



Website Accessibility:  
Help your users, help your rankings



# Official ADA standards

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What exactly does the law say?



# So why do this at all?

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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

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An easy fix?

No

ShouldIUseAnAccessibilityOverlay.com  
Twitter: #AccessiBe

# Let them use their tools

They already have what they need



**Accessibility Checker**

WordPress accessibility testing, made easy.

- ✓ Unlimited scans of posts and pages
- ✓ WCAG 2.1 AA, ADA, and Section 508



## Accessibility Checker by Equalize Digital

By Equalize Digital

Download

This plugin is not translated into Dansk yet. [Help translate it!](#)

- Details
- Reviews
- Installation
- Support
- Development

# Testing

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Figure out where to start

# Sites to use

[WebAccessibility.com](https://www.webaccessibility.com)  
[wave.webaim.org](https://wave.webaim.org)

Summary

- Summary
- Details
- Reference
- Structure
- Contrast

16 Errors

147 Contrast Errors

67 Alerts

9 Features

43 Structural Elements

0 ARIA

View details >




\*Cobb Chamber of Commerce\*



We believe in creating jobs, promoting business, strengthening Cobb, and you.

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# Themes

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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

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A few things to know

# Alt text

Every photo, every time



Pictures = Pictures

Text = Text

# More tips

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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) [using open standards](#).

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

Read more about [publishing accessible documents](#).

# “Skip to main content”

WP has it in the backend

[SKIP TO MAIN CONTENT](#)

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[Cost Saving Programs](#)

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Insight Newcomer  
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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

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It's WAY harder than you think

[GreenMellen.com](https://GreenMellen.com)

[mickmel.com](https://mickmel.com)

[academy.mickmel.com](https://academy.mickmel.com)

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