The Importance of Making Your Online Presence Accessible Part 2

Website Design Tips for an Inclusive Website
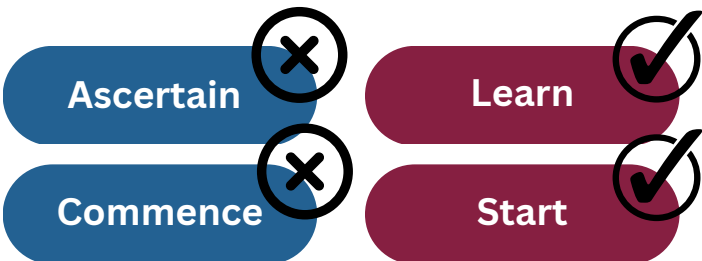
1

Keep your Copy Simple
Write in plain easy to understand language. Be clear and concise, no need to use flowery adjectives or complex metaphors.

Examples:

Ascertain ✗   Learn ✓

Commence ✗   Start ✓

2

Implement Assistive Technology
Give your visitors choices on how they can use your website. Offer an assitive toolbar so they can customize their experience. There are many companies that can help. Tour Cayuga uses Recite Me.

3

ALT Text
Alt text is the short written description that accompanies an image. If you do not provide text,a screen reader will only say **image**. Alt text should be specific and describe the content and purpose of the image.

who
when
what
?

4

Use Headings to Structure Content
Those who use screen readers often scan a webpage using headings to hear an overview. If you do not use headers, this will method of skimming will not work. Use only one H1 per page, followed by H2 tags for subheadings. **Note:** H tags should be used in order H1, H2,etc...

H1
H2
H3

5

Make Links Descriptive
Screen readers often utilize shortcuts to list all the links on a page. Non-descriptive hyperlink test such as "click here", "read more" can be confusing to a screen reader. Links should make sense when read aloud and indicate where the link will take take them.

DESCRIBE

6

Be Conscious of Contrast
When color pairings have insufficient contrast text can be difficult for users read.

example #1 ✗   example #2 ✓

Information obtained from ReciteMe.com