# Accessibility Toolkit Is your website reaching all potential clients?



# PEOPLE IN AMERICA HAVE A DISABILITY

Source: Americans with Disabilities: 2010 US Census



# Five Tools for Testing Accessibility

Disabilities range from visual, hearing, motor and cognitive impairments. At any given time, an individual can become disabled, either temporarily or permanently. It is important for businesses to not exclude potential clients due to an inadequate website accessibility.

Ready to make your site successful? Check out our top five tools below.

















### **WAVE Website & WAVE Extension**



wave.webaim.org



wave.webaim.org/extension

Unaware if your website is reaching its highest accessibility potential? The WAVE website & optional browser extension allows you to evaluate web content for accessibility issues directly through your browser. By simply entering a website you want to check & running a WAVE report, you can check a myriad of problem areas, including password-protected portals, dynamically generated content, or sensitive web pages for any errors. This tool will allow you to gain knowledge about accessibility issues while fixing any issues on your page quickly and painlessly.



### **WAVE Browser Extensions**

The WAVE Chrome and Firefox extensions allows you to evaluate web content for accessibility issues directly within Chrome and Firefox browsers. Because the extension runs entirely within your web browser, no information is sent to the WAVE server. This ensures 100% private and secure accessibility reporting. The extension can check intranet, password-protected, dynamically generated, or



sensitive web pages. Also, because the WAVE extension evaluates the rendered version of your page, locally displayed styles and dynamically-generated content from scripts or AJAX can be evaluated.

### **Chrome Extension**

WAVE Chrome Extension at the Google Web Store

### **Firefox Extension**

WAVE Firefox Extension at Mozilla Add-ons

### Using the WAVE extension

Updates to the WAVE extension will automatically be sent to your browser when they are made available.

To run a WAVE report, simply click on the WAVE icon to the right of your browser address bar. Click the icon again or refresh the page to remove the WAVE interface.

### Copyright, privacy notice, and other stuff

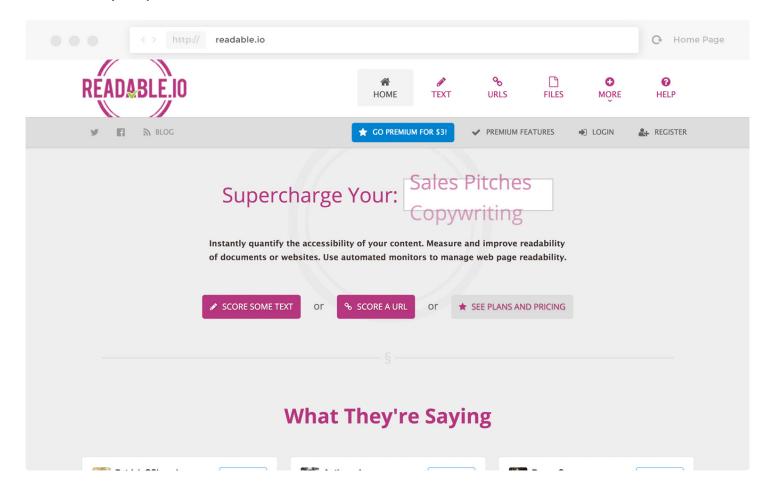
The WAVE extension, its interface elements, design elements, functionality, and underlying code are © WebAIM. No information is transmitted from the WAVE extension, thus allowing secure and private accessibility reporting. By downloading the WAVE extension, you agree to the WAVE Terms of Use and Privacy Notice.



# Readability Score



Have you ever taken a test to score you reading aptitude? According to the website readability-score, 7 to 9 years of education is the standard reading level for the general public. However, disabilities can affect the reading level of potential clients. The website Readability-Score performs a scoring algorithm which can calculate the level of education your client would need to read your content. By exercising readability's many scoring factors, including syllable count and sentence length, you can be certain your content is easily readable for your potential clients.





# **CheckMyColours**



### checkmycolours.com

If you have ever designed a website, you know that customizing your color palette to look visually appealing while applying a sufficient amount of color contrast can be tricky. With the website CheckMyColours, you can test the forefront and background colors on your website and determine if your content provides sufficient color contrast. Why is this important? According to the organization Colour Blindness Awareness, 1 in 12 men and 1 in 200 women worldwide suffer from a color vision deficiency. Without testing your color contrast, you may be missing out on reaching a large clientele. This tool critically examines your color palette to assure you are engaging all of your customers, regardless of color vision deficiencies.



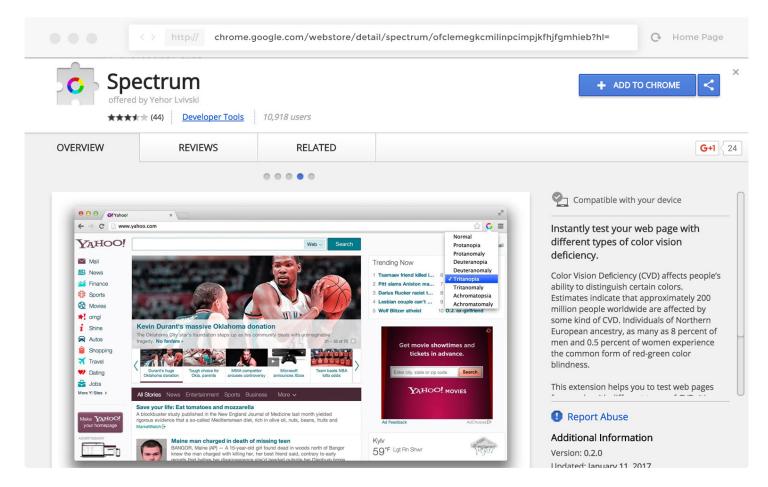


## Spectrum



chrome.google.com/webstore/detail/spectrum/ofclemegkcmilinpcimpjkfhjfgmhieb?hl=en

Curious as to how your website is viewed by those with color deficiencies? In comparison to the tool CheckMyColours, with the browser extension Spectrum, you can view your website through the eyes of clients suffering from visual impairments. With the versatility of exploring a list of common color vision deficiencies, you can quickly note when graphs are indistinguishable or text becomes difficult to view. With such a large population of individuals suffering, it is vital to your success to design a website accessible for a variety of color vision deficiencies.





# On/Off Image

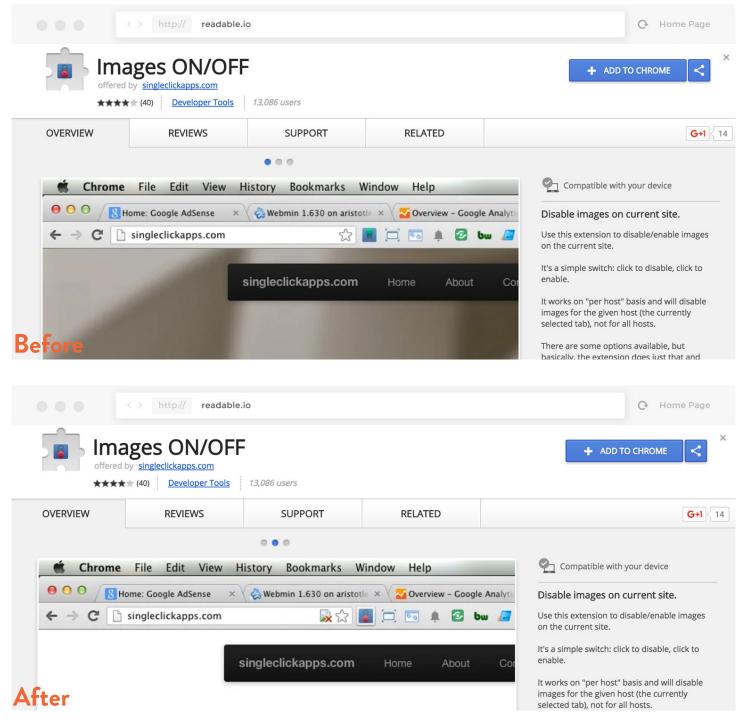


chrome.google.com/webstore/detail/images-onoff/nfmlhilnjccdggifdbhnhkffmjgalbgg?hl=en



addons.mozilla.org/en-US/firefox/addon/image-block

How would you describe the meaning of an image without seeing it? Providing alternative text for images is a crucial component of an accessible website. With the browser extension on/off image, you can disable images for a particular site. Without the addition of alternative text, clients utilizing screen readers will not be able to analyze the contents of the image. This tool is a critical portion of optimizing your site.





# For optimal accessibility, check for

- > Alternative text (alt text) for all images
- > Transcripts for video and audio content (cc)
- > Images or headlines that do not blink or flash
- > Content written as clearly and simply as possible to reach standard accessibility reading levels

# Have questions about website accessibility?

please contact us at info@amdeellc.com or follow us on Twitter or LinkedIn

