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# Digital Accessibility: Enabling Participation Through Design

Bryn Anderson – Digital Accessibility Consultant  
Siteimprove





**Siteimprove**



Supporting the European Commissions EU Accessibility Directive by defining and implementing standardized and transparent checks for accessibility conformance testing:

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- 





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# What is digital Accessibility?



23. April 2019 7 days left



06:30 London-Gatwick

09:20 Copenhagen







# Nuisance calls stopped already by BT Call Protect

## Best of all, it's free for all BT home phone customers

### Have you switched on Call Protect yet?

To activate, log on to My BT, go to 'Manage your Extras'

#### BT ID

[Forgotten BT ID?](#)

#### Password

[Show](#)

[Forgotten password?](#)

Remember me [?](#)

[Log in to My BT](#)

[Back](#)

[Help](#) | [Security](#)

#### Quick links

- [Track your order >](#)
- [Report or track a fault >](#)
- [Pay a bill >](#)
- [Get help or contact us >](#)
- [Download the My BT App >](#)

#### Looking for BT Yahoo! Mail?

[Go to our email log in page >](#) to log in to your BT Yahoo! Mail inbox.



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# Challenges





15% of the world's population lives with some form of disability (WHO)



A person wearing glasses is looking at a laptop. The laptop screen displays a Siteimprove dashboard with various metrics and charts. The dashboard includes sections for Digital Content Index, Quality Assurance, Accessibility, and SEO. There are four circular gauges showing scores: 77.7, 87.4, 67.8, and 78.0. Below these are two more gauges labeled 'online' and 'accessibility' with a score of 52. The background is a dark, blurred office setting.

**71% of customers** with access needs will click away from a website that they find difficult to use.

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# Solutions

# Universal Design

**Universal design** is the **design** of buildings, products or environments to make them accessible to all people, regardless of age, disability or other factors.



# Global standard for digital accessibility

## Web Content Accessibility Guidelines (WCAG)

demonstrated an increase in conversions, and time to convert, for non-disabled users.



Accessibility Next Generation Demo Site http://demo.siteimprovedemo...

No group selected

# DCI Score Dashboard

New dashboard

Add widget

BETA

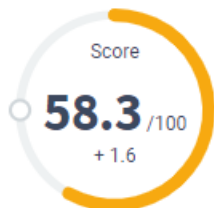
Email report

Export

Fullscreen

More options

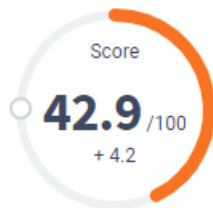
## Digital Certainty Index



Fix this issue and reach 65.3 points: [Pages at level 3 and above with broken links](#)

DCI overview

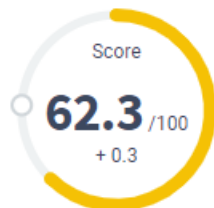
## Quality Assurance



Fix this issue and reach 63.9 points: [Pages at level 3 and above with broken links](#)

Improve score

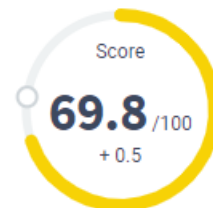
## Accessibility



Fix this issue and reach 83.1 points: [Pages at level 3 and above with multiple Level A/AA errors](#)

Improve score

## SEO



Fix this issue and reach 78.2 points: [Mobile speed](#)

Improve score

## Analytics



### Analytics not configured

No data to show, as Analytics has not been configured for the selected site/group.

Learn more

## Response



### Response not configured

No data to show, as Response has not been configured for the selected site/group.

Learn more

## Policy



Policies help you enforce consistency and best practices on your site. Browse the Policy Library for more.

My Policies

## Crawl Details

Last completed crawl: 7/9/2019

Next crawl scheduled for: 7/14/2019

Re-crawl website



- Dashboard
- Quality Assurance
- Accessibility
- SEO
- Policy
- Analytics
- Response
- Data Privacy
- Integrations
- Settings **NEW**
- Accessibility **BETA**
- Explore other modules:
- Ads **NEW**
- Performance **NEW**

# Accessibility

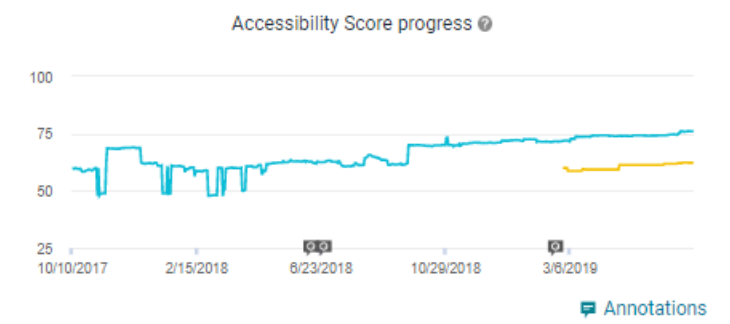
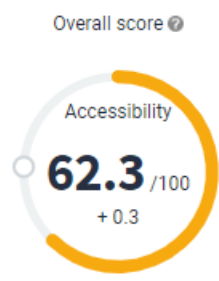
Export

## Accessibility Overview

Export

Score details

Progress in resolving Errors	89.7 /100
Progress in resolving Warnings	71.2 /100
Percentage of pages with low Error rate	0.5 /100



Score breakdown

Levels of Conformance and Severity

- Level A
- Level AA
- Level AAA
- Errors
- Warnings
- Reviews

Issues (all roles) Editor Webmaster Developer Page level

### Fix These Issues To Improve Your Score

Export

Issue	Points you can gain
HTML Validation	0.81 points
Element ID is not unique	0.80 points
Element ID is not unique	0.80 points
Input field has no description	0.80 points

### Fixed Issues

Export

Issue	Points already gained
CSS Validation	0.81 points
WAI-ARIA image is missing alternative text	0.81 points
Webpage title is missing text	0.81 points
Local link destination does not exist	0.81 points





Search in menu

Accessibility Next Generation Demo Site http://demo.siteimprovedemo...

No group selected

Search for a page

- Dashboard
- MAIN MENU
- Accessibility
  - Accessibility Overview
  - Summary
  - Issues
  - Guidelines**
  - Pages
  - PDFs
  - Validation
  - All Decisions
  - Chrome extension

# Guidelines

## Web Content Accessibility Guidelines (WCAG)

WCAG helps you ensure that your website is usable by people of all abilities and disabilities. See how your pages measure up against WCAG criteria.

help Export

Conformance level

Conformance level	No.	Guidelines and Success Criteria	Errors	Warnings	Reviews
	1	Perceivable			
	1.1	Text Alternatives			
A	1.1.1	Non-text Content	1	✓	3
	1.2	Time-based Media			
A	1.2.1	Audio-only and Video-only (Prerecorded)	✓	✓	✓
A	1.2.2	Captions (Prerecorded)	✓	✓	✓
A	1.2.3	Audio Description or Media Alternative (Prerecorded)	✓	✓	✓
AA	1.2.4	Captions (Live)	✓	✓	✓
AA	1.2.5	Audio Description (Prerecorded)	✓	✓	✓
AAA	1.2.6	Sign Language (Prerecorded)	✓	✓	✓
AAA	1.2.7	Extended Audio Description (Prerecorded)	✓	✓	✓
AAA	1.2.8	Media Alternative (Prerecorded)	✓	✓	✓
AAA	1.2.9	Audio-only (Live)	✓	✓	✓
	1.3	Adaptable			
A	1.3.1	Info and Relationships	5	4	5
A	1.3.2	Meaningful Sequence	-	-	-
A	1.3.3	Sensory Characteristics	-	-	-
AA	1.3.4	Orientation	-	-	-
AA	1.3.5	Identify Input Purpose	-	-	-
AA	1.3.6	Identify Purpose	-	-	-

### Image link is missing alternative text

★ ! Image link is missing alternative text

84.07 % done

- Occurrences of this issue: 140
- Pages with this issue: 36
- Total pages: 226

Friday, March 15, 2019

Number of occurrences

Occurrences of this issue

Last checked: 7/8/2019 6:50 PM

Image link is missing alternative text

Decision for this issue No decision taken

2.4.4 Link Purpose (In Context) Description of this issue: The image link is missing an alternative text stating the purpose of the link. How to fix it: If for instance it links to a web page, state the topic of that page.

Select occurrences Showing 3 of 3 occurrences

Occurrences on this page 3

<a> Empty

Decision for this occurrence No decision taken

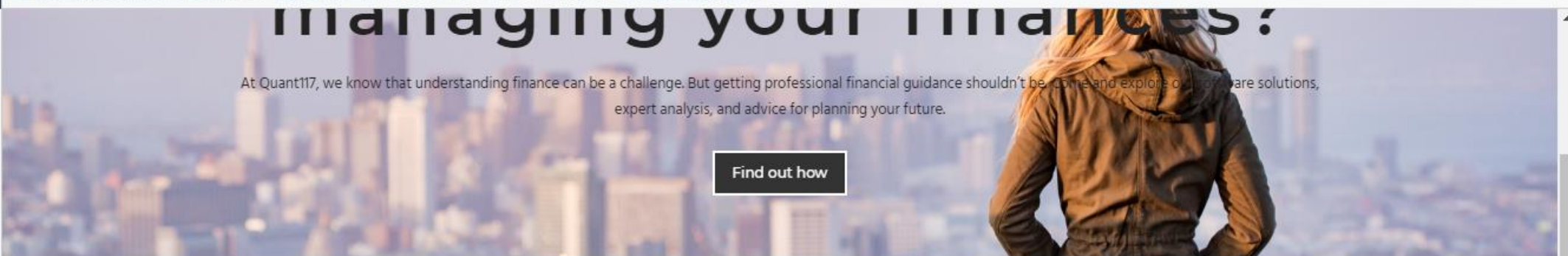
Highlight in Page content HTML

<a> Empty

<a> Empty

How do I meet this criteria? Use one of the following techniques from WCAG 2: ARIA4 F89 H30

See all pages with this issue



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Finance Quant117 Advanced 15.99\$

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Finance Quant117 Basic 9.99\$

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Financial Future Are you certain about where your future finances are headed? Take control now

Overwhelmed? Having trouble selecting which product will best fit your needs? Compare Now!

Testimonials

"Most of the time and energy I used to spend on tracking down receipts and calling my suppliers can now be channeled into, you know, running my environmental lab. It's saving me money, which is nice, but the real benefit is that it's giving me a chance to focus on the things I dreamed of doing."

"If I had to pick one thing I like best about Quant117, it's that it's not a bunch of forms. The software is set up to be a teaching tool as well as a money. I'm understanding how and why I'm saving it, and learning..."



All-new winter collection

# BUILT FOR THE COLDEST WINTER EARTH

SHOP NOW



Re-check page **Siteimprove**

My history | Site overview | This page

Page Content Issues | Page Analytics

Page last checked: 25-11-2018 00:11:37

DCI Page Score Page score **80.3** / 100

<p>Broken Links <span>—</span></p> <p><b>2</b></p> <p>Quality Assurance</p>	<p>Misspellings <span>—</span></p> <p><b>0</b></p> <p>2 potential misspellings Quality Assurance</p>
<p><b>A</b> A Errors <span>—</span></p> <p><b>60</b></p> <p>41 warnings Accessibility</p>	<p><b>AA</b> AA Errors <span>—</span></p> <p><b>18</b></p> <p>24 warnings Accessibility</p>
<p><b>AAA</b> AAA Errors <span>—</span></p> <p><b>38</b></p> <p>2 warnings Accessibility</p>	<p>Technical issues <span>—</span></p> <p><b>6</b></p> <p>78,09 / 100 SEO</p>
<p>Content issues <span>—</span></p> <p><b>5</b></p> <p>83,42 / 100 SEO</p>	<p>UX issues <span>—</span></p> <p><b>3</b></p> <p>83 / 100 SEO</p>

aem user | Log out | Refresh | Need help? | Settings



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**Thank You!**