



# Making Your Website More Accessible

**(Without rebuilding it from the  
ground up)**

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**WHAT DOES THIS  
MEAN TO ME,  
LAURA?**



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# 01 Introduction

# What is web accessibility?

(And, why does it matter to libraries?)

## 01

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*Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them.*

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# More than just the blind

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Auditory



Cognitive



Neurological



Physical



Speech



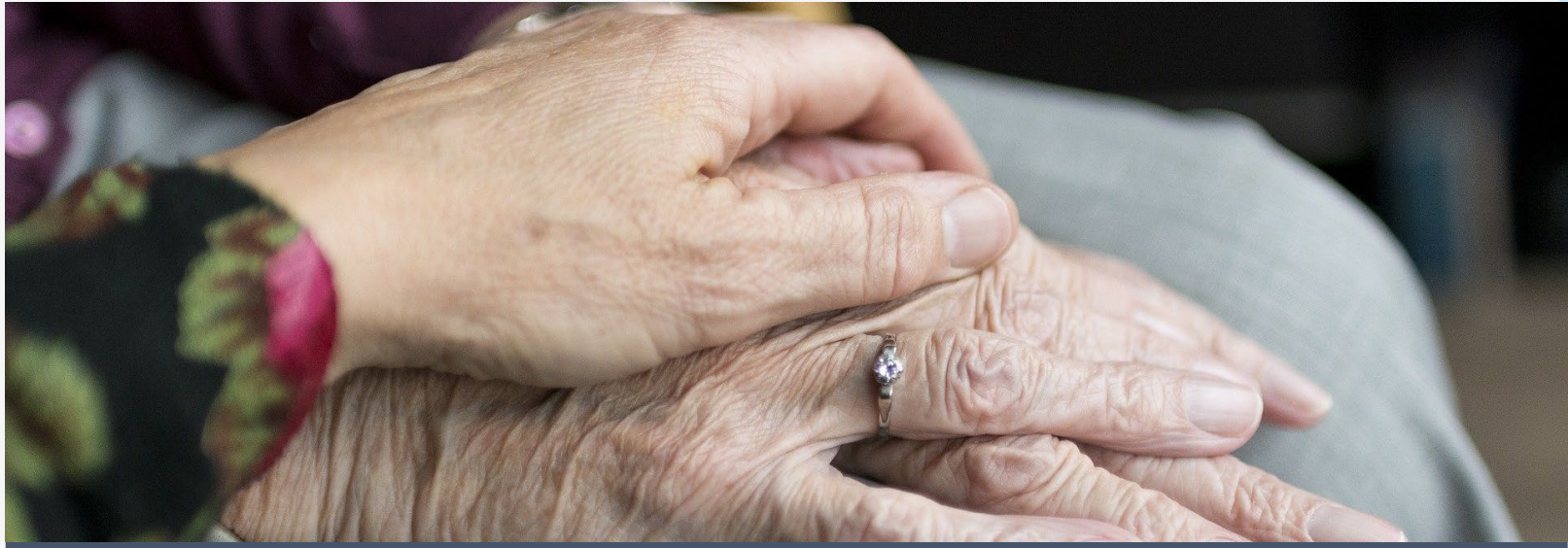
Visual



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Not just those with specific disabilities

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Is my library legally required to make its site  
accessible?

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**Yes.**

# Risk of litigation is real

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*“Not making your website accessible carries real risk, and the more users you alienate, the larger that risk. The current trend is toward more legislative sticks to enforce accessibility, not less. It pays to be ahead of the curve”*

Matt Robinson, Lullabot



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# Lack of accessibility is already affecting your site

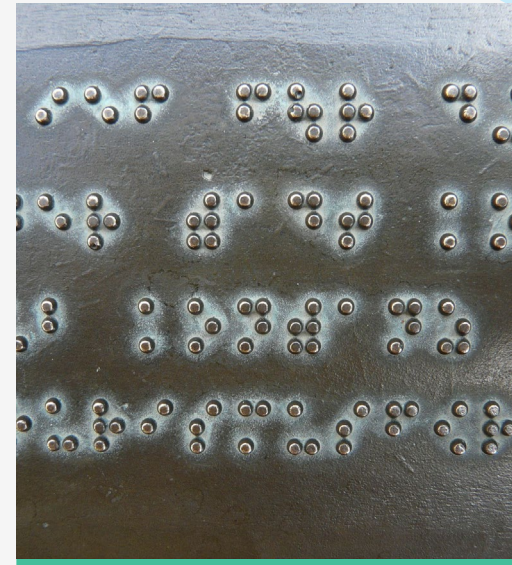
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Search engines



Slow connections

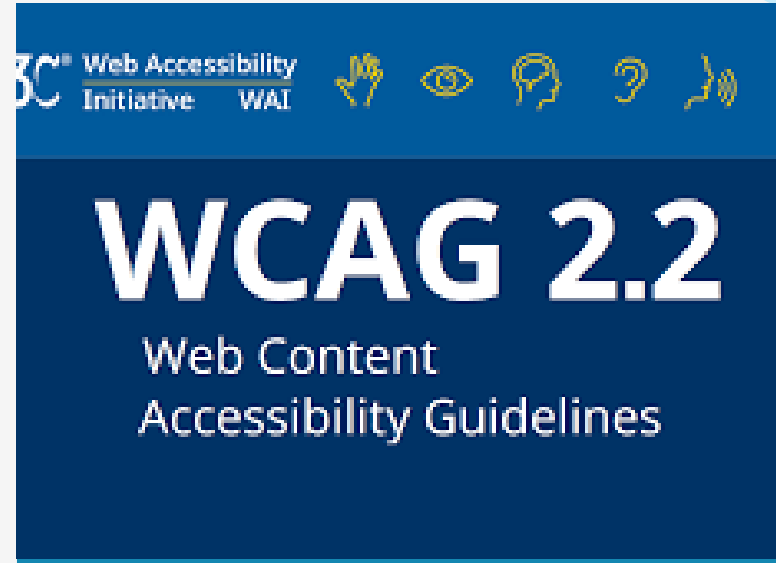


Existing patrons

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# What does it mean to be “accessible?”

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WARNING!

# 02

## Images



``

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``

# Notes about ALT text

Give context

Don't say "image of"

Keep it succinct

Decorative images need empty ALT text

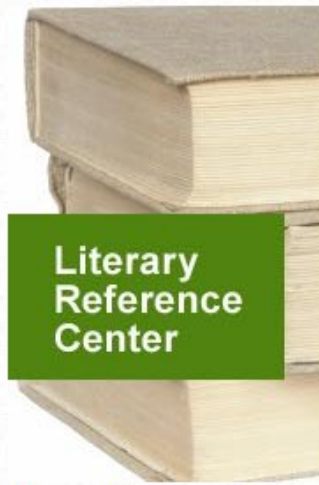




Novelist Plus  
Find your next favorite book.



Ohio Digital Library  
Borrow ebooks & eaudiobooks.



Literary Reference Cen...  
Find book reviews, bios, etc.



eSequels  
Discover a new series.



Online Book Clubs  
Join a virtual book club.



American & English  
Find full-text literature.

Avoid using images instead of text

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# Links & Navigation



# Make link text meaningful

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[Click here to see the bestsellers list](#)

[See the bestsellers list](#)

[Bestsellers list](#)

# Make link text readable

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[https://smile.amazon.com/gcx/Gifts-for-Everyone/gfhz/ref=profile2\\_main?pf\\_rd\\_p=a97f2acd-eeec-44ab-8947-594b858daf7b&pf\\_rd\\_r=CB39E0ZY8PMAJ3PGPX D6&ref=gwr\\_d\\_holiday\\_en](https://smile.amazon.com/gcx/Gifts-for-Everyone/gfhz/ref=profile2_main?pf_rd_p=a97f2acd-eeec-44ab-8947-594b858daf7b&pf_rd_r=CB39E0ZY8PMAJ3PGPX D6&ref=gwr_d_holiday_en)

[Amazon's holiday gift guide](#)



Linking to downloads

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[Library Strategic Plan \(PDF, 1.5 MB\)](#)

# “Skip navigation” link

[Skip to main content](#)

Have any questions? Contact us at (888) 966-7546 or [support@oplin.ohio.gov](mailto:support@oplin.ohio.gov)

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Serving Ohio public libraries since 1995

# 04

## Text & Fonts

# Text size matters

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Body copy: at least 16 pixels

Headers: at least 18 pixels

---

ALL CAPS

---

DON'T WRITE  
THINGS IN ALL  
CAPS





---

# Limit the number of fonts

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Here's a font

**Here's a font**

HERE'S A FONT

Here's a font

*Here's a font*



# Use HTML headers cor

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```
<h1>Grocery List</h1>
  <h2>Produce Section</h2>
    <h3>Fruits</h3>
    <ul>
      <li>Apples</li>
      <li>Bananas</li>
      <li>Oranges</li>
    </ul>
  <h3>Vegetables</h3>
  <ul>
    <li>Carrots</li>
    <li>Lettuce</li>
    <li>Onions</li>
  </ul>
```

## Grocery List

### Produce Section

#### Fruits

- Apples
- Bananas
- Oranges

#### Vegetables

- Carrots
- Lettuce
- Onions

# Use unique titles

---

Story Time

Story Time (Main  
Library)

**Story Time (Main Library) | Neverland Public Library**

# Color

# Color indicators

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**NO:**

This is a link

This is a link *(on mouseover)*

**YES:**

This is a link

This is a link *(on mouseover)*

# Insufficient color contrast

## Contrast Checker

[Home](#) > [Resources](#) > [Contrast Checker](#)

Foreground Color

#4B67BB

Lightness



Background Color

#000000

Lightness



Contrast Ratio

3.95:1

[permalink](#)

### Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

### Large Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

# Insufficient color contrast

## Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

### Foreground Color

#7C7C7C

Lightness



### Background Color

#FFFFFF

Lightness



Contrast Ratio

4.17:1

[permalink](#)

### Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

### Large Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.



Extras

What is it like to  
use a screen  
reader?

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<https://www.nvaccess.org/download/>





# “The 6 Simplest Web Accessibility Tests Anyone Can Do”

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Unplug your mouse/trackpad

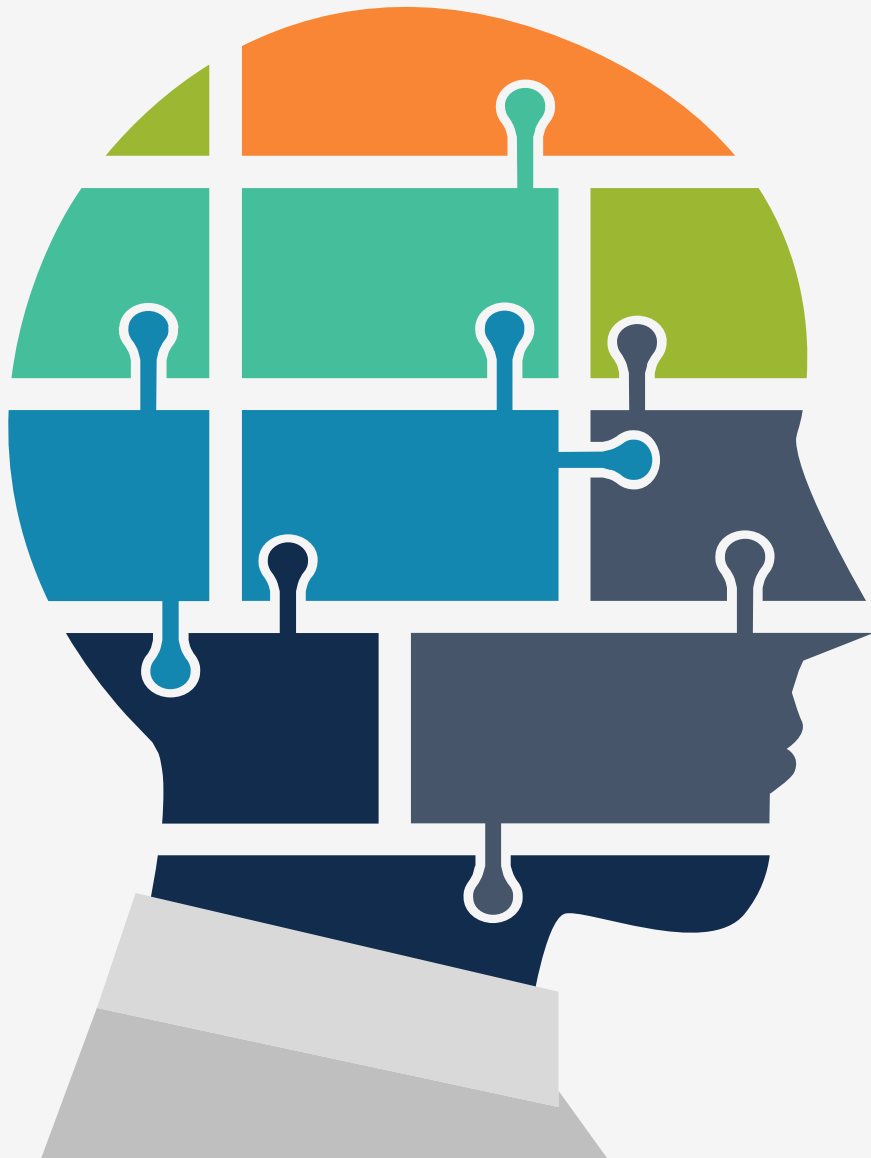
Turn on high contrast mode

Turn off images

Check for captions/transcripts

Click on field labels

Turn off CSS



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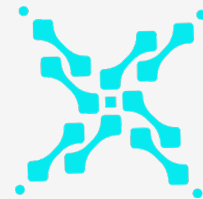
# Questions?

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