

10 Tips for Creating Accessible Web Content with WCAG 2.0

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Introduction to Web Accessibility

- [Review of recent legal issues in higher education and web accessibility](#)
- [Higher Ed Accessibility Lawsuits, Complaints, and Settlements](#)
- [Web Content Accessibility Guidelines \(WCAG\) 2.0](#)
- [WebAIM Section 508 Checklist](#)
- [WebAIM WCAG 2.0 Checklist](#)

10 Tips

1. Page Titles, Headings, Semantic Structure
 - a. <title> should match Heading 1 <h1>
 - b. Headings properly nested
 - c. for Ordered lists and for Unordered Lists
 - d. instead of bold and instead of italics
2. Descriptive Hyperlinks
 - a. Link text makes sense when read out of context
 - b. Describes destination (website or document title)
 - c. Unique for each unique hyperlink
3. Alt Text for all Non-text Content
 - a. Writing Effective Alt Text (Recorded Training), please contact Janet Sylvia jsylvia@uga.edu for access to this recording
 - b. Every image requires Alt text
 - c. Long Description when Alt alone is not enough
 - d. Image Carousels:
 - i. [Accessibility Expert Warns – Stop Using Image Carousels](#)
 - ii. [AccessIQ: Anatomy of an Accessible Carousel](#)
 - iii. [W3C Tutorials: Sliders/Carousel Concepts](#)
4. Accessible Documents
 - a. [WAG](#), under Resources, Training, several resources for creating accessible documents
 - b. [USG Accessibility Tutorial, Training, Intermediate](#) (HHS Accessible Documents Checklists)
 - c. [WebAIM, Articles](#)
5. Accessible Multimedia
 - a. Audio-only (Text Transcript)
 - b. Video-only (Video Description)
 - c. Audio+Video (Captions, Text Transcript, Video Description)
 - d. Accessible Media Player

6. Don't Auto-play Video
 - a. Provide controls to stop/pause
 - b. [YouTube HTML5 Video Player](#) (request HTML5 player)
7. Ensure JavaScript is Device Independent
 - a. [WebAIM: Accessible JavaScript](#)
8. Ensure Keyboard Accessibility
 - a. Focus indicators via Tab (visit [WebAIM](#) site as good example)
 - b. Tab to move forward; Shift+Tab to move backward; Enter to ensure access to all navigational elements, widgets, content, form controls, etc.
 - c. Ensure the following:
 - i. Focus indicators visible via Tab key
 - ii. Navigation order is logical and intuitive
 - iii. Interactive elements accessible via keyboard
 - iv. Scripted elements, widgets accessible via keyboard
 - v. Lengthy navigation needs Skip to Main Content, Headings, and [ARIA landmarks](#)
 - d. [WebAIM: Keyboard Accessibility](#) (for assistance remediating problems)
9. Provide Sufficient Contrast
 - a. [Colour Contrast Analyser](#)
10. Provide Accessibility Statement
 - a. Sample text:
 - i. The (institution name) complies with Section 508 Standards and endorses conformance with WCAG 2.0 for website accessibility. Please contact us if you cannot access information on this website. Name, Email, Telephone Number
 - b. Respond to initial requests within 24 hours or 1 business day

Accessibility Checkers

- Toolbars:
 - [Web Accessibility Toolbar \(WAT\)](#)
 - [Firefox Web Developers Toolbar](#) + Accessibility Extension
 - Use with [Firefox Accessibility Evaluation Toolbar](#)
 - [WAVE Toolbar](#) (works on password protected pages, dynamically generated content, etc.)
 - Step-by-step instructions for using each toolbar:
 - [W3C Easy Checks – A First Review of Web Accessibility](#)
- Automated Checkers (Free):
 - [WAVE](#) single pages
 - [Functional Accessibility Evaluator \(FAE\)](#), multiple levels, web crawling
 - [Vison Australia: Document Accessibility Toolbar](#) (for Word)