



# Toolkit Accessible website

**European Disability Forum**

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**EU Aid Volunteers**  
We Care, We Act



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# Introduction

## What is web accessibility?

- Web accessibility is about making sure that digital content can be accessed and used by **everyone**, including people with disabilities.
- It's also a practice that involves opening up digital content, so that it can be accessed, understood, and used **without barriers**.

**Web accessibility barriers can be experienced for a number of reasons.**

## What are the barriers?

### **Shocking statistic**

**97.4%** of home pages have detectable accessibility failures to the web accessibility standards of WCAG

### **Top accessibility failures/barriers are:**

- Color contrast (86.4% of homepages)
- Missing alt text on images - 60.6%
- Missing form input labels - 54.4%
- Empty links - 51.3%

## Web accessibility benefits everyone

Accessibility barriers exist for many groups of people.

**Did you know...** recent research shows that 1 in 4 people aged over 50 face problems accessing products and services online.

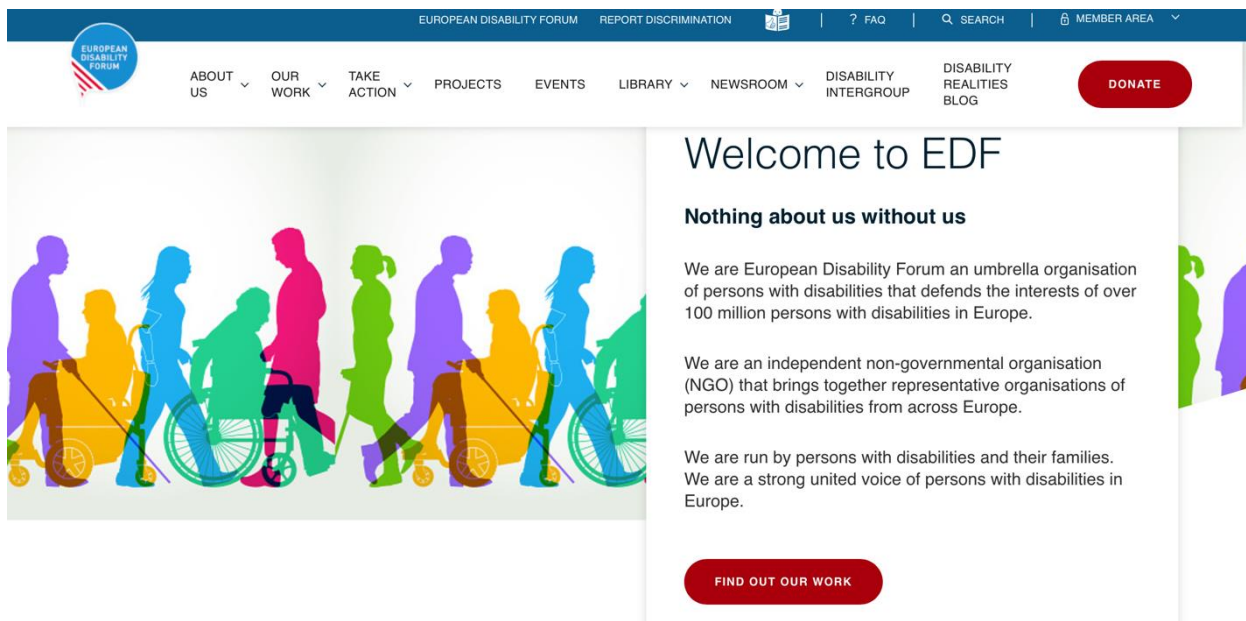
**Improving web accessibility helps us to be more welcoming to a wider audience online**

## Make your check list!

- Creating and uploading accessible content
- Creating accessible digital documents
- Page styling and layout
- Banner, images with Alt - text
- Add accessible video (at least with captioning)
- Meaningful hyperlinks

## Create accessible content

- Use a clear and simple language
- Use short paragraphs and short sentences.
- It's best practice to keep sentences between 8-20 words, and paragraphs between 1-2 sentences



The screenshot shows the homepage of the European Disability Forum (EDF). The top navigation bar includes the EDF logo, a search bar, and links for 'ABOUT US', 'OUR WORK', 'TAKE ACTION', 'PROJECTS', 'EVENTS', 'LIBRARY', 'NEWSROOM', 'DISABILITY INTERGROUP', and 'DISABILITY REALITIES BLOG'. A red 'DONATE' button is also visible. The main content area features a large banner image of diverse people with disabilities in various poses. Below the banner, the text reads: 'Welcome to EDF', 'Nothing about us without us', and three paragraphs describing the organization's mission and structure. A red 'FIND OUT OUR WORK' button is located at the bottom of the main content area.

EUROPEAN DISABILITY FORUM REPORT DISCRIMINATION ? FAQ SEARCH MEMBER AREA

ABOUT US OUR WORK TAKE ACTION PROJECTS EVENTS LIBRARY NEWSROOM DISABILITY INTERGROUP DISABILITY REALITIES BLOG DONATE

### Welcome to EDF

**Nothing about us without us**

We are European Disability Forum an umbrella organisation of persons with disabilities that defends the interests of over 100 million persons with disabilities in Europe.

We are an independent non-governmental organisation (NGO) that brings together representative organisations of persons with disabilities from across Europe.

We are run by persons with disabilities and their families. We are a strong united voice of persons with disabilities in Europe.

FIND OUT OUR WORK

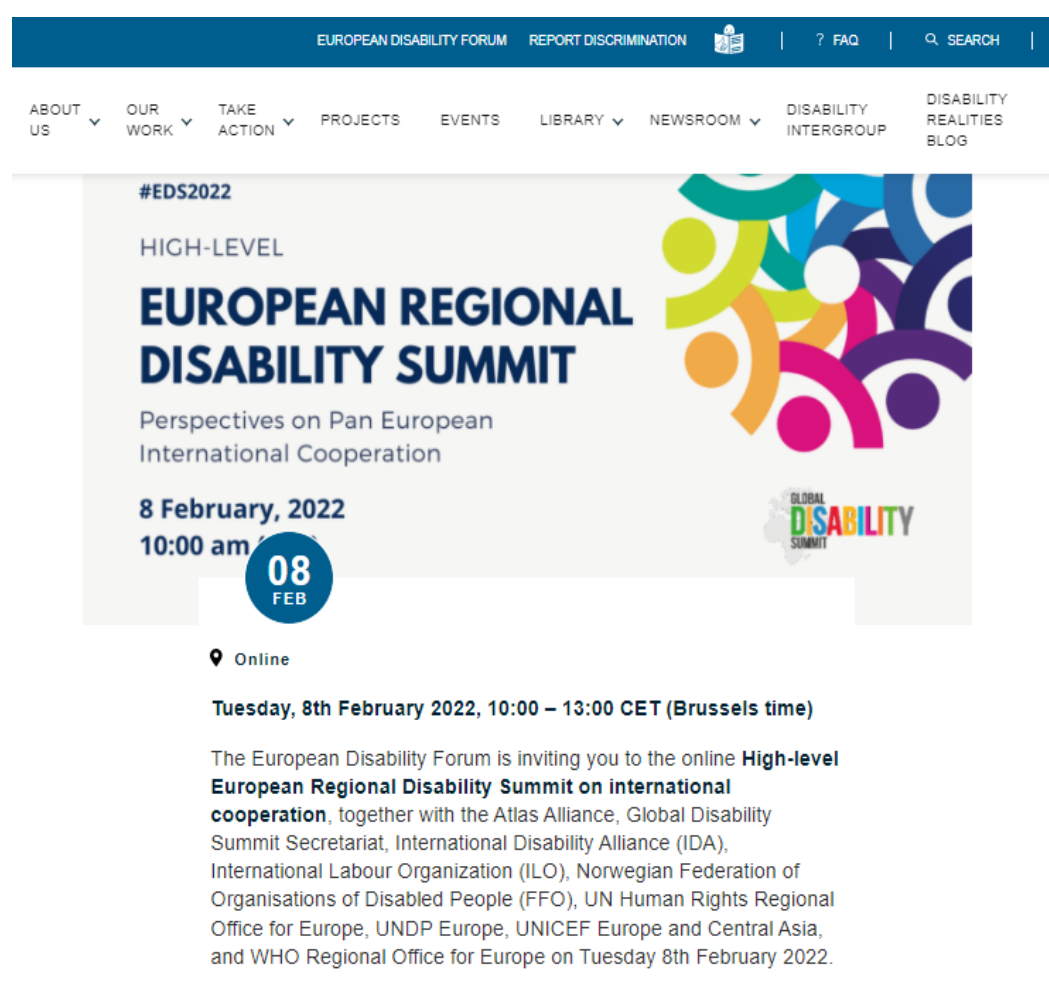
## No complex language

Free from complex language and unnecessary technical jargon.

!! If your content requires you to include abbreviations, acronyms, or technical jargon, explain the meaning.

### Example:

#### The Global Disability Summit (GDS22)



The screenshot shows the top navigation bar of the European Disability Forum website. The main content area features a large banner for the #EDS2022 High-Level European Regional Disability Summit. The banner includes the text: "HIGH-LEVEL EUROPEAN REGIONAL DISABILITY SUMMIT Perspectives on Pan European International Cooperation 8 February, 2022 10:00 am" and a circular graphic with "08 FEB". To the right of the text is a colorful graphic of stylized human figures. Below the banner, it indicates the event is "Online" and provides the date and time: "Tuesday, 8th February 2022, 10:00 – 13:00 CET (Brussels time)". The main text of the announcement reads: "The European Disability Forum is inviting you to the online **High-level European Regional Disability Summit on international cooperation**, together with the Atlas Alliance, Global Disability Summit Secretariat, International Disability Alliance (IDA), International Labour Organization (ILO), Norwegian Federation of Organisations of Disabled People (FFO), UN Human Rights Regional Office for Europe, UNDP Europe, UNICEF Europe and Central Asia, and WHO Regional Office for Europe on Tuesday 8th February 2022."

## Create accessible digital documents

- Choose a sans-serif font, such as Verdana, Arial or Tahoma, and minimum font size of 12pt/16px.
- Left-aligned text
- Use tags:
  - ❖ Headings <H1>, <H2> etc.
  - ❖ Paragraphs <P>
  - ❖ Tables <Table>
  - ❖ Images <ALT Text >
  - ❖ Bullet points (or lists) <LI>

## Download the toolkit!



[The toolkit](#) on accessible Word Document is a resource for creating your documents more accessible working with Headings, style, and Colors, Formatting with columns, Hyperlinks, objective, Alt Text, adding Document's properties, and running the Accessible Checker

## Page styling and layout

Organizing web pages by headings helps users get a sense of the page's organization and structure.

### Use good heading structure

- Headings <h1> through <h6>

### Do not skip heading levels

**Example** from <h2> to <h5>



## Why headings?

- Visually, headings are presented as **larger and more distinct** than surrounding text.
- Using headings and making them visually visible is especially helpful for users with **intellectual disabilities**.
- **Screen reader users can navigate** a page according to its headings, listen to a list of all headings, and skip to a desired heading to begin reading at that point.

## Common accessibility mistake

Do not use **bold** instead of a heading.

**Did you know...** One of the most common accessibility mistakes is making text bold when a heading is needed.

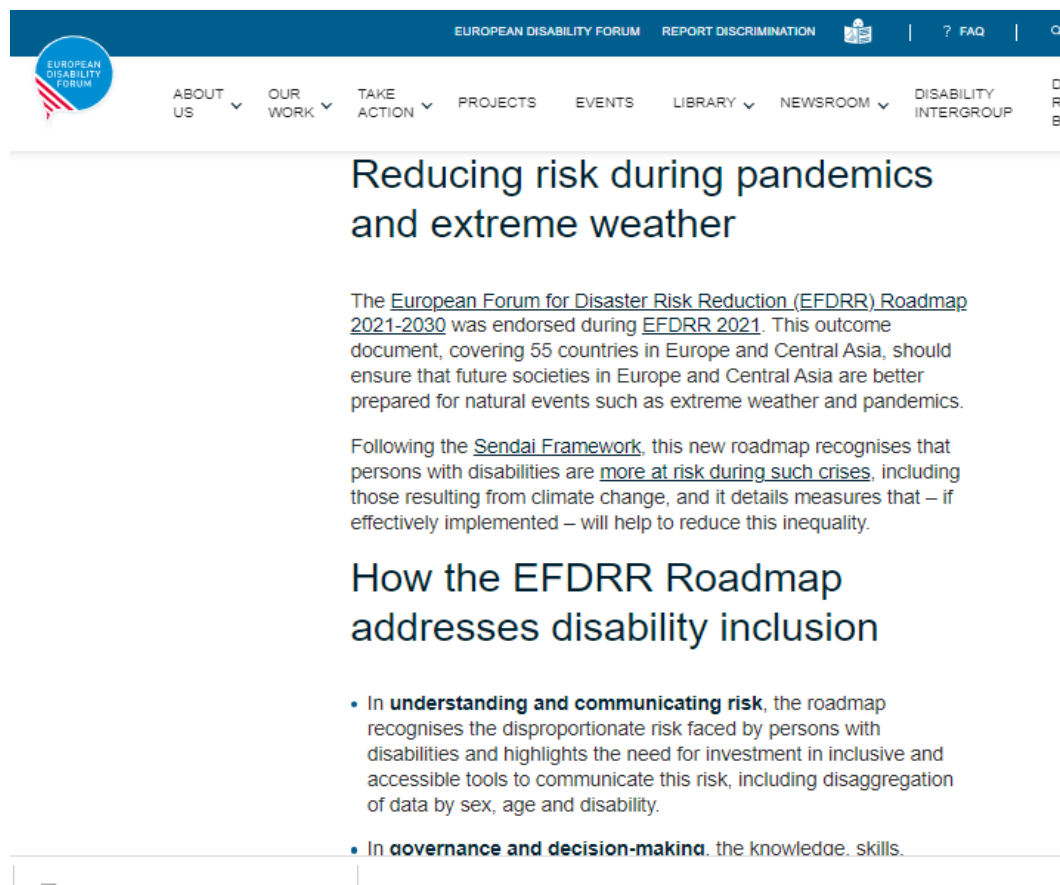
Though the text may look like a heading, the underlying code is not set correctly, and screen reader users will not benefit.

## Be organised

**It is best** to plan out a heading structure before composing a page.

Doing so will help you both select:

- Appropriate heading levels
- Keep your thoughts organised overall.



The screenshot shows the top navigation bar of the European Disability Forum website. The main content area features a news article titled "Reducing risk during pandemics and extreme weather". The article text discusses the EFDRR Roadmap 2021-2030 and its endorsement during EFDRR 2021. Below the article, there is a sub-heading "How the EFDRR Roadmap addresses disability inclusion" followed by a list of bullet points. The first bullet point discusses understanding and communicating risk, and the second discusses governance and decision-making.

EUROPEAN DISABILITY FORUM REPORT DISCRIMINATION ? FAQ

ABOUT US OUR WORK TAKE ACTION PROJECTS EVENTS LIBRARY NEWSROOM DISABILITY INTERGROUP

### Reducing risk during pandemics and extreme weather

The [European Forum for Disaster Risk Reduction \(EFDRR\) Roadmap 2021-2030](#) was endorsed during [EFDRR 2021](#). This outcome document, covering 55 countries in Europe and Central Asia, should ensure that future societies in Europe and Central Asia are better prepared for natural events such as extreme weather and pandemics.

Following the [Sendai Framework](#), this new roadmap recognises that persons with disabilities are [more at risk during such crises](#), including those resulting from climate change, and it details measures that – if effectively implemented – will help to reduce this inequality.

### How the EFDRR Roadmap addresses disability inclusion

- In **understanding and communicating risk**, the roadmap recognises the disproportionate risk faced by persons with disabilities and highlights the need for investment in inclusive and accessible tools to communicate this risk, including disaggregation of data by sex, age and disability.
- In **governance and decision-making**, the knowledge, skills,

## Banner, images, pictures

### Add ALT Text – Alternative text

ALT-text is a description you can add to images in web pages to assist people who are blind and screen reader users.

### Did you know...

The best time to add alt text to an image is when you upload it to WordPress/ or your website. This way, the image has alt text right from the start, and the text is already there every time you add the image to a web page.

## Create accessible video



When you create and upload videos on the website, make sure there are accessible. Download the [Toolkit on accessible video](#) and have your check list:

- Video design (content, fonts size for your text, colors)
- Contrast between main subject and background
- Captions
- Audio and voiceover
- Sign language interpretation



## Meaningful Hyperlink Text

Give your links unique and descriptive names.

- **Keep** it concise and clear
- **Should** be visual distinct (blue and underlined)
- **Give your links unique and descriptive names.**

When including links in your content, use text that properly describes where the link will go. Using "click here" is not considered descriptive and is ineffective for a screen reader user.

Just like sighted users scan the page for linked text, visually impaired users can use their screen readers to scan for links. As a result, screen reader users often do not read the link within the context of the rest of the page. Using descriptive text properly explains the context of links to the screen reader user.

- **Avoid words:** Click here; Read more; Learn more, More info
- **Avoid the word** "Link" in your link and naked URL:

Link to <https://www.edf-feph.org/>

Do not capitalize links: [WWW.EDF-FEPH.ORG](http://WWW.EDF-FEPH.ORG)

## Tables

When it comes to displaying data, tables are handy. They make it much easier for all users, including those using assistive technology, to parse a large amount of data.

- **Keep** your tables [as simple as you can](#).
- **Avoid** using tables for anything but tabular data. For example, you should never use a table for lists, or anything else. This can be confusing to screen readers and similar devices.

## Media and navigation

- **Avoid** automatic navigation, such as carousels and sliders.
- **Avoid** automatic media: figuring out how to turn off the media can be difficult when using a screen reader, while other users could simply be confused or even frightened by the sudden noise.

## Web design check list

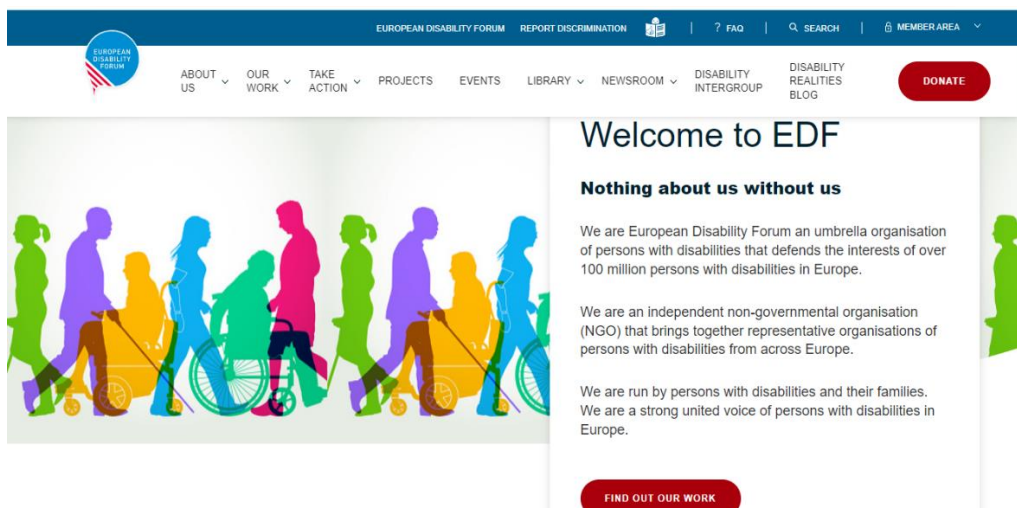
- Choose a content management system that **supports accessibility**. Once you've chosen a CMS that suits your needs, make sure to choose a theme/template that is accessible. Consult the theme's documentation for notes on accessibility and tips for creating accessible content and layouts for that theme. Be sure to follow the same guidelines when selecting modules, plugins, or widgets.(WordPress)
- Use **good** colour contrast
- **Add text zoom**
- Ensure that all content and website can be navigated with the **keyboard**. This step is also the most important. Put simply: for a website to be accessible, it must work without the use of a mouse. This is because many assistive technologies rely on keyboard-only navigation. As such, it must be possible to use all of your site's major features via a keyboard and nothing else. This includes accessing all pages, links, content, and so on.

## Good colour contrast

Remember: **The simpler, the better!**

You need to make sure the colors you select on your site contrast well to ensure that everyone can distinguish between various elements on the page.

The most pressing issue is making sure text stands out against the background. Ideally, you should set a dark color against a light one, making sure that they don't bleed into each other.

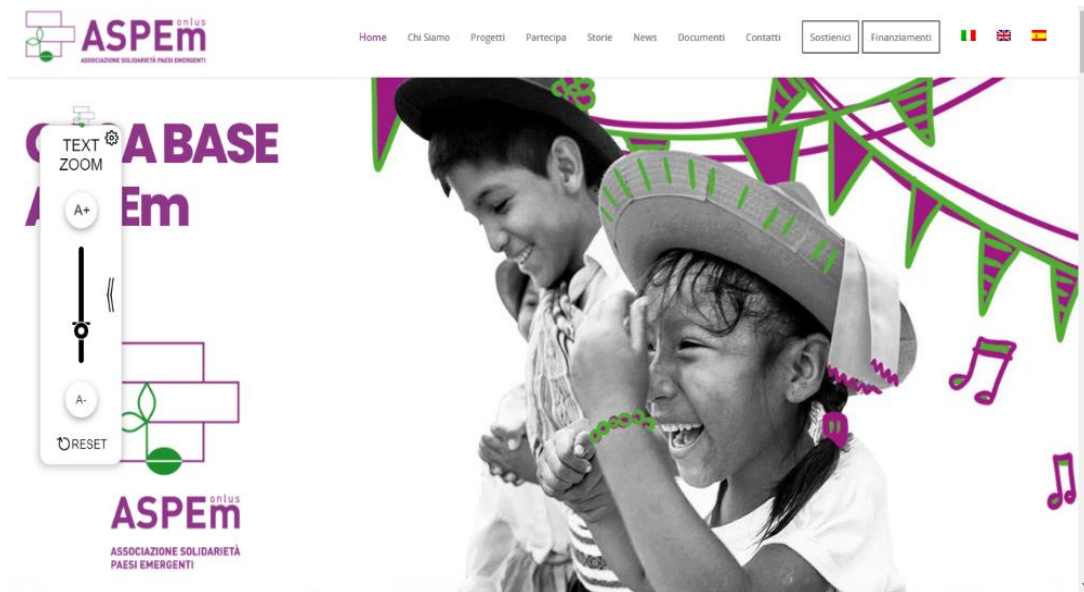


## Avoid poor colour contrast

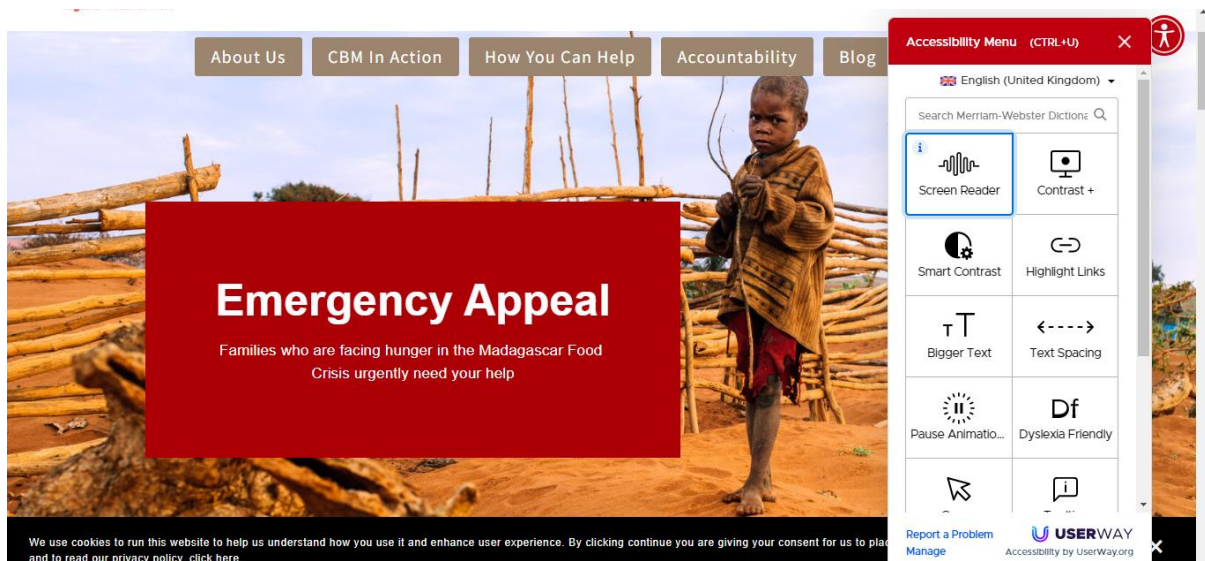


## Text Zoom

Text size enlargement is used by many users and is able to enlarge the text up to 200% without loss of information.

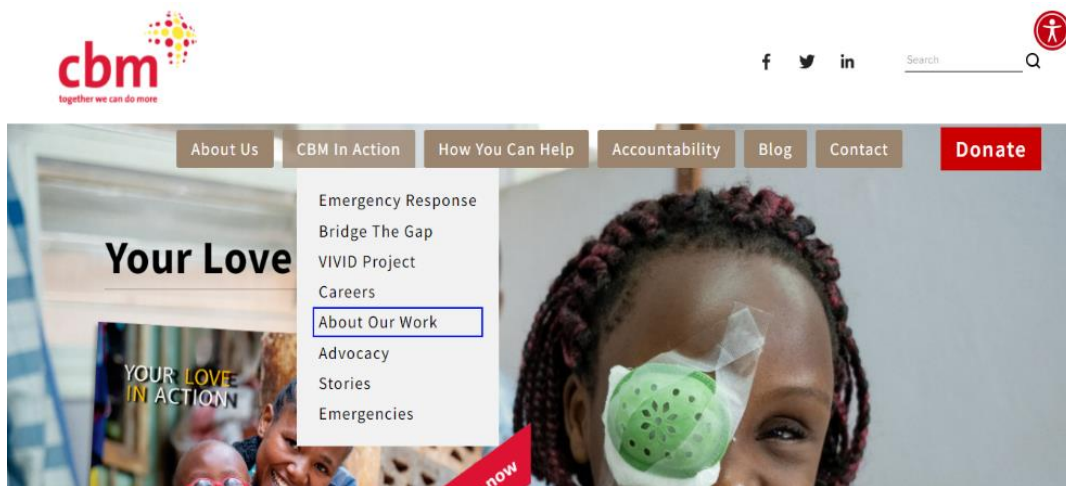


## Accessibility tools/menu



## Keyboard navigation

- **Keyboard accessibility** is one of the most important aspects of web accessibility.
- Many users rely on a keyboard.
- A keyboard user typically uses the **Tab** key to navigate through interactive elements on a web page—links, buttons, fields for inputting text, etc
- The focus indicator is typically shown as a border or highlight (called an outline) around the focused element.



## Resources

- [Web Content Accessibility Guidelines \(WCAG\) 2.0](#)
- [W3C and Accessibility](#)
- [Web Access Berkeley](#)
- [Designing for Web Accessibility](#)
- [CBM Ireland website](#)
- [Aspem associazione solidarietà paesi emergenti](#)

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