

# Website Accessibility: Help your users, help your rankings



#### Official ADA standards

What exactly does the law say?

### So why do this at all?

Three great reasons

## **SEO**

Almost everything we discuss today is good for SEO.

## Lawsuits

Many are slimy, some are legit, but they're growing fast.

# Do the right thing

Plus, what's bad about having a site that everyone can use?

## **Accessibility Overlays**

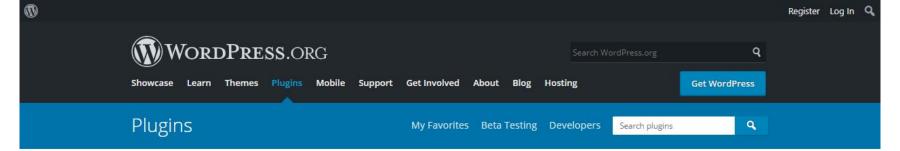
An easy fix?

## No

#### ShouldIUseAnAccessibilityOverlay.com Twitter: #AccessiBe

## Let them use their tools

They already have what they need







Download



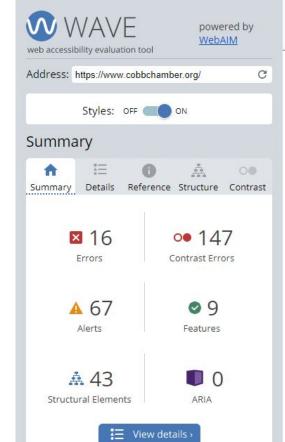
**Description** Version: 1.1.2

## Testing

Figure out where to start

# Sites to use

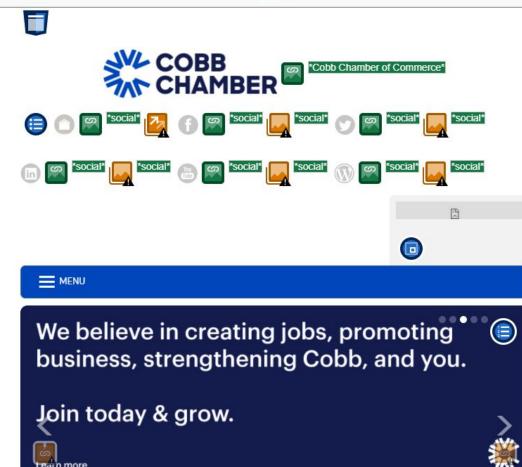
WebAccessibility.com wave.webaim.org



The following apply to the entire page:











#### Themes

The same old story

### "Avada is the Swiss Army Knife of WordPress Themes. It does Everything!"



Collis Ta'eed - CEO of Envato

Business Insider Australia

### **Images**

A few things to know

## Alt text

Every photo, every time



## Pictures = Pictures

Text = Text

## More tips

Various other suggestions

# Open in new window?

Let the user decide

## Form labels

Do some testing, but ugly often is better

# Use Headings

H1, H2, H3

# Accessibility Statement

Steal ours! (seriously)

# #canyoureadthisstuff

#CamelCaseHashtags #EveryTime

# Limit PDFs

## If you have to, include a plain text version too

The government is committed to publishing documents (including text, presentations, charts and graphs) <u>using open standards</u>.

If you publish a PDF or other non-HTML document without an accessible version, you may be breaking the law.

Read more about <u>publishing accessible documents</u>.

# "Skip to main content"

WP has it in the backend



SKIP TO MAIN CONTENT



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WEB DESIGN AND DEVELOPMENT

WORDPRESS SUPPORT

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START YOUR PROJECT









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**CALENDARS** 

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selectcobb.com Cobb Hires



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#### **ADVOCACY**

We believe in creating jobs, promoting business, strengthening Cobb, and you. Through our advocacy efforts, we ensure that our county is a healthy place to do business.

Cobb Legislative Delegation 2021 State Legislative Agenda 2020 Federal Legislative Agenda



Read our federal Legislative Agenda

# ally

a-ccessibilit-y

#### Go keyboard-only for an hour/day/week

It's WAY harder than you think

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