



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



Principles for accessibility

INDUSTRY STANDARD

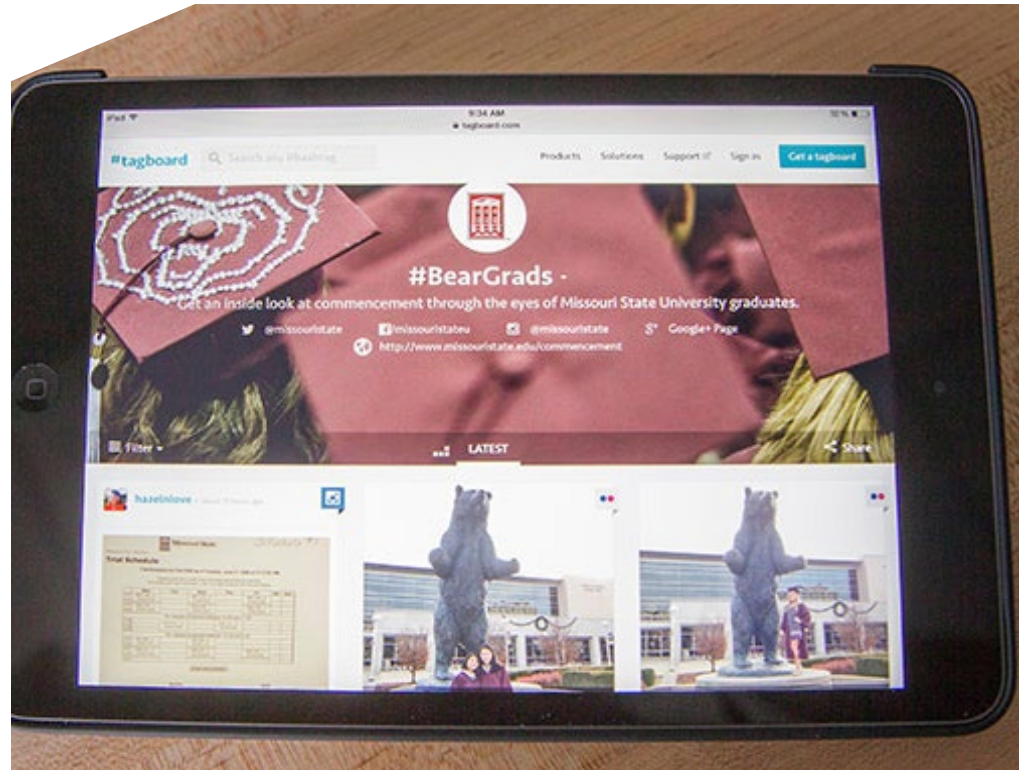
P.O.U.R:

Perceivable

Operable

Understandable

Robust



Things to consider

ASK YOURSELF THESE QUESTIONS



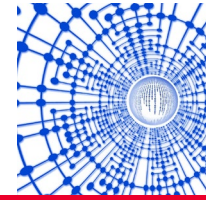
ANALYZE

How accessible is your website?



CONSIDER

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



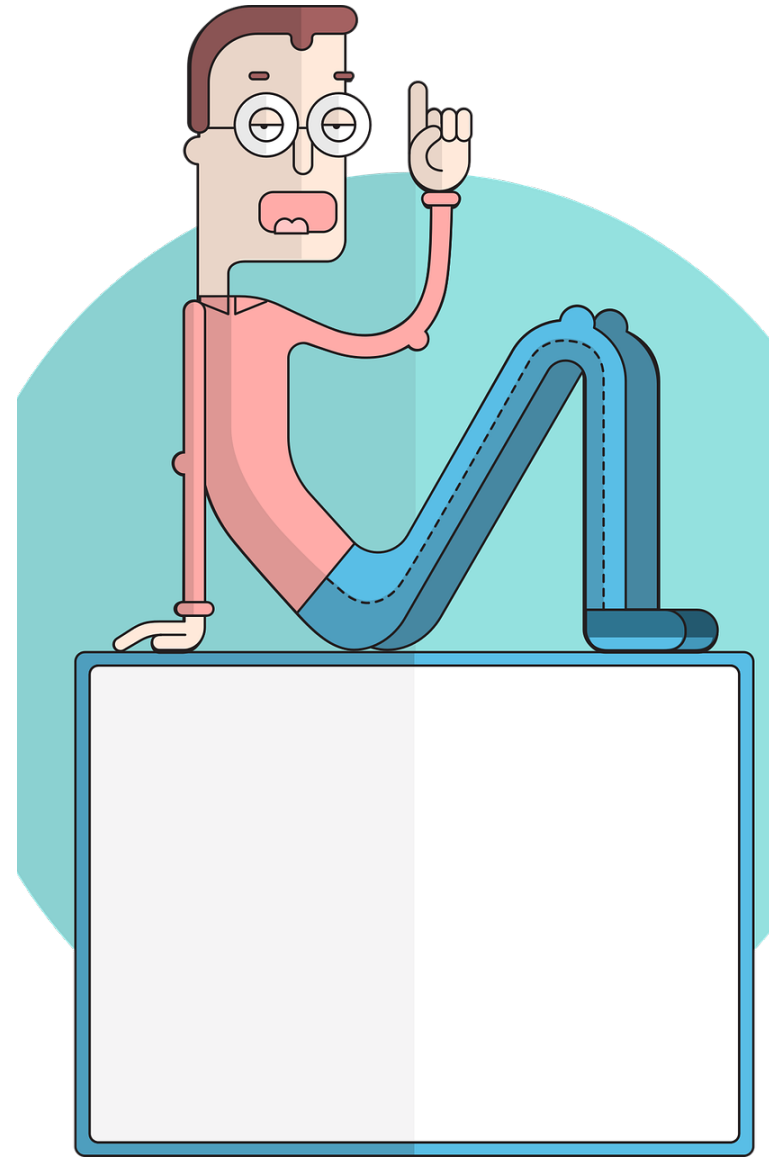
EVALUATE

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.
 - 50 colleges hit w/ ADA lawsuits
- Internet access 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.



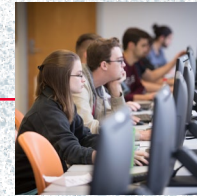
Benefits

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

FOR NON-TEXT CONTENT (IMAGES AND GRAPHICS)

- 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



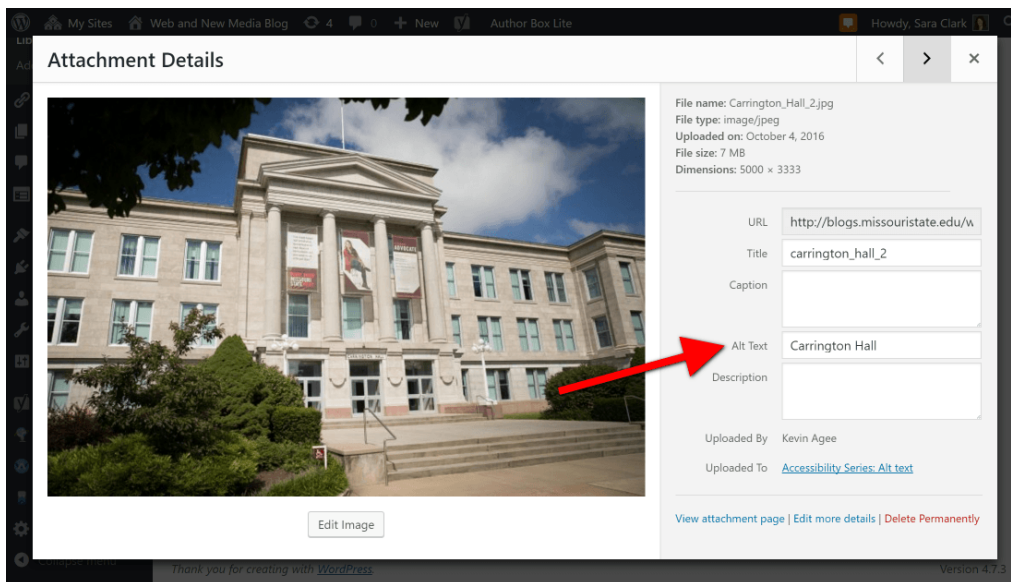
DON'T

- 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

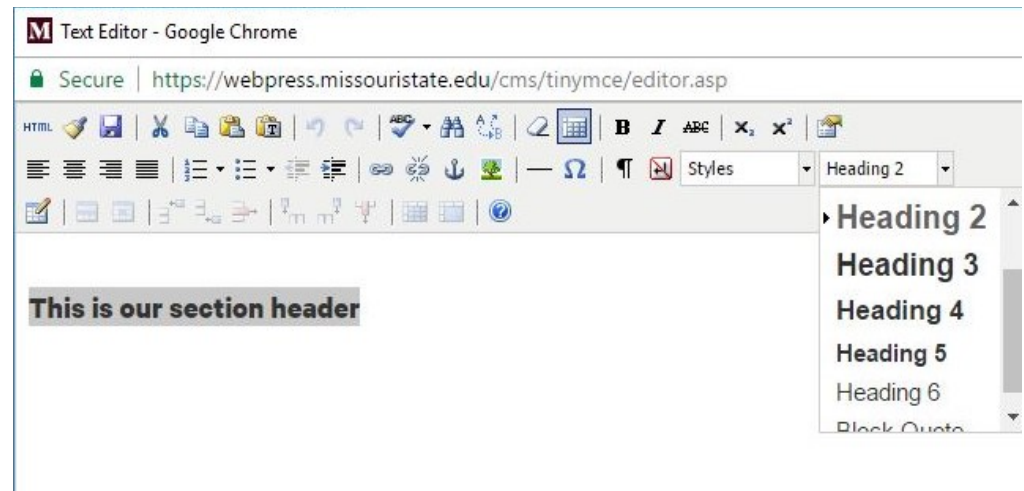
BEST PRACTICES

- Why headings?
 - They're an outline/guide for your content
 - Makes your content scannable
 - Vital for screen readers
- 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->blocks->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

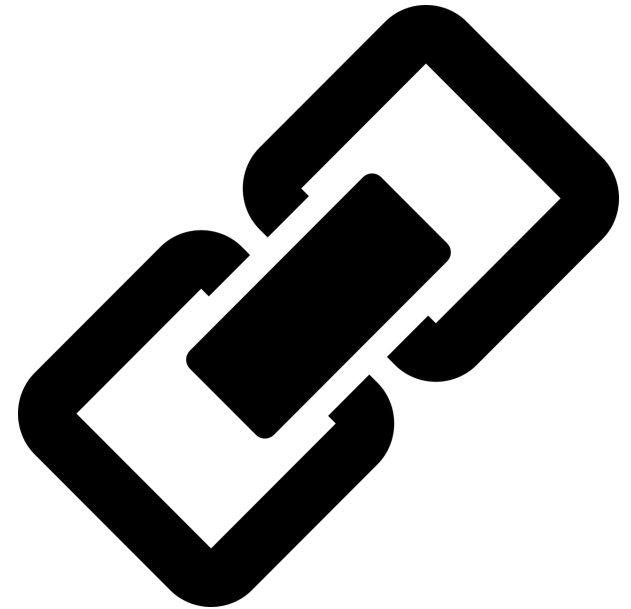
- Which link makes you want to keep reading?
 - Click here to read about MSU's mascot.
 - We've just uncovered Boomer's birth story.
- Screen reader example

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 (Go to, click, learn more, 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
- 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?

