

What is Web Accessibility?

- Removing barriers that stop users becoming customers
- Making your website content as available to as many users as possible

What is WCAG?

- Set of Guidelines comprised of three levels: A, AA, & AAA designed to make the web more accessible to people with disabilities
- WCAG is universally accepted

The Four Principles: POUR

Perceivable: Can people read the content?

- All images should have descriptive ALT text
- All audio needs to be captioned
- Use an aria-label (explicit invisible label to search form code)
- Your content needs to be fully responsive

Tip: Use long and short descriptions when describing complex images like bar charts

Operable: Can people use the content?

- User needs to navigate using only the keyboard
- Animated content should be able to be stopped or hidden
- Link purpose – avoid ‘read more’ and add an aria-label to your link
- Have multiple ways for website navigation (header, sitemap, etc)

Tip: Test the current tab order of your page using this [Chrome Extension](#)

Understandable: Can people understand the content?

- Assign a primary language (whatever language you use most or use first on the page) to the Web page
- Screen readers need to be notified when the language on a page changes
- Avoid the unexpected like pop-ups
- Icons and images should be used in the same place and use the same Alt text

Tip: Alt text should be in the default language

Robust: Can machines (browsers, screen readers) read the Web page code?

- Use a universally used screen reader to test your webpage content
- Testing combos – use the Operating System with the right browser to effectively test your website
- Listen to how a screen reader announces the content of a web page

- Use Adobe Acrobat Pro DC to test and remediate your PDF documents

Tip: Use Web Accessibility Testing Tools

Resources:

[Nested List to Describe Flow Charts](#)

[Trint](#)

[Accessible Colors](#)

[Health Service Navigator](#)

[Test Tool – Trace](#)

[Focus Order – Chrome Extension](#)

[WAVE Web Accessibility Evaluation Tool](#)

[NVDA Screen Reader](#)

[JAWS Screen Reader](#)

[Online Tool: Create an Accessibility Statement](#)