

# YOUR CHECKLIST



## FOR AN ACCESSIBLE WEBSITE



Background color picker

#197FBE 25 127 142

#EEFFFE 238 255 254

	Aa normal text	Aa large text	components
WCAG AA	✓	✓	✓
WCAG AAA	✗	✗	

**Example**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

#197FBE / #EEFFFE

Button

**Example**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

#EEFFFE / #197FBE

Button

Contrast Ratio: 4.56 / 1

### Color Contrast Tool Guide

Either enter a background and foreground color in RGB, hexadecimal format, or pick a color using the color picker. Once a color has been selected the lightness level can be adjusted.

People with low vision often have difficulty reading text that does not contrast with its background. Providing a minimum luminance contrast ratio between the text and its background can make the text more readable for users.

WCAG 2 Level AA requires the visual presentation of text and images of text to have a contrast ratio of at least 4.5:1, except for large text, which should have a minimum contrast ratio of 3:1.

WCAG 2 Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text (14 point and bold or larger or 18 point or larger).

Please note that incidental text such as images that are purely decorative or part of an inactive user interface component, and Logotypes, such as parts of a logo or brand name, have no minimum contrast.

MacBook Pro

# Want your website to be ADA compliant, but aren't sure what that all involves? At a loss regarding how to make your website more accessible? Follow this checklist to get started!



- ✓ Aa normal text
- ✓ Aa large text
- ✓ Components

- |                 |                      |
|-----------------|----------------------|
| ✗ Actionable    | ✓ Useful             |
| ✗ Game changer  | ✓ Significant change |
| ✗ Bleeding edge | ✓ New approach       |
| ✗ Optimize      | ✓ Improve            |
| ✗ Deep dive     | ✓ Explore            |



Image of the main office building

- Include web page titles and article headings that directly relate to what the page or article is about.**

Including important keywords and phrases in your headings and page titles is also a good practice for Search Engine Optimization (SEO) purposes. It gives your site a better chance of ranking high in relevant search results.

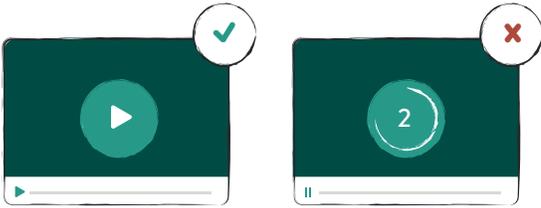
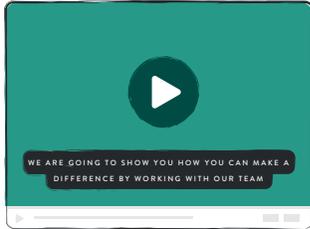
- Use colors with a high level of contrast for ease of viewing.**

- Use plain, easy-to-understand language instead of industry jargon.**

This is a general best practice for writing web copy.

- Add alternative (alt) text to all visuals to provide context for screen readers.**

As an added bonus, if your visuals have trouble loading, the alt text will display, providing useful information for all site users.



## Don't forget to add skip navigation to all of your web pages.

Skip navigation code allows screen readers to avoid reading the navigation bar and skip right to the page's main content.

## Add captions to visual content.

## Get rid of autoplay.

Autoplay can be distracting for users with screen readers or hearing issues.

## Include descriptive, relevant link descriptions.

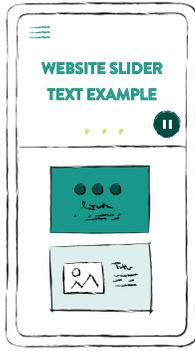
Doing so provides useful information for both screen readers and all of a site's users.

## Use proper heading structure.

H1 comes first, followed by H2, which precedes H3, and so on. This is another best practice for SEO purposes.

## Be concise, using short paragraphs rather than massive blocks of text.

This increases scannability, which is important for all web users considering how attention spans have shortened.



- Include a pause option for parts of your site that incorporates movement.

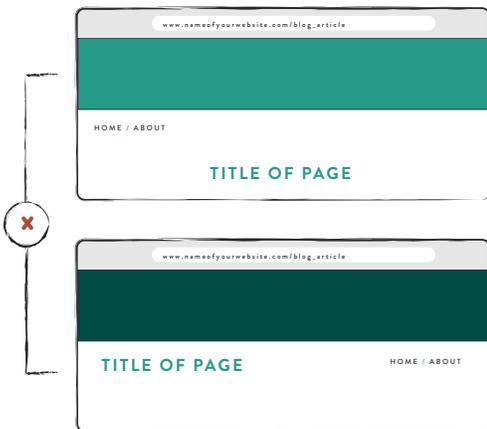
Some users who have a disability may need longer to take in information, and all site users will appreciate having a pause option available to them.

*Brush Script*

Futura

- Use clear, legible, easy-to-read fonts.

When making design choices, readability should always be top of mind. After all, it doesn't matter how visually-appealing a piece of content is if viewers cannot understand the message being communicated.



- Make sure that elements appearing across multiple web pages maintain the same location on each page.

This will make things less confusing for everyone.



- Ensure that your entire site can be navigated without a mouse - by using just a keyboard.

Follow these guidelines, and you will be well on your way towards establishing an accessible website!