



The Virtual Storefront: Making Your Website More Accessible for Customers with Disabilities

Will begin at 12:00 noon Eastern Time

- Audio and visuals are provided through the online webinar platform
- Access to presentation handouts was included in the email reminder you received for this session
- This session will be open-captioned



Technical Assistance

- If you experience technical difficulties
 - Select the Chat icon and then type your message in the box that appears
 - Call 301-217-0124



2



Audio

- Access audio for the webinar via computer speakers or phone
- Open the Audio Settings window to change audio settings

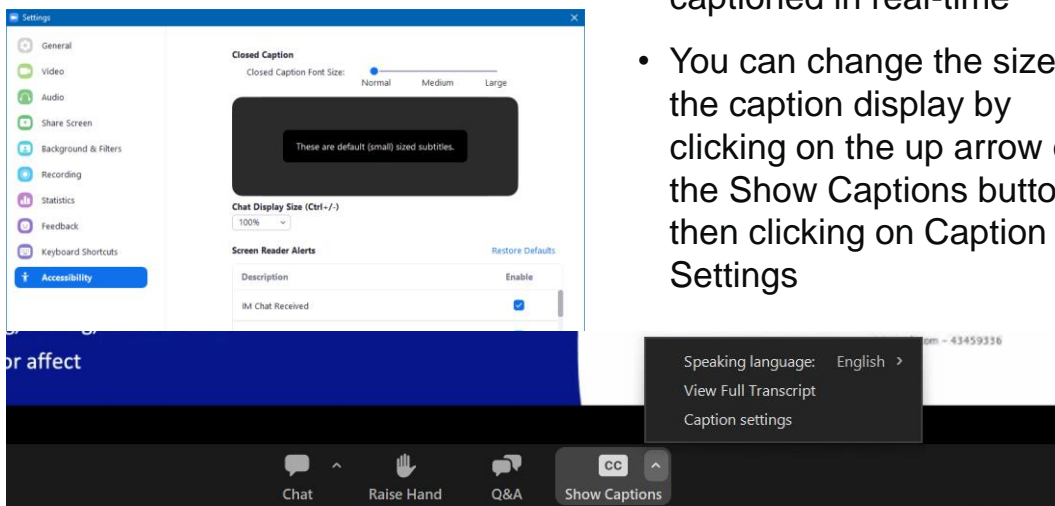


3



Captions

- This webinar is being captioned in real-time
- You can change the size of the caption display by clicking on the up arrow on the Show Captions button, then clicking on Caption Settings



4

Questions and Comments

- Select the Chat icon
- Send your question to adatraining@transcen.org



5





Archive

- This webinar is being recorded
 - You will receive an email with information on how to access the archive

6



Certificates of Attendance

- Only those who purchased certificates when registering for the session are eligible to receive one
- Certificates are available only for attending the live session; attendance will be verified
- The code to submit for a certificate will be announced later in the session

7



Presentation Accessibility

- For the benefit of participants who are not able to see the presentation slides on the webinar platform, speakers will
 - Announce slide numbers
 - Describe images that are meaningful to the content of the session

8



About Your Hosts...

TransCen, Inc.

- Improving the lives of people with disabilities through meaningful work and community inclusion

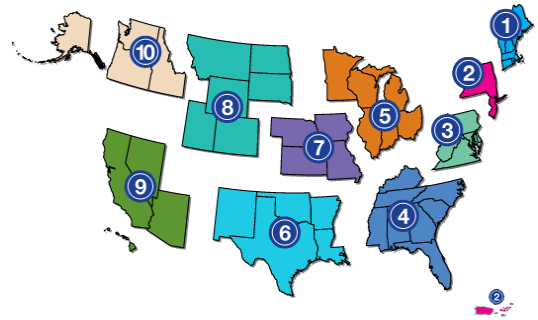
Mid-Atlantic ADA Center, a project of TransCen

9



ADA National Network

- Ten regional centers provide guidance, training, and materials on the ADA
 - **1-800-949-4232**
 - [ADAata.org](https://adaata.org)



Mid-Atlantic  Center

 TransCen

10

Acknowledgment and Disclaimer



- The Mid-Atlantic ADA Center provides information, guidance, and training the Americans with Disabilities Act (ADA). The information and/or materials provided are intended solely as informal guidance and should not be construed as legal advice. The Mid-Atlantic ADA Center is funded by the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR) (grant #90DPAD0008). NIDILRR is a Center within the Administration for Community Living (ACL), Department of Health and Human Services (HHS). These contents do not necessarily represent the policy of NIDILRR, ACL, or HHS, and you should not assume endorsement by the federal government.

11





The Virtual Storefront

Making Your Website More Accessible for Customers with Disabilities

Your Presenter:

Nancy Horton, Associate Director, Mid-Atlantic ADA Center



12



- How inaccessible digital content creates barriers for customers
- Tips and resources to help improve digital access

Greater Accessibility = More Customers, More Business



- About 20%, or 1 out of every 5 people in the U.S., has a disability*
- Disability crosses every demographic border (age, race, religion, gender, language, social background, cultural heritage, education level, economic status, etc.)
- Disabilities, including mobility, vision, hearing, cognitive, and other conditions, may make it difficult for people to do business online

*Source: U.S Census Bureau: "Americans with Disabilities: 2010" report

Digital Access

Websites, web forms, social media posts, electronic documents, email, and other digital content need design features to ensure access; for example ...



- Captions, sign language interpretation, and/or transcripts for audible information to accommodate people who are deaf or hard of hearing
- Legible text to accommodate people with low vision
- Text descriptions or audio descriptions of visible information to accommodate people who are blind
- Simple, uncluttered designs and plain language make things easier for individuals with intellectual and other types of disabilities

15

Access for People Who Have Low Vision

- Simple, sans serif fonts
- Character spacing not too tight or too wide
- Line spacing not less than single
- Color alone should not be used to indicate meaning
- Good contrast between characters and background (light on dark or dark on light; dark on light is generally preferred)
- Avoid placing text directly on top of images, watermarks, etc.



Contrast: Examples

• Feeling blue?



❖ Feeling blue?



17

17

Access for People Who Have Low Vision (continued)

- Text should generally be left-justified
 - Centered or right-justified text should only be used for things like titles, headings, or quotes (generally not longer than two or three lines of text)
- Don't underline text to indicate emphasis (underlining should be limited to live hyperlinks)
- Don't use all capitals to indicate emphasis
 - Use of all caps should be used for acronyms or certain simple words on signs

18

Text: Same Size, Same Spacing

A little hard to look at ...

THE MID-ATLANTIC ADA CENTER,
OPERATED BY TRANSCEN, INC.,
PROVIDES INFORMATION,
GUIDANCE, AND TRAINING ON THE
AMERICANS WITH DISABILITIES ACT
(ADA). THE INFORMATION AND/OR
MATERIALS PROVIDED ARE
INTENDED SOLELY AS INFORMAL
GUIDANCE AND SHOULD NOT BE
CONSTRUED AS LEGAL ADVICE.

Better ...

The **Mid-Atlantic ADA Center**,
operated by TransCen Inc., provides
information, guidance, and training the
Americans with Disabilities Act (ADA).
The information and/or materials
provided are intended solely as informal
guidance and should not be construed
as legal advice.

Digital Access for People Who Are Blind

Many people who are blind use “screen readers” (assistive technology that “reads” digital text and converts it to recorded or mechanized speech or Braille output device)

- Accessible structure and navigation, with consistent, meaningful styles for content (heading 1, heading 2, etc.)
- Simple tables
- Forms: include instructions and notifications (e.g., success, errors), label controls
- Images and graphics: alternative text (simple text descriptions) in “alt text” field
- Hyperlinks: Meaningful text that is easy to read aloud, makes sense out of context

20

Meaningful Link Text

Not this: The Title I regulations can be found here:

<https://www.govinfo.gov/content/pkg/CFR-2020-title29-vol4/xml/CFR-2020-title29-vol4-part1630.xml>

Not this: The Title I regulations can be found [here](#)



This! The [Title I regulations](#) can be found online

Alternative Text

- Short, accurate
 - What is in the image and why is the image there? (And why you should always check automatically generated alt text!)



Automatically generated alt text:

A white building with columns and a circular structure with a domed roof and a body of water with pink blossoms with Jefferson Memorial in the background

Alternative alt text:

The Jefferson Memorial, a classical structure with columns and a domed roof, is reflected in a body of water and framed by pink cherry blossoms.

Alternative alt text:

Jefferson Memorial framed by cherry blossoms



Text Embedded in Images

Include text in alt text of image or repeat information outside image

23

Mid-Atlantic  Center

 TransCen

Web Accessibility Initiative (WAI) (w3.org/WAI/)

Great Resource!

The screenshot shows the W3C Web Accessibility Initiative (WAI) website. The header includes the W3C logo, the text "Web Accessibility Initiative WAI", and the tagline "Strategies, standards, resources to make the Web accessible to people with disabilities". There are links for "Get Involved" and "About W3C WAI", and a search bar. A navigation menu contains: "Accessibility Fundamentals", "Planning & Policies", "Design & Develop", "Test & Evaluate", "Teach & Advocate", and "Standards/Guidelines".

The main content area is titled "Making the Web Accessible" with the subtitle "Strategies, standards, and supporting resources to help you make the Web more accessible to people with disabilities." It features three columns:

- W3C:** The World Wide Web Consortium (W3C) develops international standards for the Web: HTML, CSS, and many more.
- WAI:** The W3C Web Accessibility Initiative (WAI) develops standards and support materials to help you understand and implement accessibility.
- You:** You can use W3C WAI resources to make your websites, applications, and other digital creations more accessible and usable to everyone.

Below this is a "News" section with a sub-section "Current Work" (updated monthly) and a link to "See What We're Working On - Accessibility Activities and Publications". A specific news item is titled "WCAG 3 Working Draft Updated July 2023" (dated 2023-07-24), stating that the updated draft clarifies the maturity of each section and lists some guidelines to be developed. It includes a link to "the Working Group Chairs" and another link to "the WCAG 3 Introduction".

To the right of the news is a section titled "See what we have for you: Get Resources for..." with two columns of links:

- Getting Started
- Content Writers
- Designers
- Developers
- Evaluators, Testers
- Managers
- Policy Makers
- Trainers, Educators
- Web Users, People with Disabilities, Advocates
- Everyone (All WAI Resources)
- Other Languages

24

24



Questions



25



Certificates of Attendance: Code

- If you paid for a certificate of participation, check the reminder email you received about this session for instructions
- Please email the code above to ADAtraining@transcen.org by **5 PM E.T. on October 7, 2024**
- Certificates are emailed 1 – 2 weeks after the session

26



Thanks for Joining Us!

❖ **ADA Questions? Contact us ...**

- 800-949-4232 (DC, DE, MD, PA, VA, WV)

Local: 301-217-0124

www.ADAinfo.org

❖ **ADAcon 2024: Inclusive Hospitality and Tourism**

- October 15 – 17, 2024; Hotel Du Pont, Wilmington, DE
Unlock a lucrative market by improving access and disability inclusion!

27

