

Your accessibility checklist

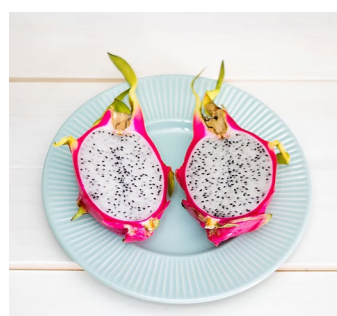
Before you begin designing your next website project, consider this: 15% of people live with a disability. It is essential that the content we display on websites is designed so it is accessible to everyone.

Web accessibility is about ensuring there is equal access to your website's information and services; regardless of the person's ability or equipment.

Someone with a vision impairment could be using a screen reader—would this work on your site? Are your videos accessible to someone with a hearing or visual impairment? Our 7-step checklist will get your website on track to meet accessibility standards.

1. Make ALT text your friend

ALT text is the useful text that you can provide when you upload or use any image on your site. Best practice is to use an ALT text description for all images on your website. That way a screen reader knows what information the picture is conveying. For this reason try and make your ALT text descriptive of the picture, rather than generic.



Generic:

`alt="dragon fruit"`

Descriptive:

`alt="dragon fruit sliced in half on a blue plate"`

2. Plain English

Many of the principles of writing for accessibility, are simply good writing principles. To make our writing accessible it needs to be in plain English. Think simple sentences, active voice and cutting out any jargon from your writing. If you need to include a few acronyms or technical words, then provide a glossary. Remember long complicated sentences won't impress your users.

3. Ban the "click here"

A website is often full of links - helping people navigate, make sense of content and of course for SEO purposes. Have you ever created a link that says click here? We have, but for accessibility it's critical that we ban the 'click here' from our sites. Instead each link that you create should mean something to the reader, viewer or listener.

CLICK HERE



Download our 5 step marketing eBook



Bad contrast



Good contrast



4. Check your contrast

Someone with poor vision or colour vision deficiency (CVD) will have trouble seeing text against a low contrast background. To help you with this there are free tools like the [WebAIM Contrast Checker](#). Remember that your links should also have a visual difference, such as an underline or highlight.

5. Tables are only for data

Tables are for displaying data as this makes sense to screen readers. If you're tempted to use a table just to get the layout right (lining up words or creating space on a page) then resist. Remember, if you're using a table then there needs to be a relationship between the data, row and column headings.

6. Break that text up

Have you chunked content together using the inverted pyramid style (crucial info at the top), and used structured headings to make the content easy to scan? Remember most people scan a page rather than reading word for word, so this is good practice. On the CMS editor side of your page you'll want to ensure that you've used logical heading tags; for example H1 first, H2 second and so on.

7. Can everyone watch that video?

If you're wanting to use interactive multimedia on your site then best practice is to make sure everyone has access to it. For this you'll want to ensure you're using closed captioning and offering a full transcript. You can see detailed video notes on the [W3 site](#).

"The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect."

*– Tim Berners-Lee,
Creator of World Wide Web*

Thinking of building a website? Talk to SilverStripe about your next project.

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