Accessibility

INTERNET FOR ALL

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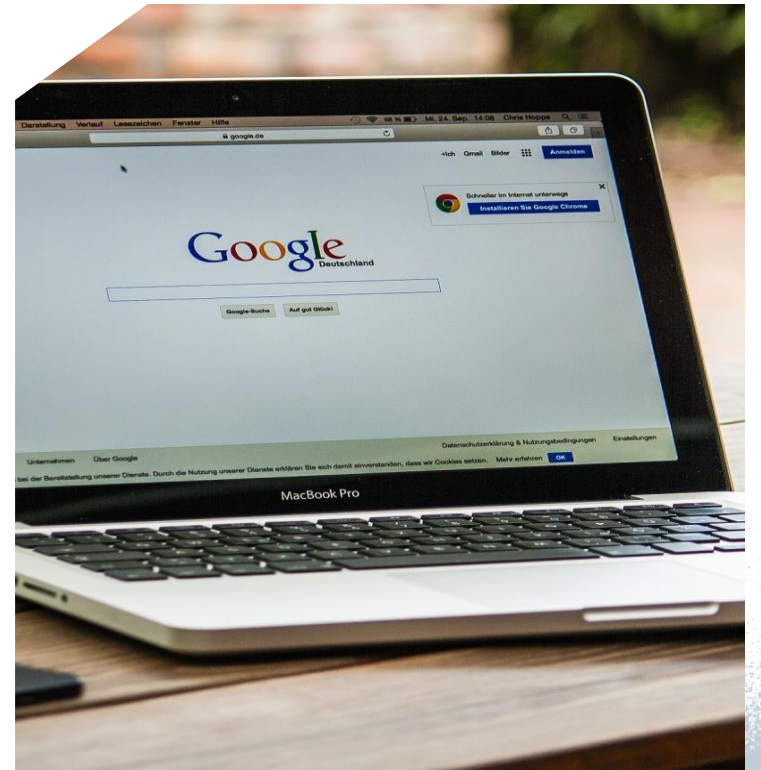# Accessibility

- What it means

- Why it matters: legal, ethical and benefits

- Best practices

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Accessibility

WHAT IT MEANS

- People with disabilities can use the web

- Web accessibility encompasses <u>all disabilities</u>

- Also can include people without disabilities
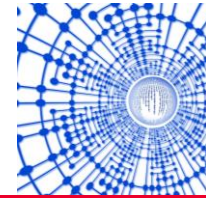
Things to consider

ASK YOURSELF THESE QUESTIONS

ANALYZE

How accessible is your website?

CONSIDER

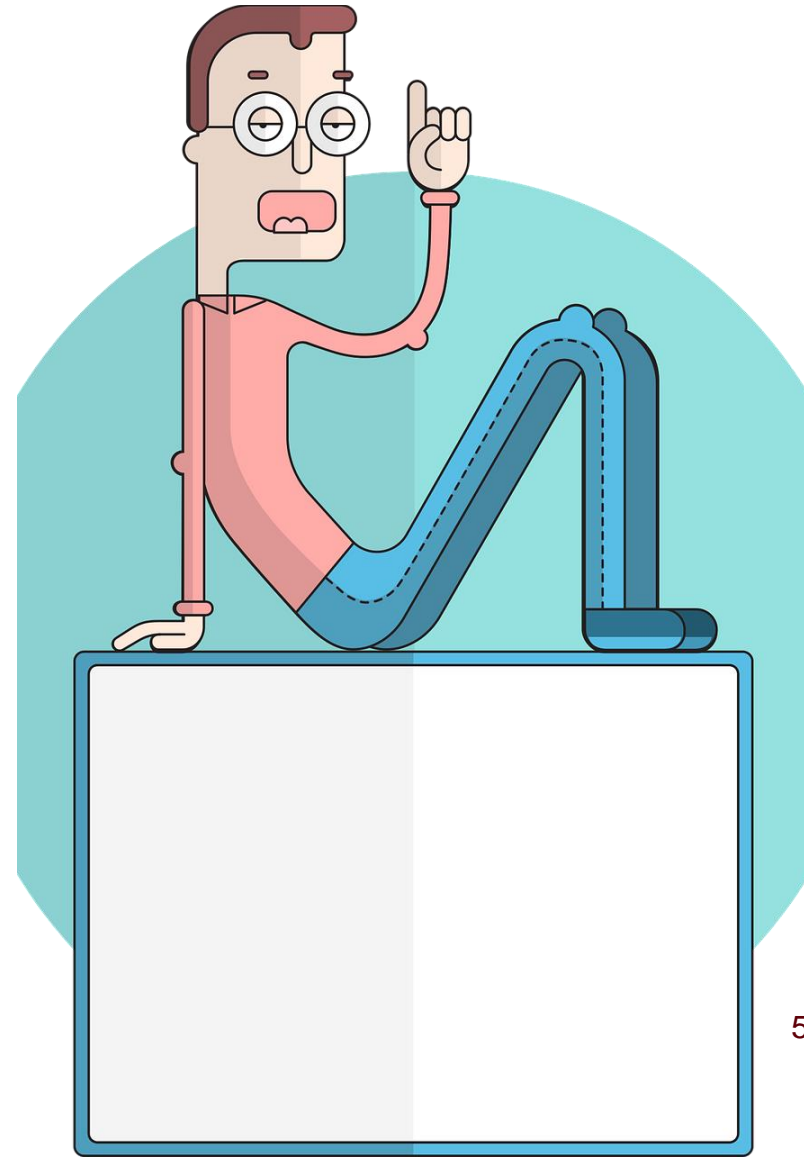Are people of all abilities able to access the information on your website?

EVALUATE

When will you know your website is accessible?

Federal guidelines

- MSU, which receives federal funding, must comply.

- Not doing so could lead to a <u>lawsuit</u>.

- Access to information and communications technologies, including the web is a "basic human right."

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Compliance

* MSU must comply with <u>Web Content Accessibility Guidelines (WCAG) 2.0</u>

- Level AA

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

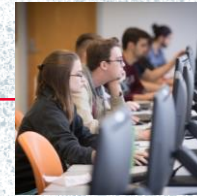**Missouri State**
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Benefits

BEST PRACTICES

- Mobile web design
- Usability
- SEO optimization

BETTER WEBSITES

- Search results
- Maintenance costs
- Audience reach

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Best practices

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

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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
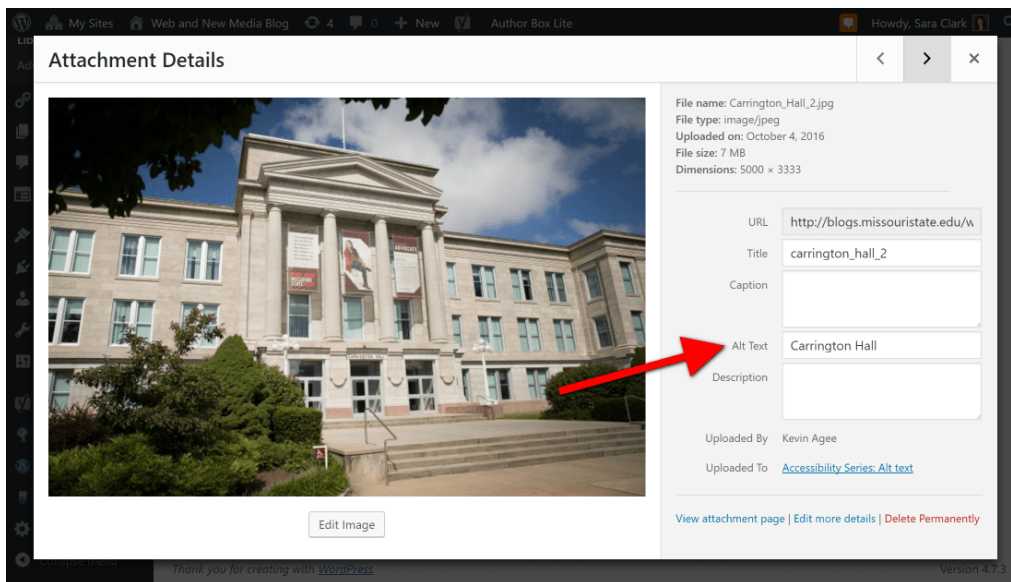- Be accurate and equivalent
- Use relevant keywords

DON'T

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

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Alt text

- Updating Missouri State <u>blogs</u> and <u>webpages</u>.

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Alt text

- Create alt text for these two images


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Headings

- 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.

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Headings

- Typically, you'll use H2 and H3.
  - Page titles are already H1.
  - Example.

- Compliment your headings with lists.

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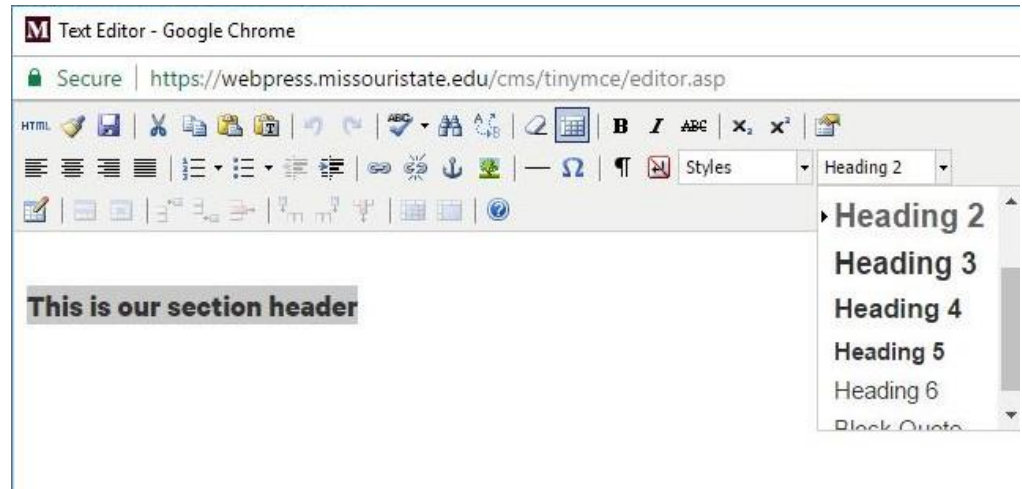
Headings

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

- <u>YouTube demo</u>

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Descriptive links

- Have you done this before?

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Descriptive links

- 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.

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Descriptive links

- 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](#)

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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."

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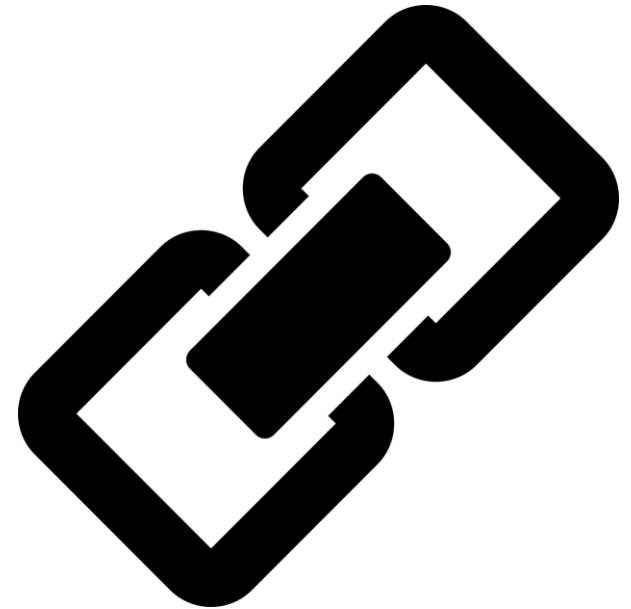
Accessibility

- How can you determine if a website is inaccessible or accessible?
  - <u>Non-accessible</u>
  - <u>Accessible</u>

- <u>Web Press</u> – Accessibility checker (New!)
- <u>WAVE</u> – Web Accessibility Evaluation Tool

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For more information…

BLOG SERIES

- Our <u>Accessibility blog series</u> covers these topics, and more:
  - Alt text
  - Descriptive links
  - Color contrast
  - Data tables

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Accessibility

IMPORTANCE AND HOW-TO

- Thank you!

- Questions?

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