accessibility?





**What is *digital*
accessibility?**
(And why does it matter)



Jay Jackson

@jjackson

Svar till @captainsafia

Being deaf, got to say captioning videos is number one issue for me

♡ 11 03:38 - 4 juni 2017

Se de andra tweetsen av Jay Jackson



mkb

@mojinations

Svar till @captainsafia @dshafik

Assuming ADHD counts, it's hard to locate content on overly busy pages and animations are a nightmare of distraction.
[#clickthemonkey](#)

♡ 9 01:16 - 4 juni 2017

Se de andra tweetsen av mkb



Mustafa Kurtuldu

@Mustafa_x

Svar till @captainsafia

Dyslexic - not really seen as a disability, but large walls of text is painful.

Also never ending sentences and over complicated language.

♡ 13 22:56 - 3 juni 2017

Se de andra tweetsen av Mustafa Kurtuldu



Steffen Frosch

@KodierKroete

Svar till @captainsafia @philwinkle

I don't have one but my mother has Parkinson disease and mouse interactions are really hard for her



11-14 million
People with some form
of disability in UK.





£16 billion

Estimated **online**
spending power of the
UK 'purple pound'

Source: wearepurple.org.uk



4 million

Number of people that
abandoned retail websites
in 2016 because of barriers
to completion

Source: wearepurple.org.uk survey,
2016



Common Barriers

Knock-on effects

- Supports poor internet connectivity
- Potential for increase in customers
- Short term medical problems
- Mobile and tablet usage
- Environmental factors eg background noise, sunlight
- Improves SEO (Search engine optimisation), usability and performance
- Best practice

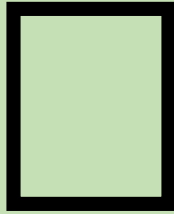


WCAG

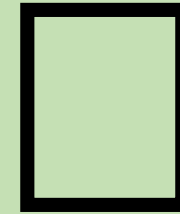
Version 2.1 | Level AA

COMPLIANT

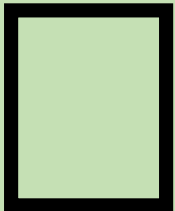




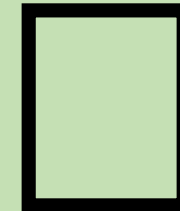
Perceivable



Operable



Understandable



Robust

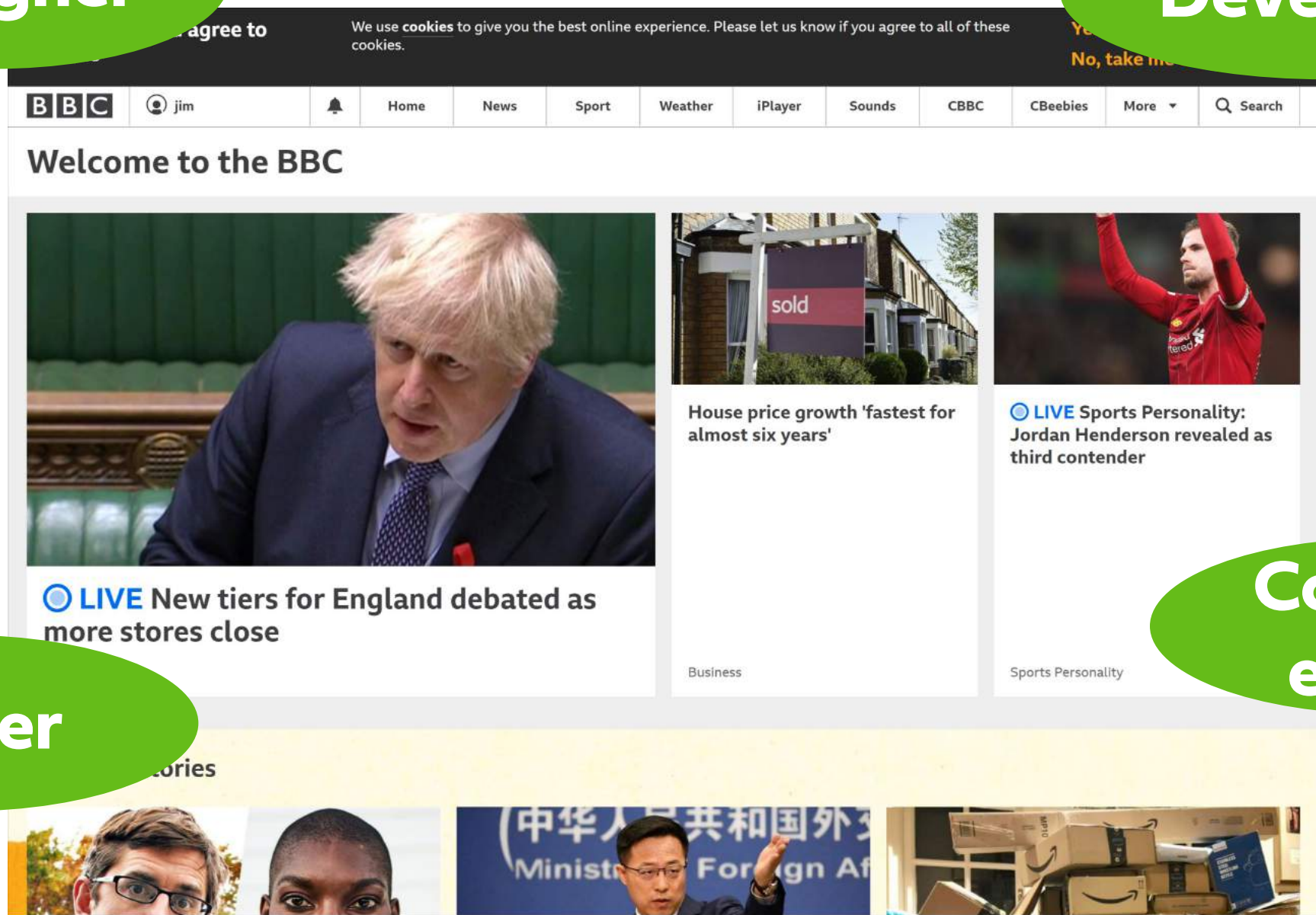


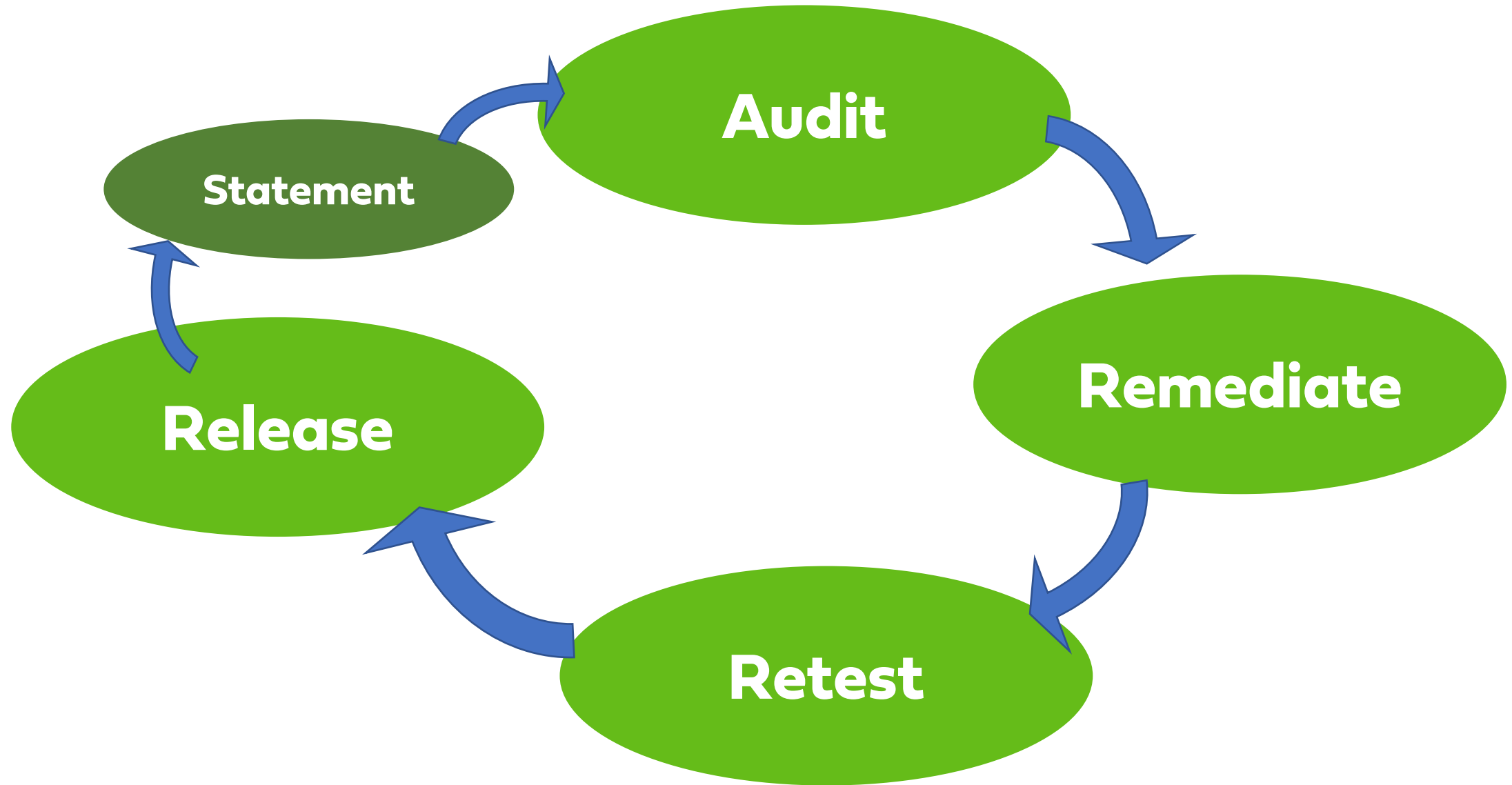
Designer

Developer

Content
editor

Tester







Challenges for website owners

- **Costs**
 - Multiple grants available per applicant from DfE
 - Include accessibility from start makes it cost less
 - In house testing – do you have the people?
- **Conflicts between 'sexy' design vs accessible design**
 - Design options & features eg stylesheet switcher vs compromise on design sophistication
- **Training and awareness**
 - Training, support, consultancy is available
 - Content editors!
 - Regulations support and sometimes obligate action
- **Third party integrations**



5 Top Tips for Making Your Website Accessible



Tip #1

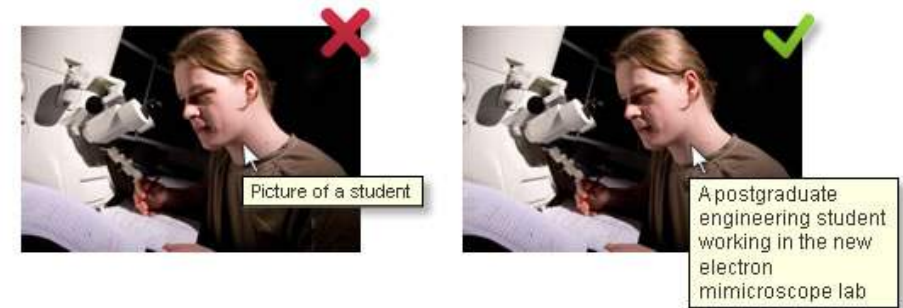
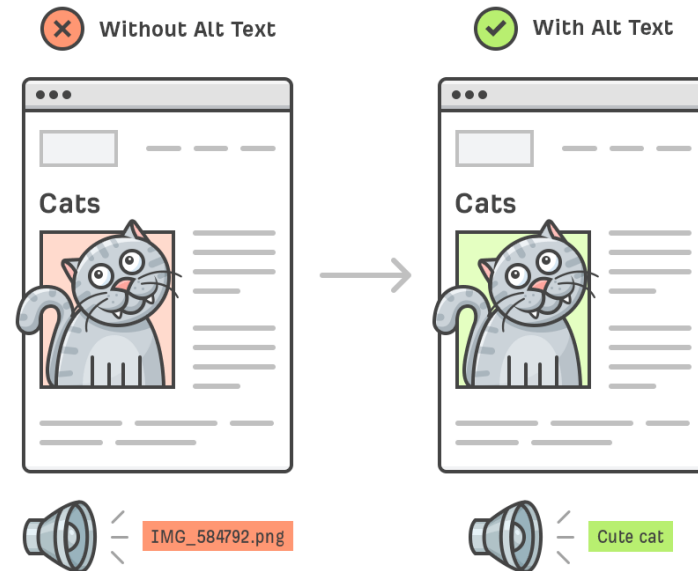
Alternative Text

'Alt text' provides a textual alternative to non-text content in web pages.

Alternative text serves several functions:

- Read by screen readers in place of images.
- Displayed in place of the image in browsers if the image file is not loaded.
- Provides a semantic meaning and description to images which can be read by search engines.

Screen Readers May Read Out Ugly Filenames for Images Without Alt Text





Tip #2

Descriptive Links

- Write link text so that it **describes the content of the link target**.
- **Avoid using ambiguous link text**, such as 'click here' or 'read more'.
- **Indicate relevant information about the link target**, such as document type and size, for example, 'Proposal Documents (PDF, 5MB)'.



Want to learn more? [Click here!](#)



[Learn more about Accessibility](#)



<https://www.motortax.ie/OMT/welcome.do;jsessionid=0aa-0114730d745565a71e9234639b-332c609fc630b7d.e38PaNaS-bh0RaO0NbNmQe0>



[Online Motortax payments and queries](#)

Descriptive hyperlinks

Edit hyperlinks to make them easier to understand by providing descriptors.

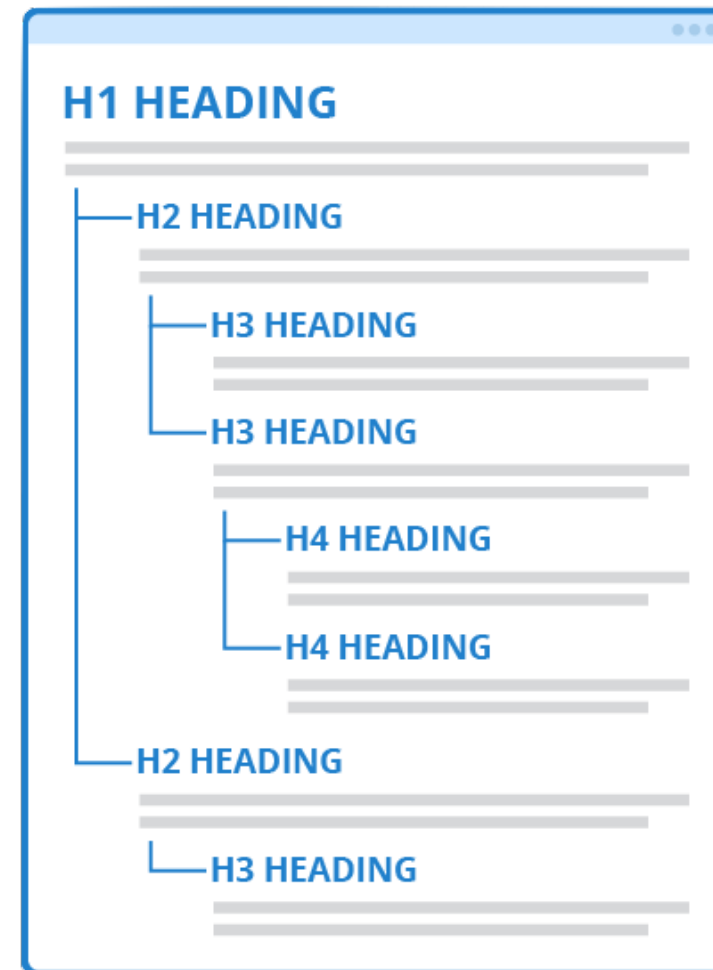


Tip #3

Content Structure



- **Order content logically**, with essential information first (or a snapshot overview of the page content). This allows those using screen readers to access content quicker.
- **Nest headings by their rank.** The most important heading has the rank 1 (H1), the least important heading rank 6 (H6).
- **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.





Tip #4

Writing Plainly

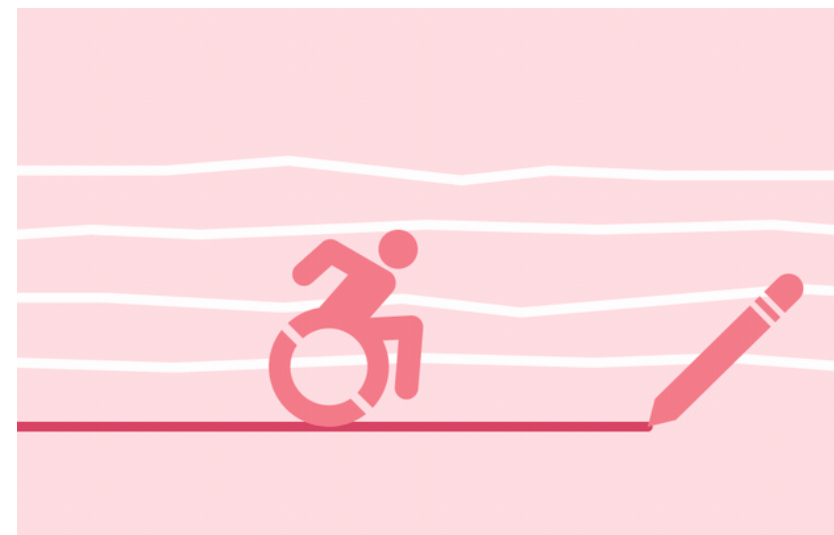


- Use **simple language and formatting**, as appropriate for the context.
- Write in **short, clear sentences** and paragraphs.
- Avoid using **unnecessarily complex** words and phrases.
- **Consider providing a glossary** for terms users may not know.
- **Expand acronyms on first use.** For example, Web Content Accessibility Guidelines (WCAG).
- **Use list formatting** when appropriate.
- Consider using **images, illustrations, video, audio, and symbols** to help clarify meaning.

One must endeavour to ensure
That Simplicity is stringently
upheld in Order to facilitate
comprehension.



Keep it simple!





Tip #5

Meta Tags

Providing **unique, concise** HTML page titles helps users with disabilities quickly understand a web page's content and purpose.

Good Title & Description

[GIANT Sunflower Seeds -- Jumbo Sunflower Seeds, Giant Taste.](#) ☆

GiantSeeds.com is a one stop shop for all **sunflower seed** products produced by GIANT Snacks. GIANTS **sunflower seeds** are produced by GIANT Snacks which is the ...

www.giantseeds.com/ - [Cached](#) - [Similar](#)

Bad Title & Description

[BIGS Sunflower Seeds](#) ☆

Products · Dill Pickle · Buffalo Wing · Sizzlin' Bacon · Zesty Ranch · Salted & Roasted · Bigs Brothers · Store Locator · Sign Up · Spit The Word · Buy Now ...

www.bigs.com/ - [Cached](#) - [Similar](#)

- Title length: Max 70 characters
- Description length: 50-160 characters

Useful Resources

Accessibility Tools



Automated Accessibility Checkers

- [Deque – Axe Tools](#)
- [WAVE Web Accessibility Evaluation Tool](#)
- [WebAIM Colour Contrast Checker](#)
- [Web Accessibility Checker by Level Access](#)
- [Microsoft Accessibility Insights for Web](#)
- [Siteimprove Accessibility Scan](#)
- [Sitechecker SEO Score Scanner](#)
- [AChecker Accessibility HTML Markup Checker](#)
- <https://www.nngroup.com/articles/keyboard-accessibility/>
- <http://thefirstword.co.uk/readabilitytest/> (Barack Obama!)



Useful Resources

Further Reading/Watching



WCAG Framework

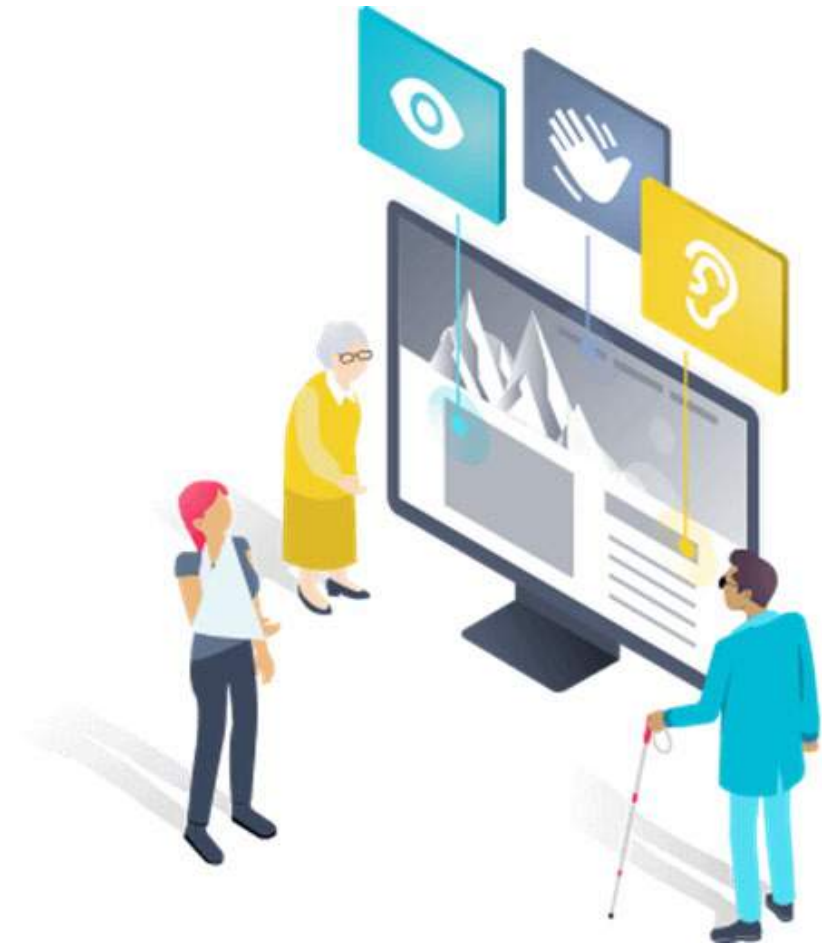
- [WCAG 2.1](#)
- [WCAG 2.1 Quick Reference](#)
- [Web Accessibility Initiative – Glossary](#)

Articles

- [Harvard – Web Accessibility Checklist for Content Editors/Creators](#)
- [Palantir - 10 Tips for Publishing Accessible Content](#)
- [Web Development Group – Web Accessibility for Content Editors](#)
- [Siteimprove - Creating Accessible Websites, Part 3: For Web Editors](#)

Videos

- [Silktide Webinar \(60 mins\) - Web Accessibility for Content Editors](#)
- [Digital Leaders – The Business Case for Digital Accessibility](#)
- [US Gov – Writing for Accessible Web](#)
- [US Gov – Plain Language Basics: Online Workshop](#)





Questions

