The Importance of Making Your Online Presence Accessible

Part 1: Why it is important...

Making your website assessible to all benefits your business in many ways. People with disabilities should be able to experience the online world with the same success as those with no disabilities.

Digital inclusion is the process of making websites, mobile apps and other online tools available to all.

Everyone should be able to view your website regardless of their use of assistive devices.

Usability + Accessibility = Inclusion

Websites built with accessibility allow a diverse audience to explore content with their own support technologies. WCAG - (Web Content Accessibility Guidelines) are the gold Standard in accessibility, providing clear and detailed instructions for maximizing online inclusion. Inclusive websites allow a diverse range of online visitors to access your content, making your products and services available to a larger audience.

1 billion
people live with a disability.

2.2 billion
people have a visual disability.

20%
of the population have some type of learning difficulty.

69% of disabled people leave a website with barriers.

83% of users with access needs limit their shopping to sites they know are barrier free.

68% would spend more online if websites were accessible .

70% of millennials would chose one brand over another if the brand demonstrated inclusivity.

52% of all online consumers consider a company's values when making a purchase.

February's Pro-Tip >> Design Tips for How to Create an inclusive website

The Importance of Making Your Online Presence Accessible Part 2

Website Design Tips for an Inclusive Website

1 **Keep your Copy Simple**
Write in plain easy to understand language. Be clear and concise, no need to use flowery adjectives or complex metaphors.

Examples:

Ascertain ✗   Learn ✓
Commence ✗   Start ✓

2 **Implement Assistive Technology**
Give your visitors choices on how they can use your website. Offer an assitive toolbar so they can customize their experience. There are many companies that can help. Tour Cayuga uses Recite Me.

3 **ALT Text**
Alt text is the short written description that accompanies an image. If you do not provide text,a screen reader will only say **image**. Alt text should be specific and describe the content and purpose of the image.

who
when
what
?

4 **Use Headings to Structure Content**
Those who use screen readers often scan a webpage using headings to hear an overview. If you do not use headers, this will method of skimming will not work. Use only one H1 per page, followed by H2 tags for subheadings. **Note:** H tags should be used in order H1, H2,etc...

H1
H2
H3

5 **Make Links Descriptive**
Screen readers often utilize shortcuts to list all the links on a page. Non-descriptive hyperlink test such as "click here", "read more" can be confusing to a screen reader. Links should make sense when read aloud and indicate where the link will take take them.

DESCRIBE

6 **Be Conscious of Contrast**
When color pairings have insufficient contrast text can be difficult for users read.

example #1 ✗   example #2 ✓

Information obtained from ReciteMe.com

Recite me