

# Las Vegas Bloggers Meetup

Accessibility is about everybody. Accessibility is empathy!

***Accessibility for Blogger Sites***

**Presenter: Emanuel “Manny” Costa**

# Who's Emanuel "Manny" Costa?

- **WordPress/Woo Enthusiast**
  - **Experience:**
    - 27 years Web Development;
    - WordPress almost exclusively since 2010;
    - [LV Woo](#) and WP Devs Meetup Co-Organizer;
    - WordCamp Fortaleza 2016 Main Organizer;
    - WordCamp Las Vegas 2019 Co-Organizer;
    - Disclaimer: Not a certified ADA expert but being around the web long enough to recognize and fix websites for accessibility compliance.
  - Chief Everything Officer at [HighTechWeb, INC](#);
  - Currently working as consultant for ADA compliance clients.
- Find me at: [twitter.com/emanweb](https://twitter.com/emanweb) | [linkedin/in/emanweb](https://www.linkedin.com/in/emanweb) | [slack: emanweb](#) | [Discord: emanweb](#)



# Why is Accessibility Essential to your Blog?

- **LEGAL PERSPECTIVE**
  - ...you can be sued for not complying with accessibility laws.
- **BUSINESS PERSPECTIVE**
  - ...barriers keep clients away.
- **FINANCIAL PERSPECTIVE**
  - Working-Age Adults with Disabilities group's disposable income at \$490 Billion in 2018.
- **EMPATHIC PERSPECTIVE**
  - ...It's not only Case Law... it's the right thing to do.
- **THE FUTURE**
  - ...as we age, so does our sight, hearing and physical abilities. In 10, 20, 30 years, Accessibility may be important to you!

# Learn About Website Accessibility

- Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them.
- First and foremost is for you as the owner, CEO or manager of a website where any customer interaction is desired, to realize that the Americans with Disabilities Act (ADA) is to assure that those with disabilities have an equal opportunity to navigate and enjoy your website.
- The Web Content Accessibility Guidelines (WCAG) are part of a series of web accessibility guidelines published by The World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI).
- Think about Typography, Images, Audio, and Video.
  - Don't stop users from reading, watching, or listening to your content!

# Types of Disabilities and Online Challenges

It is important to understand **the different types of disabilities and online challenges that must be accommodated.**

## SIGHT

(blind, color blind, partially sighted)

## HEARING













(deaf, hard of hearing)

## MOTOR

(physical impairment, slow movement)

## COGNITIVE

(learning difficulties, problems with reading)

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent

# 1) ACCESSIBILITY BASICS

- *“It’s not called disability, it’s called accessibility, and accessibility helps **all of us**”*
- Nearly **15% of the World’s** population needs accessibility:
  - Visual, hearing, physical impairments (motor), cognitively challenged, the elderly and less obvious groups.
  - [Nearly 1 in 5 people have disability in the US](#)
- Simply put: It’s making websites simple and usable **for everyone**, across all devices.
- Also important because it is considerable market chunk and [legal reasons](#).

## 2) ACCESSIBILITY BASICS (cont.)

### WCAG 2.1: **W**eb **C**ontent **A**ccessibility **G**uidelines

- A wide range of recommendations for making Web content more accessible.
- [Quick Reference](#) (specs) | **Principles:**
  - **Perceivable:** Information and user interface components must be presentable to users in ways they can perceive.
  - **Operable:** User interface components and navigation must be operable.
  - **Understandable:** Information and the operation of the user interface must be understandable.
  - **Robust:** Content must be robust enough that it can be interpreted by a wide variety of user agents, including assistive technologies.

# 3) STEPS TO GAINING COMPLIANCE

- Using Automated Tools (Pros/Cons)
- Following the Guidelines (Trade-offs)
- Getting Compliant:
  - [Section 508](#): Any page that does not meet even one of the 38 WCAG criteria will not conform to the new 508 compliance.
- Hire a legit Ally expert/company.



# 4) ACCESSIBILITY TESTING

- [WAVE Web Accessibility Evaluation Tool](#)
- [Color Contrast Accessibility Validator](#)
  - [Adobe.color.com](https://adobe.com/color.com) (great for contrast colors)
- [Web Accessibility Checker](#)
- [Accessibility Insights for Web](#) (Chrome Extension)
  - Comprehensive checklist available.
- [Pa11y](#) (Pally) - Free and open source API and CLI.
- [AATT](#) - By Paypal but open source CLI Crawler.
- [W3C Validator](#) - Not specific to A11y but important.

# 5) WordPress

- 1) Test a theme before committing to it;
  - a) If your theme is not accessible [this](#)\* may help.
- 2) Test plugins before committing to them;
- 3) If using Gravity Forms:
  - a) [WCAG 2.0 form fields for Gravity Forms](#)
- 4) Anyone adding content to the WordPress site needs to know Accessibility 101 plus:
  - a) Structured/Semantic HTML
  - b) ALT Tags

\*Bad to use "this" on links

# 5) WordPress (cont.)

- 6) [Make WordPress Accessible](#) (handbook)
- 7) Plugin or Theme Developer?
  - a) [Theme Handbook on Accessibility Guidelines](#)
  - b) [WordPress: Accessibility](#) (Lynda/Free with Library card)
- 8) [Join the Official WordPress Slack](#) #Accessibility
- 9) At WordPress Theme Repository: #accessibility-ready (have met WP A11y Guidelines)
- 10) WordPress Theme Accessibility guidelines:
  - a) [Required](#)
  - b) [Recommended](#)
  - c) [Resources](#)

# 6) WordPress TV

- [Joe LoPreste: Your SEO depends on web accessibility and you didn't even know it](#)
- [Nico Martin: A brief introduction to A11y – WordPress.tv](#)
- [Adam Rasheed: The Internet is for Everyone: How to make your website more accessible – WordPress.tv](#)
- [Graham Armfield: Accessibility Hacks – WordPress.tv](#)
- [Marissa Goldsmith: More than a Plug-in – My Journey to becoming a Passionate Accessibility Advocate – WordPress.tv](#)
- [Adrian Roselli: Prototyping Accessibility – WordPress.tv](#)
- [Kim Camp Smalley: Evaluating The Accessibility Of Websites – WordPress.tv](#)
- [Joseph LoPreste: Web Accessibility made easy for WordPress – WordPress.tv](#)
- [Rachel Carden: Accessibility Videos](#)
- [Natalie MacLees: Making Your Website Work for Everyone](#)

# 7) Additional Articles

- [How to Automate Web Accessibility Testing](#)
- [Comparing 3 Top Automated Accessibility Testing Tools: WAVE, Tenon.io, and Google Lighthouse](#)
- [Accessibility Tips for Web Developers](#)
- [Accessibility: How to Design for All \(online class\)](#)
- [ADA WEBSITE LAWSUITS: INSIGHTS AND TRENDS FOR 2020](#)
- [Here's Why Inclusive Web Design with SEO Wins 2020](#)
- [Accessibility is My Favorite Part of the Platform - Google I/O 2016](#)
- [WordPress Accessibility by UserWay](#)
- [Website Compliance and Accessibility is our Business](#)
- [10 Examples of ADA Compliant Accessible Web Design](#)
- [Accessible Website Development: Emerging Trends in 2020](#)
- [Designing for Accessibility \(presentation\)](#)

## 8) Demo

Any brave volunteer to test a site?

The power of the Web is in its universality.  
Access by everyone regardless of disability is  
an essential aspect.

- Tim Berners-Lee

# Thank You!

Questions? Comments?

Download presentation at:  
<http://bit.ly/LVBloggersAccessibility>

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