

BEYOND COMPLIANCE

BUILDING WEBSITES EVERYONE CAN USE

WHAT DOES WEBSITE ACCESSIBILITY ACTUALLY MEAN?

Website accessibility isn't one feature or one tool. It's the combination of many elements working together to make your website usable by as many people as possible.



Navigation

Clear menus and logical organization help visitors quickly find what they need.



Images

Alternative text describes images for visitors using screen readers.



Forms

Clearly labeled forms with helpful instructions and error messages.



Videos & Media

Captions and transcripts make multimedia more accessible.



Documents

PDFs and downloadable files should also be accessible.



Color & Contrast

Easy-to-read text with sufficient contrast; don't rely on color alone.



Keyboard Access

Every important feature should work without a mouse.



Content Structure

Proper headings and organization help both people and assistive technology.



Readability

Clear language, readable fonts, and organized layouts improve understanding.



Mobile Access

Buttons and content should remain easy to use on phones and tablets.



User Controls

Accessibility tools allow visitors to customize their experience.



Content & Maintenance

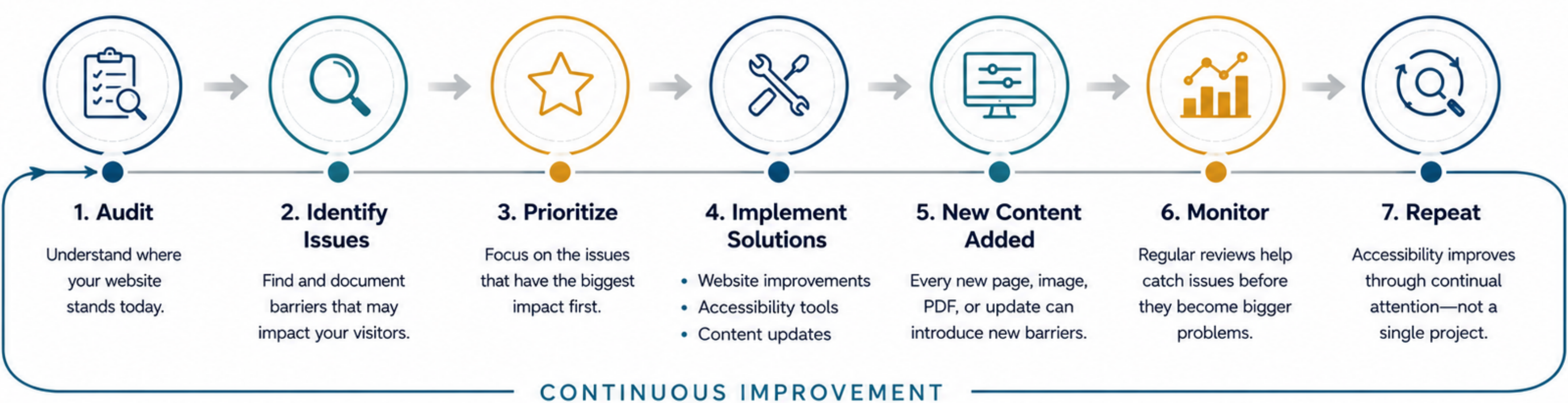
New pages, images, and updates should continue following accessibility best practices.



**None of these items alone make a website accessible—
together they create a significantly better experience for every visitor.**

ACCESSIBILITY IS A JOURNEY, NOT A DESTINATION

Start with a good foundation, improve over time



Accessibility isn't about **achieving perfection**.
It's about continually removing barriers so more people can successfully use your website.

WHO BENEFITS FROM WEBSITE ACCESSIBILITY?

The answer is simpler than most people think... everyone does.



Vision

Visitors with blindness, low vision, or color blindness benefit from clear structure, readable text, and screen reader support.



Hearing

Captions and transcripts make videos accessible for visitors who are deaf or hard of hearing.



Mobility

Some visitors navigate using only a keyboard, voice commands, or assistive devices instead of a mouse.



Cognitive

Clear language, consistent layouts, and predictable navigation reduce confusion and make information easier to understand.



Situational

We all experience temporary accessibility needs—bright sunlight, a broken arm, a loud environment, slow internet, or reading without glasses.



Everyone

Good accessibility improves usability, readability, search engine optimization, and the overall experience for every visitor.



When you make your website easier for people with disabilities to use, you usually make it easier for everyone to use.

WHAT DOES AN ACCESSIBLE WEBSITE LOOK LIKE

Often, it's the little details that make the biggest difference.

	✗ BEFORE	✓ AFTER	★ WHY IT MATTERS
 1. Readability	This text is small, light gray, and hard to read.	This text is larger, darker, and easier to read.	 Higher contrast and readable font sizes are easier for everyone to see and read.
 2. Link Text	Click Here	Download Membership Application (PDF) 	 Descriptive link text gives meaningful context and helps everyone understand where the link goes.
 3. Images	 <i>Image file: picnic.jpg</i>	 Alt text: Community picnic at Riverside Park with families, food tents, and games.	 Alt text allows screen readers to describe images to users who cannot see them.
 4. Forms	Your Name Email Address Error: Please check your information.	Full Name Jane Smith Email Address * jane.smith@example.com Please enter a valid email address.	 Clearly labeled fields and helpful error messages make forms easier to complete.
 5. Videos			 Captions help deaf and hard of hearing users and are helpful in noisy environments.
 6. Navigation / Keyboard Access	Home About Services Events Contact Error: Mouse is required to navigate. 	Home About Services Events Contact Tab → All menus and features can be reached and used with a keyboard. 	 Keyboard accessibility ensures users who can't use a mouse can still navigate and interact with your site.

WHERE SHOULD YOU START?

You don't have to fix everything overnight. Focus on the biggest opportunities first.



Remember: Progress is more important than perfection.

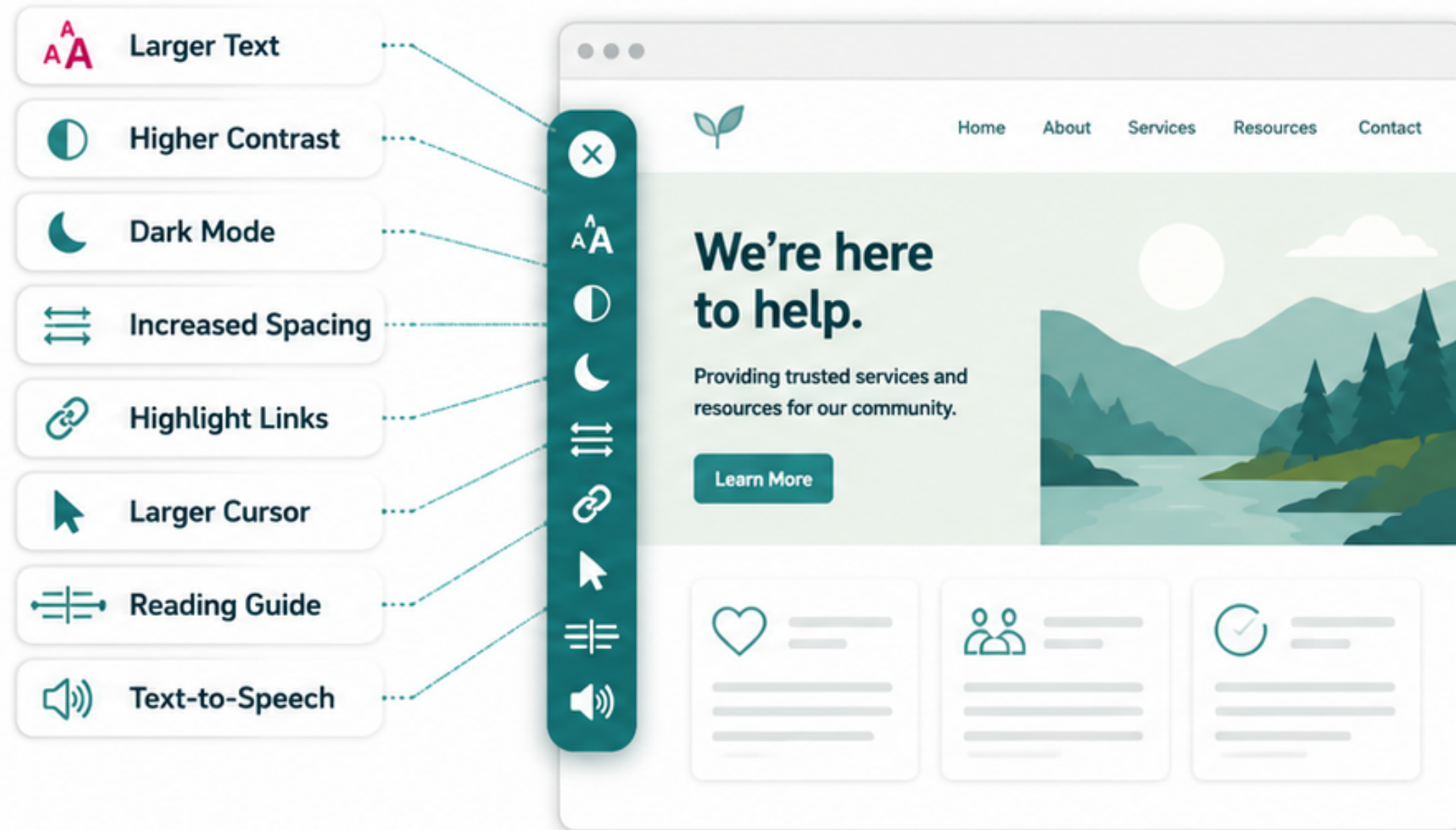
Every improvement makes your website more accessible and helps more people.



Whether you manage your website internally or work with a partner, **make accessibility part of your normal website maintenance.**

Overlays: Giving Visitors More Ways to Use Your Website

We strongly recommend providing visitors with accessibility tools—they're an important part of creating a more inclusive website



Why These Options Matter

- ✓ Different people have **different accessibility needs**.
- ✓ No single website design can meet **every individual preference**.
- ✓ Giving visitors the ability to personalize their experience can make websites **easier to use**.
- ✓ These tools can **improve comfort, readability, and usability** for many people.



The best experience comes from combining an **accessible website** with tools that give visitors **additional choices**.



Accessibility isn't about choosing between an accessible website or accessibility tools. The strongest approach is **using both together** to give every visitor the best possible experience.

HELPFUL ACCESSIBILITY RESOURCES

Tools and resources to help you begin your accessibility journey



WAVE Web

Accessibility Evaluation Tool

<https://wave.webaim.org>

✓ Free

✓ Easy to use

Best For: Quick visual review of individual web pages with explanations of common accessibility issues.

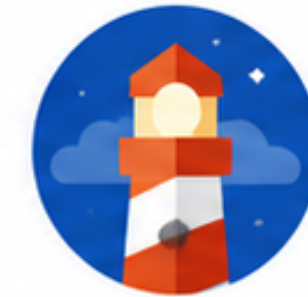


WebAIM

<https://webaim.org>

One of the most respected accessibility education organizations.

Best For: Learning accessibility concepts and best practices.



Google Lighthouse

Built into Chrome Developer Tools

Accessibility

Performance

SEO

Best Practices

Best For: Getting a quick accessibility score while reviewing your own website.



W3C Web Accessibility Initiative (WAI)

<https://www.w3.org/WAI/>

The organization behind the Web Content Accessibility Guidelines (WCAG).

Best For: Official guidance and accessibility standards.



NVDA Screen Reader

<https://www.nvaccess.org>

Free and open source screen reader for Windows.

Best For: Experiencing how someone using assistive technology navigates your website.



Your Website Partner

Whether that's your internal team, freelancer, marketing agency, or web developer.

Best For: Building accessibility into your ongoing website maintenance—not a one-time project.



No single tool can tell you everything.
The best results come from combining automated testing, human review, and ongoing maintenance.



Questions?



THANK YOU!
