Creating Accessible Content for Your Website

Michaela Blackham





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Accessibility & QA Specialist

<u>Michaela@aten.io</u>





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Creating Accessible Content for Your Website

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Making Your Content Accessible

- Create Accessible Visuals 4. Always Use Semantic Markup 1.
- Know When to Use a Table 5. 2.
- 3. Produce Scannable Content

- 6. Check Your Work



Don't Override the Site's CSS

01 Create Accessible Visuals



01 Creating Accessible Visuals

Images

- Include *accurate* alternative text
- Include descriptions along with images when necessary
- Descriptions for images should not be the same as the alt text



01 Creating Accessible Visuals

Accurate Alternative Text

- Equivalent to the meaning or purpose of the image within context of the page 1.
- 2. Succinct: 10(ish) words or less
- Do not include: "image of" "graphic of" etc 3.
- Should not be the same as the file name 4.
- Alt text != SEO keyword fill 5.
- Text on the image = alt text 6.
- Don't use emojis in alt text 7.
- 8. All social media has options to include alternative text







- 1. Group of people listening to a presentation
- 2. BIT Founder giving a presentation to Aten Design Group
- 3. Man standing in front of people in an office during a presentation
- 4. Mike Hess, BIT founder, presenting to Aten staff

ign Group ring a presentation



 Group of people listening to a presentation 2. BIT Founder giving a presentation to Aten Design Group ✓ 3. Man standing in front of people in an office during a presentation ✓ 4. Mike Hess, BIT founder, presenting to Aten staff



Mike Hess, Founder & Executive Director of BIT, presenting to Aten team about diversity and inclusion during a team building exercise





- 3. Drupal 9 with a shadow on a starry background
- 4. Graphic of Drupal 9 announcement



- 3. Drupal 9 with a shadow on a starry background
- 4. Graphic of Drupal 9 announcement





- 1. Aten
- 2. Aten Design Group
- 3. Aten Design Group Logo
- 4. Aten Logo

01 Creating Accessible Visuals

Complex Images: Infographics, Maps & Charts

- Complex = more than 10 words
 Alt text should

 Describe the point of the complex image
 - Point to a description

- Description images
- Or describe the complex image within the text in the page
 - Include a link to a full description



Descriptions should be included with complex









Dogs

- Cats
- Birds
- Rabbits
- Hamsters

01 Creating Accessible Visuals Videos

- Videos Should be:
 - captioned
 - have a downloadable transcript
 - include audio descriptions
- Include a description to go with the video



02 Know When to Use a Table



02 Know When to Use a Table When Should You Use a Table?

For tabular data only
Do not use it for structure
Do not overcomplicate tables
No good way to display on mobile devices



First name	Last name	Date of birth
John	Doe	3/12/1920
Peter	Smith 6/5/1967	
Julia	Jones 9/26/1977	
Jane	Miller 10/5/1966	
Peter	Smith	1/3/1901

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	She will explain a number of important guidelines to reach compliance ir
	 Writing effective alternative text for images Using infographics and charts appropriately Embedding videos properly
	Content editors will leave feeling confident in creating and analyzing the with ADA best practices.
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03 Produce Scannable Content



03 Produce Scannable Content

Descriptive Headings & Labels

- Describe the topic or purpose
- Gives user a quick way to scan the page



Apartment Guide is THE most trusted rental resource that connects apartment consumers to their ideal place to live. With an unmatched search capability, amplified by constantly refined tools and industry insights, Apartment Guide provides consumers with a clear and simple guide to apartment living through content-rich apartment listings in a user-friendly format with Internet, mobile and social media solutions.

Leading the industry with first-to-market mobile introductions of iPad[™], iPhone[®] and Android[™] applications, as well as Social Media Manager, Apartment Guide's multi-platform search capability allows renters and property managers to connect wherever they are, whenever they want, in the medium that works best for them. The brand's commitment to maximizing owner and manager value makes Apartment Guide a leading multi-family housing industry partner.

Apartment Guide is a member of the RentPath family, which is home to a number of sister-brands. LiveLovely.com is a real-time rental marketplace that features the largest selection of available rentals, while Rent.com is dedicated to giving renters a free and convenient way to find the perfect place to live. Looking to rent a house? Rentals.com offers a quick and easy way to find the best fit for your family.

Do you need to find an apartments?

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About our app

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Rentals.com and LiveLovely.com partnership

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03 Produce Scannable Content DON'T WRITE IN ALL CAPS

- This is difficult to read for anything more than a couple words at a time
- Screen readers announce this letter by letter
- If you need a style added to the WYSIWYG ask your developers
- Acronyms are the exception since you want this to be read letter by letter



03 Produce Scannable Content Avoid Underlines

- Universal sign for links
- Use **bold** or *italics* for emphasis instead



Earlier this month we launched a redesign of the Commonwealth Fund's Health System Data Center, a platform for exploring state health system data through custom tables, graphs and maps. With interactive visualizations covering dozens of topics, roughly 100 indicators, and tens of thousands of individual metrics, the platform helps make underlying data actionable for advocates, policy makers, and journalists tackling healthcare system issues all over the country.

We used Drupal 8 to build the data center backend, and we used React and Highcharts to render its interactive charts and graphs. Drupal 8's flexible entity storage system made it a perfect fit for housing the data. Its capabilities for leveraging third-party APIs and JavaScript libraries made integrating with React and Highcharts far simpler than other alternatives.

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03 Produce Scannable Content Make Link Text Descriptive

- Avoid Vague Links ("learn more", "click here")
- Multiple links that say the same thing on one page is considered vague
- Notify the user that a link is external
- Notify the user that a link is a PDF
- Logo and image links need text too



Don't --> To learn about the history of HTML, <u>click here</u>.

Do ____ Learn about the history of HTML.



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Download Annual Report (PDF)



Download Annual Report (XML)



Download Annual Report (Google Sheet)



<u>Download Annual Report</u> 다



Download Annual Report (external link)







04 Always Use Semantic Markup



04 Always Use Semantic Markup WYSIWYG Semantics

- Use an HTML list when you should use a list
- Use a blockquote for all quotes
- Use a table for tabular data

- headings



Don't bold paragraphs to make them look like

Follow the correct heading structure

04 Always Use Semantic Markup

WYSIWYG Semantics & Screen Readers

Screen Reader user have the ability to navigate by elements on the page



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Accessibility & Usability

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Heading Two

Heading Three

Heading Three

Heading Three

Accessibility & Usability

Heading 1

Doggo ipsum Length boy long woofer borking doggo fat boi ruff very good spot, wrinkler very hand that feed shibe smol borking doggo with a long snoot for pats long woofer. Doge stop it fren long doggo doing me a frighten tungg, h*ck heck. The neighborhood pupper boofers heckin puggorino wow such tempt, extremely cuuuuuute blep porgo. Very good spot many pats doggo pupperino heckin angery woofer clouds boof wow very biscit, very good spot I am bekom fat long doggo such treat wow very biscit sub woofer, much ruin diet pupper super chub very taste wow thicc big ol pupper.

- List item one
- List item two
- Another Item

Heading Two

Heading Three

Borkdrive heckin the neighborhood pupper very good spot doge dat tungg tho very hand that feed shibe, doggorino very good spot such treat sub woofer super chub, heckin good boys puggo doing me a frighten stop it fren woofer. Very good spot doggo extremely cuuuuuute you are doin me a concern, doing me a frighten I am bekom fat. big ol wow very biscit dat tungg tho. Aqua doggo bork many pats blep puggorino, much ruin diet mlem. Borkf very taste wow bork smol pupperino blep, floofs boofers big ol pupper. Waggy wags he made many woofs noodle horse fat boi many pats most angery pupper I have ever seen the neighborhood pupper, pupperino shooberino puggo very hand that feed shibe. Tungg many pats ur givin me a spook, fluffer. Doggo snoot vvv waggy wags, heckin good boys and girls.

Heading Three

Long doggo very good spot waggy wags lotsa pats wrinkler, long doggo much ruin diet.

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Accessibility & Usability

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- List item one
- List item two
- Another Item

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Borkdrive heckin the neighborhood pupper very good spot doge dat tungg tho very hand that feed shibe, doggorino very good spot such treat sub woofer super chub, heckin good boys puggo doing me a frighten stop it fren woofer. Very good spot doggo extremely cuuuuute you are doin me a concern, doing me a frighten I am bekom fat. big ol wow very biscit dat tungg tho. Aqua doggo bork many pats blep puggorino, much ruin diet mlem. Borkf very taste wow bork smol pupperino blep, floofs boofers big ol pupper. Waggy wags he made many woofs noodle horse fat boi many pats most angery pupper I have ever seen the neighborhood pupper, pupperino shooberino puggo very hand that feed shibe. Tungg many pats ur givin me a spook, fluffer. Doggo snoot vvv waggy wags, heckin good boys and girls.

Heading Two

Long doggo very good spot waggy wags lotsa pats wrinkler, long doggo much ruin diet. Porgo fluffer tungg ur givin me a spook I am bekom fat, extremely cuuuuuute borkdrive long woofer. Noodle horse maximum borkdrive pats fat boi, pupper snoot boof shibe,

you are doin me a concern boof. Aqua doggo clouds borkf porgo he made many woofs

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Accessibility & Usability

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Borkdrive heckin the neighborhood pupper very good spot doge dat tungg tho very hand that feed shibe, doggorino very good spot such treat sub woofer super chub, heckin good boys puggo doing me a frighten stop it fren woofer. Very good spot doggo extremely cuuuuute you are doin me a concern, doing me a frighten I am bekom fat. big ol wow very biscit dat tungg tho. Aqua doggo bork many pats blep puggorino, much ruin diet mlem. Borkf very taste wow bork smol pupperino blep, floofs boofers big ol pupper. Waggy wags he made many woofs noodle horse fat boi many pats most angery pupper I have ever seen the neighborhood pupper, pupperino shooberino puggo very hand that feed shibe. Tungg many pats ur givin me a spook, fluffer. Doggo snoot vvv waggy wags, heckin good boys and girls.

Heading Three

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you are <u>doin</u> me a concern boof. Aqua doggo clouds borkf porgo he made many woofs borking doggo, <u>corgo</u> much ruin diet adorable doggo heckin angery woofer.

Heading Three

Long doggo very good spot waggy wags lotsa pats wrinkler long doggo much ruin diet

05 Don't Override the Site's CSS



05 Don't Override the Site's CSS

Don't Make the Designers and Developers Mad

Design **Development**

- 1. Design *should* have completed an accessibility review for all styles
- 2. This could be break design patterns and consistency

- **1**. Developers creates patterns that work for all screens, and all layouts.
- 2. Messing with these patterns and rules can
 - override any important elements,
 - especially responsive ones



05 Don't Override the Site's CSS Don't Make the Designers and Developers Mad

- **1**. But what if the H2 I need to use is too big?
- 2. What if I want to emphasize a new section?

3. [Insert any excuse you have, here]

Contact your designer and developer to add another option into your styles

Contact your designer and developer to add another option into your styles

Contact your designer and developer to add another option into your styles



Just because you can, doesn't mean you should



06 Check Your Work



01 Leverage Drupal Modules & Plugins



01 Leverage Drupal Modules

CKEditor Accessibility Checker

Links for more information

- drupal.org/project/ckeditor_a11ychecker
- ckeditor.com/ckeditor-4/accessibility-checker
- Button in WYSIWYG
- Very accurate



Can be used anywhere the CKEditor is being used
01 Leverage Drupal Modules Editoria11y

Links for more information

• <u>drupal.org/project/editoria11y</u>

- Drupal only module
- Customizable



Automatically checks your content

02 Use Automated Tools



02 Use Automated Testing WAVE.WebAim.org

- FREE
- Accurate and well respected tool
- Easy to use
- Need to ignore other errors/warnings outside of the content







web accessibility evaluation tool



Music

We look forward to welcoming you to our stores. Whether you shop in a store or shop online, our Specialists can help you buy the products you love.

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iPhone 12

Blast past fast.

From \$29.12/mo. for 24 mo. or \$699 before trade-in **E**



Buy directly from Apple with special carrier offers



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02 Use Automated Testing Google Lighthouse

- FREE
- Proprietary Chrome App
- Score weighed on Google searches
- Need to ignore other errors/warnings outside of the content





iPhone 12

Blast past fast.

From \$29.12/mo. for 24 mo. or \$699 before trade-in¹

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89 Accessibility

These checks highlight opportunities to improve the accessibility of your web app. Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

ARIA - These are opportunities to improve the usage of ARIA in your application which may enhance the experience for users of assistive technology, like a screen reader.

🔺 [role] values are not valid

Contrast - These are opportunities to improve the legibility of your content.

A Background and foreground colors do not have a sufficient contrast ratio.

Navigation - These are opportunities to improve keyboard navigation in your application.

A Heading elements are not in a sequentially-descending order

Additional items to manually check (10) - These items address areas which an automated Learn more in our guide on conducting an accessibility review.

Passed audits (20)

Not applicable (21)

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testing tool cannot cover.	Ť
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03 Review Content on Desktop, Tablet and Mobile



03 Review Content on Desktop, Tablet, and Mobile Responsive Flow

- 1. Responsive
- 2. Logical order
- **3.** 200% zoom



Keep Content Clear & Concise



With great power comes great responsibility



Aten is here to help



Get in touch for a **free consultation** of your website's ADA compliance: **aten.io/accessibility**



Past Related Webinars

- Introduction to Web Accessibility 101: bit.ly/ally101
- Performing an Accessibility Review of your Website: **<u>bit.ly/Accessibility-Review</u>**
- Make Accessibility your Team's Priority Q&A with Aten and BIT: <u>bit.ly/Aten-BIT</u>
- An approach to Accessible Web Projects: **<u>bit.ly/Accessible-Web-Projects</u>**



Thank You!

work@aten.io



Questions?

Michaela@aten.io





