Website Accessibility: Equal Information
What does it mean?

Having an accessible website means it is designed and developed so that people with disabilities can access the same information as other users, as well as be able to contribute to the online community.

Web Accessibility encompasses disabilities including:

1. auditory
2. cognitive
3. neurological
4. physical
5. speech
6. visual
Why is it important?

• Information should be accessible to everyone
• Reach a wider customer base
• Increase overall UI/UX, SEO and site speed
• “Access to information and communications technologies, including the Web, is defined as a basic human right in the United Nations Convention on the Rights of Persons with Disabilities”
• Web accessibility is **required by law** in many situations (ADA)

**Web Content Accessibility Guidelines (WCAG) 2.0**
• International Standards
• Link – [WCAG 2.0](#)
• Link – [Summary of WCAG 2.0](#)
Web Content Accessibility Guidelines (WCAG) 2.0

Last updated: June 5, 2018

WCAG is a tool primarily for your web managers and developers

Guidelines at a Glance:
- Perceivable
- Operable
- Understandable
- Robust
Perceivable

- Content presented in multiple ways
- Easy to see and hear content
  - Let’s talk color contrast
- Captions for multimedia
- Text alternatives for non-text content

This is some copy with a link and more copy.

This is copy with a link that has more contrast.
Example - Images

WINGS OVER THE ROCKIES AIR & SPACE MUSEUM
PRESENTS

APOLLO PALOOZA

A regional celebration of the 50th anniversary of the moon landing and future human space exploration

JULY 13TH - 20TH 2019
H1 = “ApolloPalooza”
P = “July 13 through 20
Wings Over the Rockies
Air & Space Museum
presents ApolloPalooza.
Click to learn more!”

Alt txt = “ApolloPalooza July 13 through 20 – click to learn more”
Description=“Wings Over the Rockies Air & Space Museum presents ApolloPalooza – image of moon landing”
Example - Images
Operable

- All functionality from keyboard
- Providing enough time for user to read and use content
- Do not use content that could cause seizures
- Help with navigation and finding content
- Make it easy to use inputs other than keyboard
- Allow for more time for users who use:
  - Voice recognition
  - Head pointers
  - Switches
  - Mouth sticks
Understandable

- Make text readable and understandable
  - Avoid hard to read fonts like *this one here*
  - Use easy to understand language – avoid jargon, think like a journalist!

- Make content appear and operate in predictable ways
  - **Go Cancel** Link
    - vs
  - **Go Cancel** Link

- Help users avoid and correct mistakes
  - Provide labels and instructions for forms or interactive elements of site
Robust

Maximize compatibility with current and future user tools

- Mostly technical, staying up to date with HTML, clean code
- Labeling and titling elements, attributes, fields, etc.
- Accessible APIs (compliant integrations)
- Responsive, accessible on different hardware
Four or POUR considerations

Vision  Hearing  Motor  Cognition

Perceivable  Operable  Understandable  Robust


Emma Pratt-Roberts, Senior Accessibility Specialist
How do we make our site accessible?

- It is best to incorporate accessibility early on in a project or in development
  - Going through a site design? Make sure you or your web designers are aware of accessibility solutions

- Bureau of Internet Accessibility – link
  - Free scan, WCAG audits, testing, legal assistance

- Tools that help analyze site + manual changes
  - Siteimprove – link (free)
  - WAVE – link (free)
  - Accessibility Developer Tools – link ($)

- Tools that add an accessibility layer on top of site
  - AudioEye – link ($)
Siteimprove

Digital Certainty Index
- Score: 64.0 / 100
  - Fix this issue and reach 71.1 points: Pages at level 3 and above with multiple Level A/AA errors

Quality Assurance
- Score: 73.2 / 100
  - Fix this issue and reach 82.4 points: Pages at level 2 with broken links

Accessibility
- Score: 51.5 / 100
  - Fix this issue and reach 72.5 points: Pages at level 3 and above with multiple Level A/AA errors

SEO
- Score: 67.4 / 100
  - Fix this issue and reach 74.3 points: Mobile speed
AudioEye

AudioEye is an add-on tool that allows the user to customize their web experience to fit their needs.

"Usability is how AudioEye exceeds the requirements. Inclusivity is how we level the playing field. Leveraging our technology is how we make digital content more accessible, and more usable, for more people."

Live AudioEye Example - [link](#)
VISIT DENVER has recently implemented AudioEye and is going through the verification process to receive the AudioEye Trusted Certification and have access to the suite of tools.

**Pros**
- A tool like AudioEye requires minimal work and changes to the site
- Gives customizable options for different types of users (such as dyslexic font)

**Cons**
- Overlay tools do not make changes to actual code, code is what needs to be accessible
  - “99% of users with disabilities already have their own tools that work off the code” - BoIA
- Won’t address 3rd party plug-ins and integrations
Time to Get Started!

- Use a scan tool to see how your site currently ranks
- Check your apps, emails, other digital tools
- Start documenting accessibility efforts
- Showcase your accessibility
  - Google My Business & website
- Look at overall usability (content organization, navigation, etc.)
- Ask the community! Get involved!
- Keep learning, evolving digital products
Questions?

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Resources:

Tips for:
- Designing
- Writing
- Developing

Examples:
- Chevrolet
- Olympics
- Apple