Digital springboard

# Accessibility and tips to do better

Accessibility planner

Accessibility is of utmost importance in reaching your widest possible audience online – and not closing the door on 1 in 5 of your customers who have some form of disability.

There are three levels to the Accessibility Standard WCAG, as a small business it is advised to follow WCAG 2.1 Level AA guidelines and address Level AAA guidelines where possible.

top tips guide

MEDIA

Easy to do tips:

- Add alt text for each image via your CMS
- Give images sensible, readable names
  eg: 'about-us-banner.jpg' instead of 'IMG335tx.jpg'
- Give downloadable files sensible, readable names
  eg: 'About [company name]'
- Wherever possible use digital text not an image of text
- Add captions and/or transcribe video and audio content
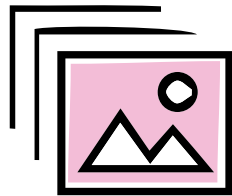
NAVIGATION

Can you see where you are and on the screen navigating your website with keyboard only? Can you see which links are highlighted? Can you tab through forms?

- **Tab** moves between links
- **Enter** opens active links
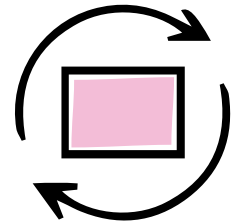- **Arrows** scroll page or toggles form elements

Pages linked from button or hyperlink should also be accessible via the menu.

Avoid 'click here', describe the link.
eg: 'To learn more Read our Story', not 'To learn more Click here'

Give each page a descriptive title, that is also the url eg: title: 'About us', url: 'about-us'

Hashtags use capital letters et: #AccessibilityGuidelines

TYPE

Easy to do tips:

- Website text is responsive, so avoid hard line breaks.
- Min body text size is 12pt (=16px), spacing 1.5 x text size.
- Text justification is poorly rendered on the web so use right or left align, centre is just for short sentences.
- Font enlargement is possible via your browser under 'zoom settings'. Check your website is readable with enlarged type.
- Use heading tags to create hierarchy, be consistent
  eg: H1 main heading
  H2 secondary heading
  H4–H6 diminishing subs
- Use bulleted lists and heading sizes for accentuation, not bold or italic.

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COLOUR

"3 million colour blind people in the UK"

If you change the display colour to greyscale can you still read everything?

- Colour contrast should be at least 4.5:1.

STATEMENT

### "88% of consumers are less likely to return to a site after a bad experience"

Create your accessibility statement linking it in your footer, letting your customers know you care.

MOBILE

"59.4% of all website traffic is mobile."

TEST, TEST, TEST – Check your website on a variety of devices, think about:

- Content flow in logical order
- Buttons easy to click – min size 44px / 12px inactive space
- Form labels are above the field
- The OS handles operating states such as forms, drop downs and calendars
- Content is not restricted to single orientation
- No emojis

RESOURCE
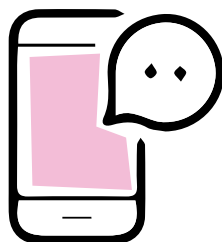
CHECKER	AAA level test: siteimprove.com Actionable details: accessibleweb.com In depth report: siteimprove.com
MEDIA	Phoenix rename: wordpress.org/plugins Free transcriber: rev.com
COLOUR	Contrast checker: colourcontrast.cc Colour blind checker: toptal.com
STATEMENT	Statement generator: accessibleweb.com Paid tripple AAA service: accessibe.com

For more information visit thedigitalspringboard.com

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