

Tips on website accessibility

Seeing handicapped parking spots and ramps remind you of accessibility in physical spaces. But what about the accessibility of your business' website? The ADA requires websites also to be accessible spaces.

3.4 million Americans aged 21-64 are blind or have a visual impairment, even with glasses. (Statistica, 2019).

Over 430 million people worldwide having disabling hearing loss (35+ dB of hearing loss) (WHO, 2023).

Things to Consider

- Will someone who is **blind, visually-impaired, deaf, or hard of hearing** be able to access and use your website?
- How will your website perform accessed through a **screen reader**? Screen readers convert content to speech or braille.
- Test your own website with a free screen reader (see list to the right)
- Use the **WCAG** (Website Content Accessibility Guidelines) for guidelines on optimizing your website.
- Level A, AA, and AAA describe increasing levels of accessibility.

Screen Readers

- **NVDA** for Windows - FREE - <https://www.nvaccess.org/download/>
- **VoiceOver** for Apple Devices - FREE - Find it in Accessibility Settings on Apple devices
- **TalkBack** - From Google Accessibility Suite - FREE - Find it in Accessibility Settings on Android devices

Best Practices

- Add text captions and closed captioning for videos.
- If needed, you can outsource this to freelancers or companies that provide closed-captioning for videos.
- Add alternative text (alt) for **all** images and graphics
- Avoid PDF's - instead add the text directly to the website when possible.
- Use colors with a high contrast ratio for ease of reading (Check: <https://monsido.com/tools/contrast-checker> to find the ratio of your color palette).
- Do not rely on color alone for site navigation or conveying information. Use bold, italics, underlining, and non-color-based design features.
- Ensure that automatically playing audio can be stopped easily.
- Create notifications for time limits and invalid form responses, so screen readers don't miss information.
- Avoid flashing lights, and sudden or jarring pop-ups.



References

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