Coping with Inaccessible Content & Documents on Websites

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Standards

* Workforce investment Act of 1998
* Assistive Technology Act of 1998
* HHS Incentives
* Department of Transportation issued the Air Carrier Access Act

State laws also exist

* California Unruh Act

Program based (start to finish is something accessible)

* 504
* ADA

Standard based (functional criteria, and how to implement the standards)

* 508
* WCAG

Top 5 accessibility Mistakes

1. Alt Text on Graphics
2. Labels on Form Controls
3. Improper table mark up (data tables, and layout tables)
4. Inaccessible Image Maps (including carousels/slide rotators on sites)
5. Inaccessible documents attached to Web Pages
   1. Office
   2. PDF

Need to be able to measure progress

How do we measure progress on web accessibility? (need to run reports for initial, and then change over time progress)

**How do we measure progress on document accessibility?**

Items to address with manual checks:

* Images with (or of) text (add this to the list of manual checks)
* Meaningful alt text (add this to the list of manual checks)
* Logical flow/meaning of content
* Etc.

What to consider

* Who needs access
* Can you control the level of access?
* What checkpoints or rule sets are included out of the box?
* Is the checkpoint logic exposed?
* Can you edit out of box checks or create from scratch?
* Is the reporting flexible/customizable for various audiences?
* Does it flag items that need manual verification?
* Can it check content prior to publication?
* Can you track progress against goals?

HiSoftware scan tool for:

* Site Quality
* SEO

Automating PDF/Document Accessibility

* Does it flag items that need manual verification?
  + Is the alt text good? Image001.png is not good alt text
* Can you record if action was taken?
  + Who did it?
  + When did they do it?
* Does it support a variety of standards?
  + WCAG 2.0 AA
  + Information and Computing Technology ITC
  + Desktop/Mobile browser based
* All in one verification and remediation?

How to make a PDF accessible? (techniques not standards)

* Use text, not scans (may need to OCR)
* Tag the document (headings, language, etc.)
* Verify and fix the content order
* Verify and fix the tags
  + Make sure that the headings are headings and not thrown into the body of the document
* Test the document

Takeaways

* Benchmark your web content
  + Automated testing of all or most of your domains (don’t do everything, but select what to test)
  + Manual testing (by assistive technology experts) of a small number of web pages in each domain or major area of your websites
  + Specific manual transaction testing to assess the accessibility of key functionality, such as registering for courses, applying for a job, or other they functionality provided by your websites
* Make corrections and refine training
* Automated solutions supplement manual processes
* Consider outsourcing