



# Accessibility



## INTERNET FOR ALL

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# Accessibility

## WHAT WE'LL COVER

- What it means
- Why it matters: legal, ethical and benefits
- Best practices

# Accessibility

## WHAT IT MEANS

- People with disabilities can use the web
- Web accessibility encompasses all disabilities
- Also can include people without disabilities



# Things to consider

ASK YOURSELF THESE QUESTIONS



## ANALYZE

How accessible is your website?



## CONSIDER

Are people of all abilities able to access the information on your website?



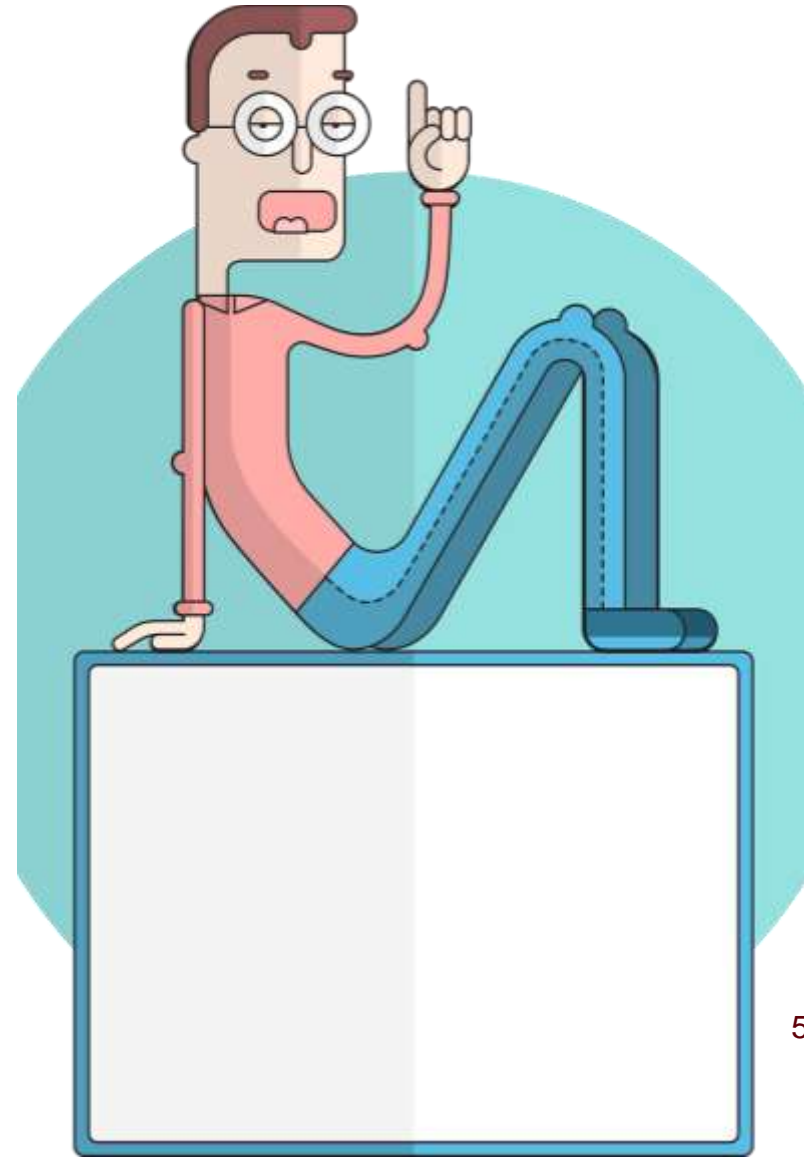
## EVALUATE

When will you know your website is accessible?

# Federal guidelines

## AKA WHY IT'S IMPORTANT

- MSU, which receives federal funding, must comply.
- Not doing so could lead to a lawsuit.
- Access to information and communications technologies, including the web is a "basic human right."



# Compliance

## WHAT DOES MSU FOLLOW?

\* MSU must comply with Web Content Accessibility Guidelines (WCAG) 2.0

- Level AA
- You should think of the web as a public space.



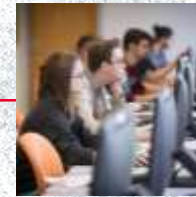
# Benefits

## PRACTICAL FOR BUSINESS PURPOSES



### BEST PRACTICES

- Mobile web design
- Usability
- SEO optimization



### BETTER WEBSITES

- Search results
- Maintenance costs
- Audience reach

# Best practices

## FOR ACCESSIBILITY

- What we'll cover:
  - Alt text
  - Headings
  - Descriptive links







# Alt text

- Several functions:
  - Used by screen readers; allows function and content of image to be accessible.
  - Displayed in place of images (load failure or user choosing).
  - Provides context and description for SEO.
- Alt text is crucial for accessibility, but context and interpretation are key.

# Alt text

## DO'S AND DON'TS

- Imagine you're describing the image to someone via text or phone call.



### **DO**

- Briefly describe the image
- Be accurate and equivalent
- Use relevant keywords



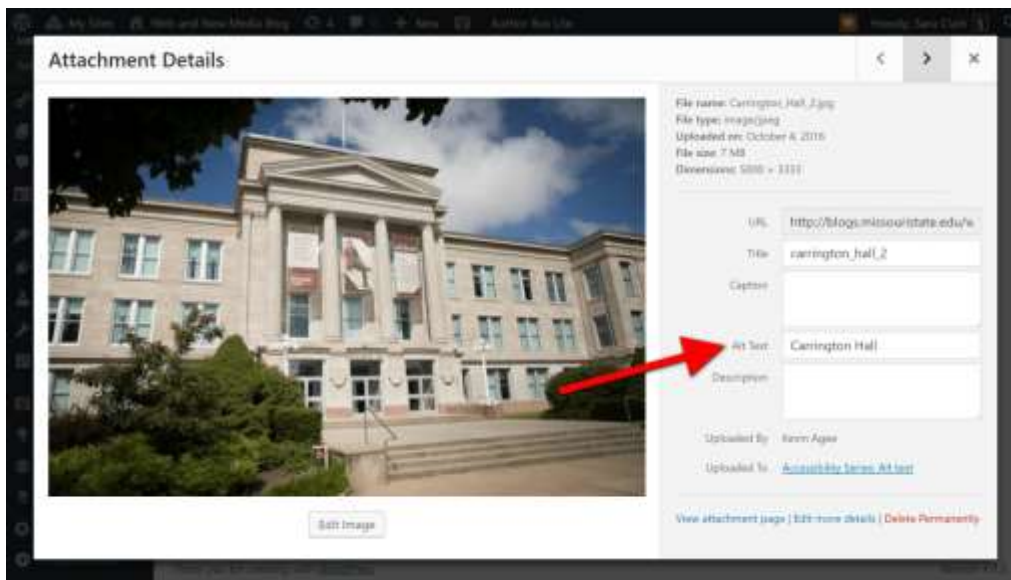
### **DON'T**

- Begin the alt text with "an image" or a "a photo of"
- Repeat the caption
- "Keyword stuff"

# Alt text

## DEMO

- Updating Missouri State blogs and webpages.



# Alt text

## LET'S PRACTICE

- Create alt text for these two images





# Headings

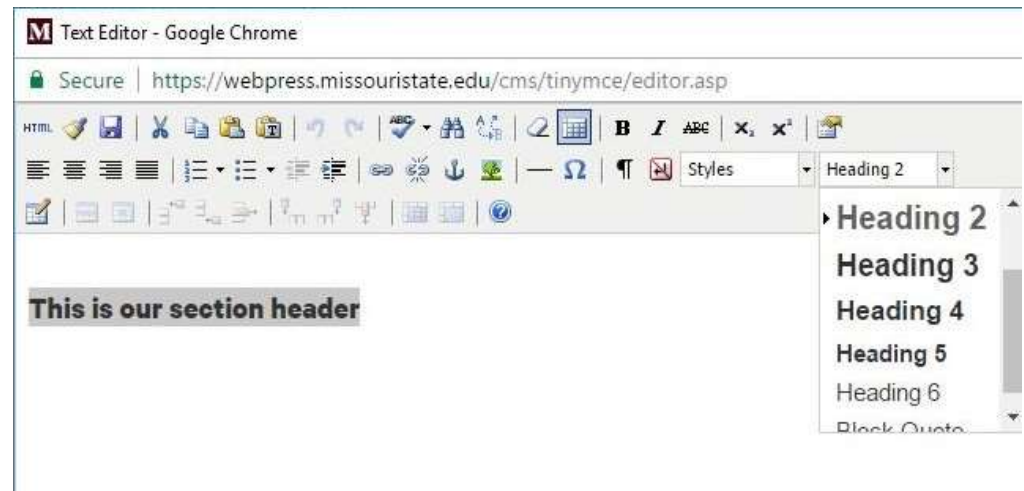
## BEST PRACTICES

- Why headings?
  - They serve as a guide for your text.
  - Visitors can easily scan your site to find the most important information.
  - Screen readers “read” headings aloud, giving visitors a helpful outline of your site.
- Use actual headings, not font adjustments.

# Headings

## BEST PRACTICES

- Typically, you'll use H2 and H3.
  - Page titles are already H1.
  - Example.
- Compliment your headings with lists.





# Headings

## HOW TO IMPLEMENT

- Add headings in WordPress and Web Press.
  - WordPress: format->formats->headings
  - Web Press: open rich text block->edit content->Format (drop-down box)
- YouTube demo

# Descriptive links

## BEST PRACTICES

- Have you done this before?



Click here





# Descriptive links

## THERE'S A BETTER WAY

- You should describe the link's destination.
  - A user should know where the link goes without having to read the surrounding content for context.
  - Avoid generic, non-specific terms.
- It's better for SEO and accessibility.



# Descriptive links

## CONTEXT AND VALUE

- Which link makes you want to keep reading?
  - Click here to read about MSU's mascot.
  - We've just uncovered Boomer's birth story.
- Screen reader example

# Descriptive links

## WHAT YOU SHOULD INCLUDE

- Use brief but meaningful text that:
  - Provides info when read out of context
  - Explains what the link offers
  - Doesn't talk about mechanics (download, visit, etc.) or verb phrases (get, go, click, etc.)

Remember: not everyone “clicks.”





# Accessibility

## EVALUATE

- How can you determine if a website is inaccessible or accessible?
  - Non-accessible
  - Accessible
- Web Press – Accessibility checker (New!)
- WAVE – Web Accessibility Evaluation Tool



# For more information...

## BLOG SERIES

- Our [Accessibility blog series](#) covers these topics, and more:
  - Alt text
  - Descriptive links
  - Color contrast
  - Data tables

# Accessibility

## IMPORTANCE AND HOW-TO

- Thank you!
- Questions?

