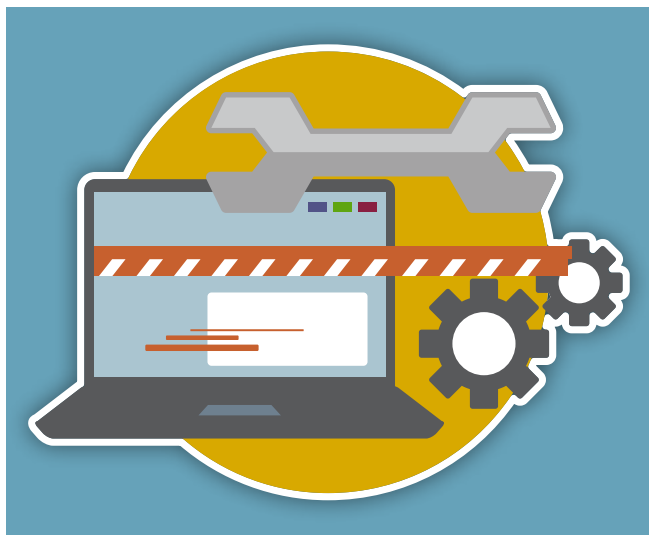# WEBMASTER ACCESSIBILITY ✔ TIPS

IMPORTANCE:

✔ Improves access to information for everyone, including people with disabilities, English language learners, and people who use older technology or mobile devices

✔ Improves Google search rankings

✔ Helps to reduce time spent making website changes in the future

✔ **It's the law**

TOOLS:

✔ **Blackboard Ally**: Tool built into Site Manager gives webmasters an overall picture of their website's accessibility and identifies problem areas.

✔ **WAVE Web Accessibility Evaluation Tool** (http://WAVE.WebAIM.org)**:** In-context tool points out color contrast issues, missing ALT tags, and more.

✔ **Hemingway app** (http://HemingwayApp.com)**:** Checks content on your website for clarity

DESIGN:

✔ **Use the Embed Code app sparingly:** Use it mostly for YouTube video embeds and only at other times if you're a code expert. Other apps are built with accessibility standards in mind.

✔ **Start with a proper document structure:** Use heading tags (<h1>, <h2>, etc.) or the Heading app in Blackboard for page titles, subtitles, and other sections.

✔ **Use alternative text**: All images must include a description in the ALT tag field

✔ **Create tables for tabular data:** Avoid using tables for page design

✔ **Make links descriptive:** avoid linking text to the same URL multiple times on the same page.

✔ **Add closed captioning to all videos:** Upload to or use videos from YouTube, and they'll do it for you!

✔ **Avoid the use of PDFs when possible:** Only link PDFs that have a proper structure and are tagged appropriately. (For more: Create Accessible Digital Products - https://www.section508.gov/create)

✔ **Make sure the color of the text on the page contrasts well with the background color:**

⚙ Use a color contrast checker such as WAVE to ensure a ratio of 4.5:1. For text larger than 18 point or 14 point bold, the ratio must be at least 3:1.

⚙ Add a drop shadow to text in cases where the style guide doesn't offer enough contrast between the foreground and background.

⚙ Underline links to add visual cues for people with color blindness

Note: *To report difficulties accessing information on the district's websites, please contact the Office of Communications Web Team by phone at (713) 556-6066 or by email at Web@HoustonISD.org. When requesting assistance by email, please write "Accessibility" on the subject line. Also include a description of your accessibility concern and the best way to contact you.*