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Website Accessibility

What is web accessibility?

- Ensuring that **all** users – including users with disabilities – can access and navigate your web content
  - Including users using screen readers and other assistive technologies
  - Visual enhancements
  - Keyboard-only or voice-controlled navigation

Some types of disabilities that may impact web use

- Visual
  - Blindness, low vision, color-blindness, contrast sensitivity

- Auditory
  - Deafness, hard-of-hearing

- Motor
  - Inability to use a mouse, slow response time, limited fine motor control

- Cognitive
  - Learning disabilities, distractibility, inability to remember or focus on large amounts of information

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https://webaim.org/intro/#people

Why is web accessibility important?

- We cannot and should not exclude users with disabilities
  - Part of our mission, and our commitment to diversity and inclusion
  - Not good for business, not serving our stakeholders as well
- Seattle U is required by federal law to meet minimum web accessibility standards
- Web accessibility benefits all users, not just people with disabilities

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Laws Governing Website Accessibility

- [Section 504](#) and [508 of the Rehabilitation Act](#) of 1974

- [Americans with Disabilities Act of 1990](#)

- [Section 255 Telecommunications Act of 1996](#)

- [21st Century Communications and Video Accessibility Act of 2010](#)

Web Content Accessibility Guidelines (WCAG)

- Developed by Worldwide Web Consortium (W3C)
- [WCAG 2.1](#) published June 2018
- 12 guidelines grouped around four [principles](#):
  - Perceivable
  - Operable
  - Understandable
  - Robust
- Three different levels (A, AA, AAA)

- **Our goal is 100% compliance with WCAG 2.1 AA**

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Dual responsibility for accessible content

- MarCom Web Team
  - Most recent design refresh instituted significant improvements in our website accessibility
  - Build accessible page layouts, content types
  - Staying up-to-date with new accessibility laws and guidelines
  - Training and support for content editors
- Content Editors
  - As subject-matter experts, content editors have primary responsibility for updating page content
  - Responsible for meeting web accessibility guidelines to the best of your ability
    - CODE USERS: You have additional responsibility for ensuring the accessibility of your code
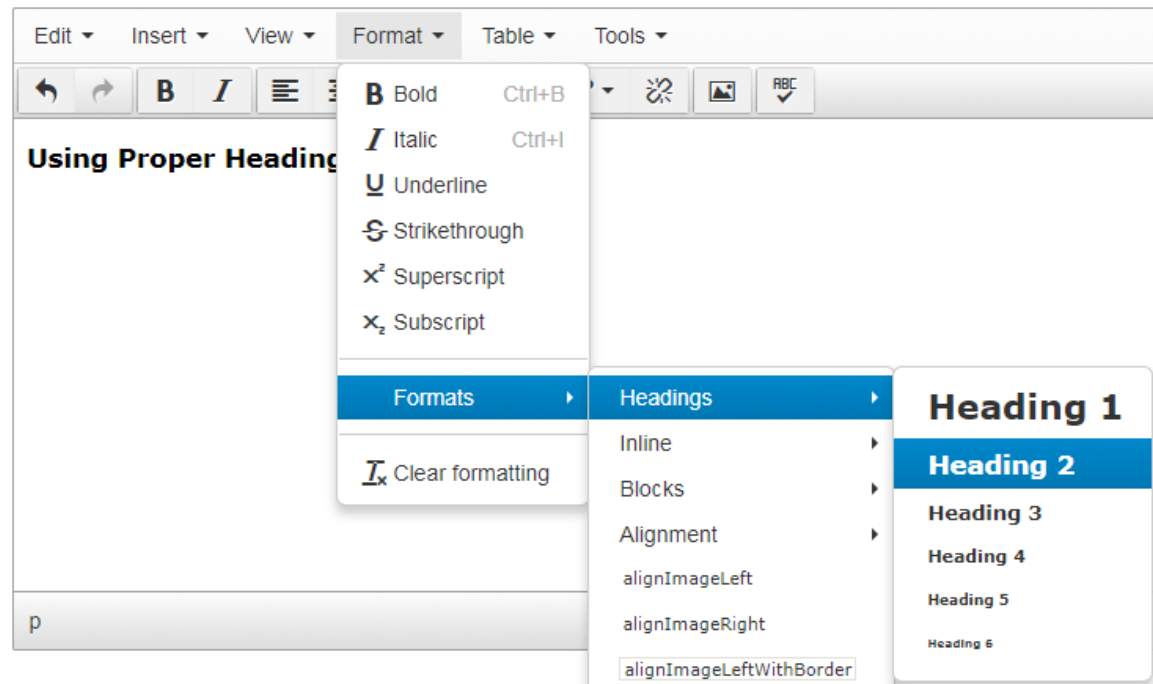
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What should I do in TerminalFour to make my Seattle U website more accessible?

Use plain language

- Content should be clearly written, easy to read
  - Write as concisely as possible
  - Check your spelling and grammar
    - T4 text editor has spell check button
    - Browser add-ons or extensions like Grammarly
  - Minimize use of slang, jargon, acronyms, abbreviations
    - If they are necessary, provide definitions
  - Flesch-Kincaid Readability Test to measure readability
- See our [Web Content Guidelines](#) and [Writing for the Web](#) pages for more on best practices
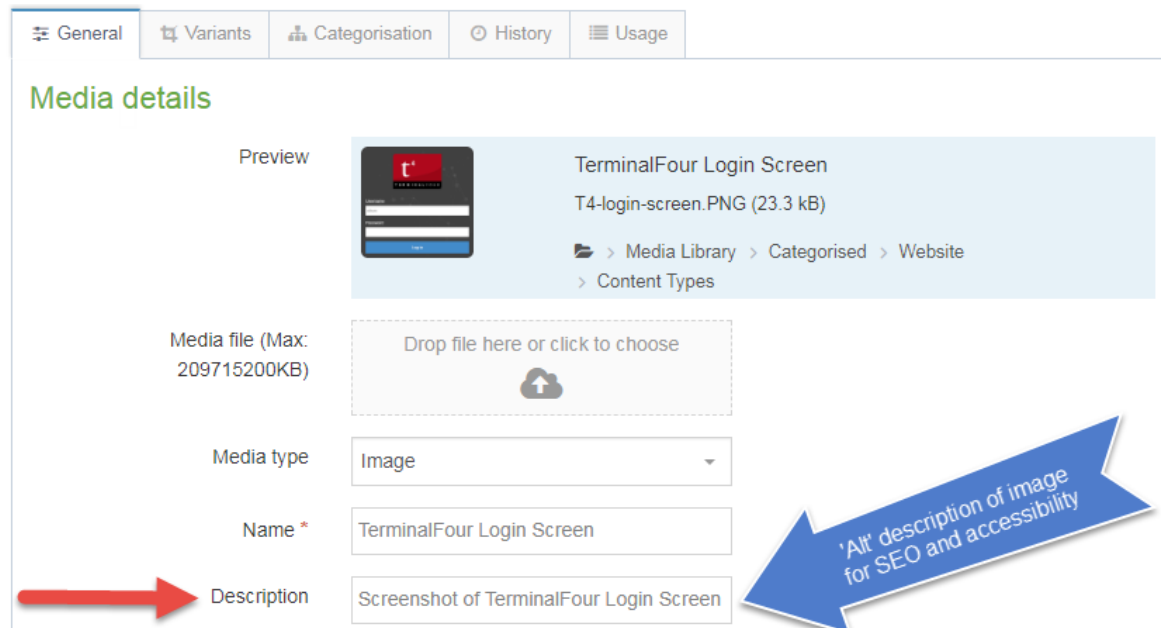
Proper use of headings

- Organize content into a structure using headings that convey meaningful hierarchy
  - Pages should be divided into parts labeled by headings
  - All text that *looks* like a heading should be marked up as a heading

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'Alt' description for images

- All images **must** have a short 'alt' description
  - Read to users by screen readers and must convey the meaning of an image to someone who cannot see it (or see it well)
  - Add 'alt' description to image in the T4 Media Library or in the content item

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Accessible alternatives for text-heavy images

- Avoid images with a lot of text in them
  - If you decide to use a text-heavy image, you **must** provide an accessible alternative
    - If it's short, put the text in the 'alt' description
    - Put the text straight on the page instead of within an image
    - Use an accessible, relevant content type, like "Infographic"
    - Post an accessible PDF version
    - Code-users:
      - 'longdesc' or caption

Provide captions/transcripts for all video, audio content

- How do you add captions to your videos?
  - YouTube
    - Transcribe and Auto-sync feature (very easy to use), or automatic captioning
  - Arc
    - Video management system integrated into Canvas with automatic captioning
  - Vimeo
    - Upload previously created caption file
  - Paid transcription or captioning services

- Automatic captioning **must be reviewed for accuracy and corrected** in order to meet legal standards
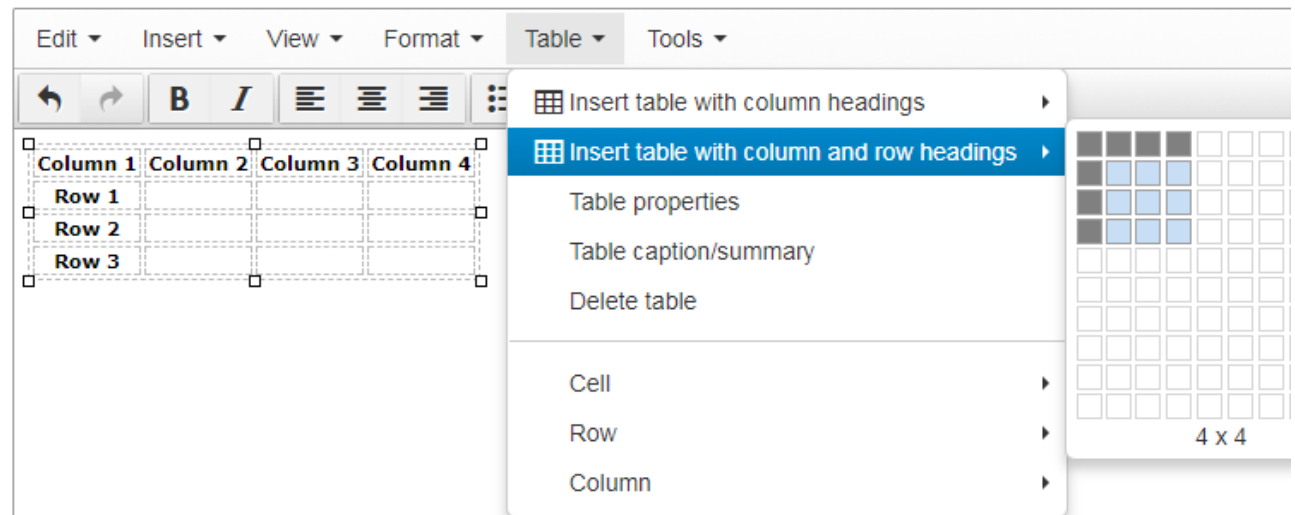
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Post accessible files

- If you post PDFs or other documents to your website, you need to make them accessible
  - [Create and verify PDF accessibility (Adobe)](#)
  - [Make your Word documents accessible (Microsoft)](#)

Use links appropriately

- Make sure they're working correctly
  - Fix broken links!
- Link text should be short, descriptive of where it will take you, and make sense out of context
  - Avoid uninformative phrases like "click here" and "read more"
- Links should be the only thing on the page that are underlined
- As link text is read aloud by screen readers, don't use a URL as link text unless it's human-readable

Use tables appropriately

- Tables should present tabular data only
  - Do not use tables to control layout
- Use T4's accessible table tools
  - Do not copy and paste tables into T4 from an external source – tables need to be marked up correctly
  - Add column and row headings to help users derive meaning from table data
  - Table caption and summary

Mindful use of color and contrast

- Use the color options built into the content types
  - Content types built to meet accessibility standards
- Don't rely on color alone to convey meaning, direct navigation or differentiate between items
- Contrast ratio between the text color and the background color
  - 4.5:1 for normal text, 3:1 for large text
  - https://webaim.org/resources/contrastchecker/

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Other things

- Type text into T4 in sentence case
  - Do not type your content into T4 in all caps; some screen readers will read letters individually
- Avoid flashing, flickering, blinking or otherwise animated images
- Make sure your [carousel](#) allows enough time for users to read text on each slide
- If you're embedding a form or widget from a third-party site, it must be accessible, or you must provide an accessible alternative

Tools to help

- MarCom Web Team
  - www.seattleu.edu/web/content/accessibility
- Siteimprove
  - Free training videos and interactive modules
  - Easy way to find and fix accessibility issues on your Seattle U website
  - Email Web Team to get started with Siteimprove
- Increase your understanding of the experience of people with different types of disabilities:
  - Use a screen reader and listen to your website
  - Check out some user story videos from W3C
- WCAG Guidelines and Accessibility Principles

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Questions about accessibility or suggestions on topics for future web forums?

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www.seattleu.edu/web