**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](http://WAVE.WebAIM.org)): In-context tool points out color contrast issues, missing ALT tags, and more.
- ✔ **Hemingway app** ([http://HemingwayApp.com](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](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.