



Should my website be ADA compliant?

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Introductions



INTRODUCTION

About Denise



**Certified Professional
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Web Accessibility Specialist with Promet Source since April 2019.

Certified Professional in Accessibility Core Competencies.

Certificate in full stack web development from Northwestern

Bachelors of Science in Technical Management from DeVry

Bachelors of Arts in Political Science/Philosophy from Roosevelt University

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What we will discuss

- What is web accessibility?
- Why should we make accessible web sites?
- How people with disabilities use the web.
- Common Accessibility Errors
- Accessibility Overlays
- Accessibility Tools
- Promet Process
- Question and Answers

What is Web Accessibility?

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

- Perceive, Understand, Navigate and Interact with the Web (POUR).
- Contribute to the web.

Web Accessibility encompasses all disabilities that affect access to the Web, including:

- auditory
- cognitive
- neurological
- physical
- speech
- visual



WHY SHOULD WE BE MAKING ACCESSIBLE WEB SITES?

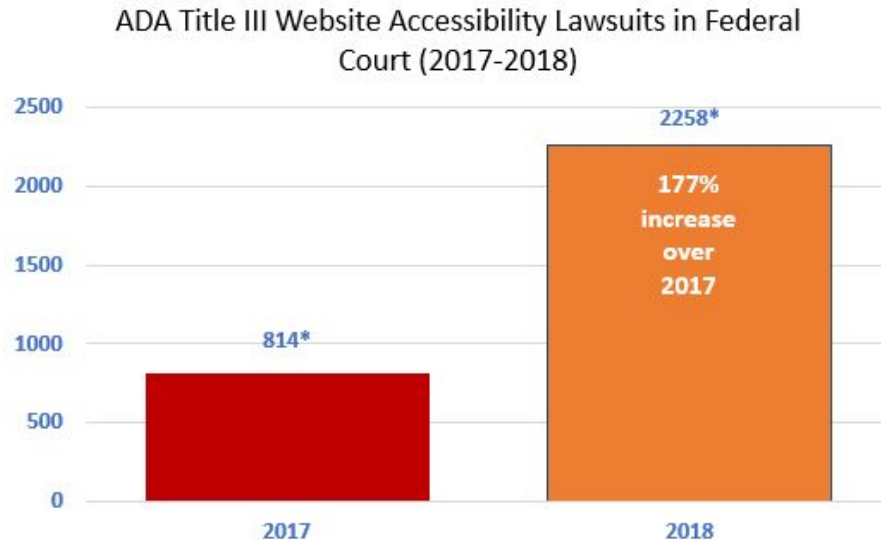
According to the figures released by the Census Bureau in 2012 , 56.7 million Americans (18.7% of the U.S. population) have some type of disability.

This survey estimates the number of people with specific impairments as follows:

- 19.9 million (8.2%) have difficulty lifting or grasping. This could, for example, impact their use of a mouse or keyboard.
- 15.2 million (6.3%) have a cognitive, mental, or emotional impairment.
- 8.1 million (3.3%) have a vision impairment. These people might rely on a screen magnifier or a screen reader, or might have a form of color blindness.
- 7.6 million (3.1%) have a hearing impairment. They might rely on transcripts and/or captions for audio and video media.

WHY SHOULD WE BE MAKING ACCESSIBLE WEB SITES?

The number of website accessibility lawsuits filed in federal court rose to at least 2,258 in 2018, up from 814 in 2017 — representing a 177% increase from 2017. The rise is continuing at an accelerated pace.



A stylized illustration on the left side of the page. It depicts a person from the waist up, wearing a dark, patterned garment. They are holding a pair of yellow scales of justice in their right hand, which is raised. The background is a solid dark purple. At the bottom left, there are some abstract geometric shapes in shades of yellow and grey.

SECTION 504 OF THE REHABILITATION ACT OF 1973

REHABILITATION ACT

Part of the Rehabilitation Act, it is legislation that establishes rights for individuals with disabilities

SECTION 504

Requires agencies receiving Federal funds to provide individuals with disabilities an equal opportunity to participate in programs and benefits.

APPLIES TO

All Federal agencies and those doing business with or receiving funding from Federal agencies.

SECTION 508 AMENDMENT REHABILITATION ACT OF 1973

1998

US Congress amended
Rehabilitation Act of 1973.

APPLIES TO

All agencies receiving
federal funds when they
develop, procure, maintain,
or use information
technology..

SECTION 508

Section 508 was enacted to:

- Eliminated barriers in
information technology.
- Make available new
opportunities.
- Encourage
development of
technologies.





Americans With Disabilities Act (ADA)

Effective on 1/26/92,
says it is wrong to
discriminate against
people because of
their disability

Addresses
employment and
workplace
discrimination, state
and local
government parks,
facilities, and
programs, and
businesses and
nonprofits



Three part test defines
disability: condition that has
a substantial effect on one
or more major life areas,
including...communication.

Protects those who had a
disability and those
regarded as having a
disability.

Florida population jumps
31.4% 2000 to 2020, likely
incidence of disability at 15%

TITLES OF ADA

TITLE I

Addresses discrimination in the workplace.
Requires employers to make reasonable accommodations for applicants or employees with disabilities.

TITLES II, III AND V

Applies to state and local government programs, policies, and facilities.
Requires reasonable modifications to enable use of services and sites.

TITLE IV

Applies to telecommunications.
States telephone companies must provide a system for the deaf. (TDD) or similar.

Lawyers Awarded \$100K After Historic Verdict For Blind Internet Users; Winn-Dixie Appealing



Legal Newsline, CONTRIBUTOR

We cover issues that affect businesses in state and federal courts [FULL BIO](#) ▾

Opinions expressed by Forbes Contributors are their own.

POST WRITTEN BY

John O'Brien

I am the editor of Legal Newsline and the Pennsylvania Record.



Gil v. Winn Dixie Stores, Inc – Opinion, Verdict and Order

No. 1:2016cv23020 - Document 63

- “No later than _____(date)_____, **shall adopt and implement a Web Accessibility Policy** which ensures that **its website conforms with the WCAG 2.0criteria.**”
- No later than __ (date)_____, shall make publicly available and directly link from the www.winndixie.com homepage, a **statement of Winn Dixie’s Accessibility Policy** to ensure the persons with disabilities have full and equal enjoyment of its website and shall accompany the public policy statement with an accessible means of submitting accessibility questions and problems.

United States District Court
for the
Southern District of Florida

Juan Carlos Gil, Plaintiff

v.

Winn-Dixie Stores, Inc., Defendant

)
)
)
)

Civil Action No. 16-23020-Civ-Scola



Gil v. Winn Dixie Stores, Inc – Opinion, Verdict and Order

No. 1:2016cv23020 - Document 63

- No later than __ (date)_____, shall **require** any third party **vendors** who participate on its website to be fully accessible to the disabled by **conforming with WCAG 2.0 criteria**.
- No later than __ (date)_____, and at least once yearly thereafter, **shall provide mandatory web accessibility training** to all employees who write or develop programs or code for, or who publish final content to www.winndixie.com on how to conform all web content and services with WCAG 2.0 criteria.

United States District Court
for the
Southern District of Florida

Juan Carlos Gil, Plaintiff

v.

Winn-Dixie Stores, Inc., Defendant

)
)
)
)

Civil Action No. 16-23020-Civ-Scola



Ways Web Accessibility increases Search Engine Optimization (SEO).

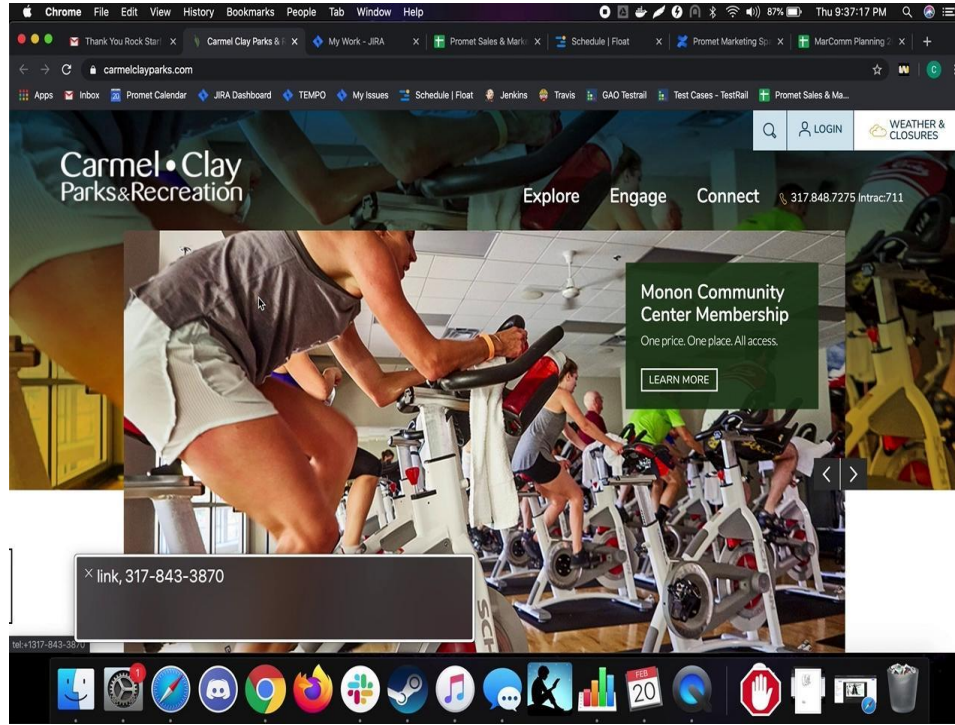
1. Accessible Design Enhances User Experience
2. Better Page Titles Help Screen Readers and Searchers
3. Good Header Structure Establishes Content Hierarchy
4. Descriptive Alt Text Provides Both Context and Keywords
5. Anchor Text Sets User Expectations and Improves Page Relevance
6. Video Transcriptions Help Your Videos Get Indexed
7. Schema Markup Helps Rich Media Content Get Noticed
8. Sitemaps Help Users and Search Engine Crawlers Navigate Pages

Assistive Technologies for the web.

- Screen readers
- Braille boards
- Closed captioning
- Voice Control
- Keyboard Control
- High Contrast Mode



Assistive Technology - Example



PDFs on your website must be accessible.

- PDFs are required to meet the current Web Content Accessibility Guidelines (WCAG).
- Established by the World Wide Web Consortium (W3C), the current version is WCAG 2.1
- There are three levels to WCAG. PDFs must meet levels A and AA.
- There are 78 accessibility guidelines in WCAG 2.1 AA.

Though some guidelines are explicit to web technology, most guidelines are applicable to PDFs.



Accessibility Principles: POUR



P

Perceivable

Can the user identify content and interface elements by using their senses. For many this means, is the element visually perceivable but for many others it is a matter of sound.

Examples:

- 1) An online application form with input fields. If the field labels are not readable does the user still have the ability to complete the form?
- 2) A chart. If the user can not see the chart, do they understand the information it contains?
- 3) A website contains information that does not meet contrast guidelines. How can a low vision user view this information?

WCAG Guidelines: 1.3.1, 1.4.3.



Operable

Can the user successfully use controls, buttons, navigation and other interactive elements. For many this means being able to find and identify the interface control visually and then being able to interact with that control. For others, this maybe using a keyboard or voice controlled device to access the same elements.

Examples:

- 1) A navigation menu that reveals a submenu of links when the user uses a mouse to hover on it. If the menu does not expand when it receives focus, can a keyboard user still access the same information?
- 2) The links on a website can be activated with a mouse click. If the links does not receive keyboard focus, can a keyboard user still access them?

WCAG Guidelines: 2.1.1

U Understandable

Is the technology consistent in its presentation and format? Is it appropriate to the audience?

Examples:

- 1) Is the reading level appropriate for the content?
- 2) If a website contains non-english sections, is the language defined so screen readers will know what pronunciation rules to use?
- 3) Is the navigation consistent from page to page. If the user has to relearn basic navigation for each page, how well can they really move around the site.

WCAG Guidelines: 3.1.2, 3.2.3

R Robust

Does the website meet technology standards and is it designed to function on all appropriate technologies.

Examples:

- 1) A website requires a certain version of a web browser to function. Does a user who does not have that browser still have the same experience?
- 2) A video requires a plug-in to operate. If the user can not access the video, can they still obtain the information?

WCAG Guidelines: 4.1.1, 4.1.2

WCAG

Web Content Accessibility Guidelines (WCAG) is developed through the W3C (The World Wide Web Consortium (W3C) is an international community where member organizations, a full-time staff, and the public work together to develop web standards) in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.



Ref: Accessibility Checklist Levels: Perceivable Guidelines

Guideline	Level A	Level AA	Level AAA
1.1 Non-Text Content	<ul style="list-style-type: none">• Alt text or CSS backgrounds on all image elements & their links• Descriptive values on form buttons• Text labels associated with form input fields• Text identifiers for embedded multimedia• Frame titles		
1.2 Video, Audio & Captions Time-based Media	<p>For non-live content:</p> <ul style="list-style-type: none">• Descriptive text for audio• Descriptive text OR audio for video w/ no audio track• Synchronized captions & descriptive text OR audio for full video	<p>For non-live content:</p> <ul style="list-style-type: none">• Audio descriptions for all video content <p>For live content:</p> <ul style="list-style-type: none">• Synchronized captions for all audio content	<p>For non-live content:</p> <ul style="list-style-type: none">• Sign language video for all audio content• Alternate video versions to sync audio/video timing• Text transcript for all video content <p>For live content:</p> <ul style="list-style-type: none">• Text transcript for all audio content



Ref: Accessibility Checklist Levels: Perceivable Guidelines

Guideline	Level A	Level AA	Level AAA
1.3 Adaptable Content	<p>Information Relationships</p> <ul style="list-style-type: none">• Semantic markup on headings and emphasized/ special text• Table data associations, captions & summaries• Text labels associated with form input fields & field grouping <p>Meaningful Sequence</p> <ul style="list-style-type: none">• Intuitive reading & navigation order <p>Sensory Characteristics</p> <ul style="list-style-type: none">• Instructions do not include shape, size, or visual location & do not rely on sound		
1.4 Distinguishable Content	<ul style="list-style-type: none">• Color cannot be used alone to distinguish visual elements or links• Audio control mechanisms	<ul style="list-style-type: none">• Text & image contrast ratio requirements• Text size requirements	<ul style="list-style-type: none">• Stricter text & image contrast ratio requirements• Low background noise on speech audio• Requirements for text blocks over 1 sentence long• Text in images are decoration only



Ref: Accessibility Checklist Levels: Operable Guidelines

Guideline	Level A	Level AA	Level AAA
2.1 Keyboard Access	<ul style="list-style-type: none">• As much functionality as possible is available via the keyboard & is not trapped on one page element• Shortcut/access keys are compatible with current browsers		<ul style="list-style-type: none">• All page functionality is available via the keyboard
2.2 Timing	<ul style="list-style-type: none">• Options to adjust timing for page/ application / scrolling/ automatically updating content		<ul style="list-style-type: none">• Content has no time limits• Interruptions can be controlled by the user• Maintaining authentication data over page time-outs
2.3 Seizures	<ul style="list-style-type: none">• Page content does not flash more than 3x/sec unless exceptions		<ul style="list-style-type: none">• Page content does not flash more than 3x/sec
2.4 Navigation	<ul style="list-style-type: none">• Requirements for skipping navigation• Navigation is intuitive & distinguishable• Descriptive page titles	<ul style="list-style-type: none">• Multiple options for finding pages on the site• Heading & label requirements• Visual indicator for which element has keyboard focus	<ul style="list-style-type: none">• Sequential indicators for current page location• Link purpose distinguishable from link text• No same link/ text combos go to different locations• Individual content sections have headings



Ref: Accessibility Checklist Levels: Understandable Guidelines

Guideline	Level A	Level AA	Level AAA
3.1 Readable	<ul style="list-style-type: none">HTML attributes used	<ul style="list-style-type: none">Different language content denoted	<ul style="list-style-type: none">Adjacent text for complex words, language & meaningsExpansions for abbreviationsPronunciations for complex words
3.2 Predictability	<ul style="list-style-type: none">Focus on an element or interaction with a control do not result in significant page changes	<ul style="list-style-type: none">Navigation/ links do not change orderConsistent identifiers for elements with the same functionality	<ul style="list-style-type: none">User must initiate substantial page changes
3.3 Input Assistance	<ul style="list-style-type: none">Form requirements & errors clearly identifiedSpecific cues for interactive elements	<ul style="list-style-type: none">Provide suggestions for input errorsVerification if user can change/ delete confidential information	<ul style="list-style-type: none">Instructions & cues to assist with form completionProvide whether submission is reversible, verified, or confirmed



Ref: Accessibility Checklist Levels: Robust Guidelines

Guideline	Level A	Level AA	Level AAA
4.1 Parsing	<ul style="list-style-type: none">• Avoid significant HTML/XHTML validation/parsing errors• Markup facilitates accessibility in forms, frames, etc...		





Accessibility Examples

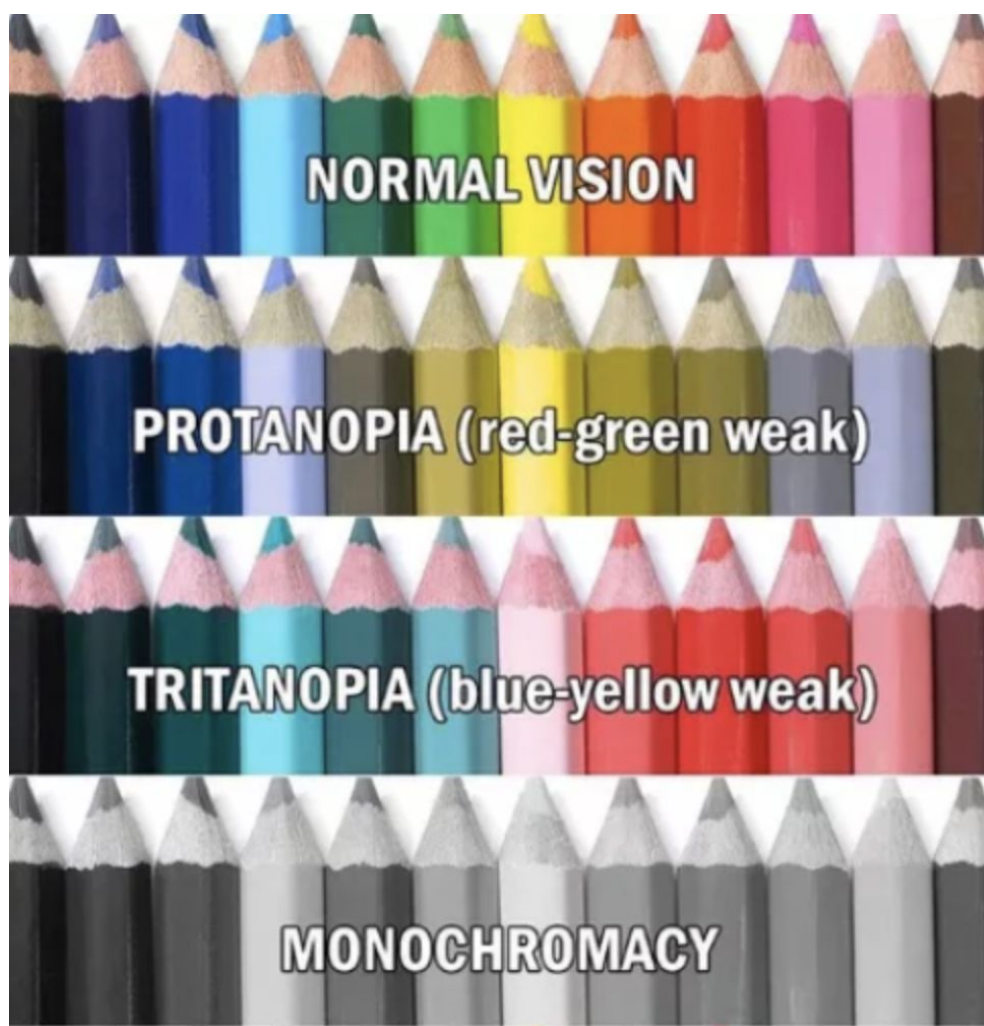
Color Contrast

Contrast is a measure of the difference in perceived "luminance" or brightness between two colors. This brightness difference is expressed as a ratio ranging from 1:1 (e.g. white text on a white background) to 21:1 (e.g., black text on a white background)

WCAG requires the following:

The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following:

- **Large Text:** Large-scale text and images of large-scale text have a contrast ratio of at least 3:1;
- **Incidental:** Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement.
- **Logotypes:** Text that is part of a logo or brand name has no contrast requirement.



Convalescent Plasma Donations to Treat COVID-19 Patients

As coronavirus cases continue to rise, Versiti is among the first blood centers in the U.S. to begin collecting plasma from recovered COVID-19 patients to help treat others diagnosed with the virus.



Dr. Lal explains why he's proud to donate his plasma.
[Watch the Video](#)

This FDA-approved, blood-related treatment would be used by hospitals for the most severely affected patients and could offer hope to the hundreds who continue to be diagnosed. Dave Lal, M.D., pediatric oncologist at Children's Hospital Wisconsin, and professor of pediatric surgery at The Medical College of Wisconsin, was the first to donate as part of Versiti's convalescent plasma program.

"I have a unique opportunity to help others," said Dr. Lal. "Even in my own community, I know people who are really struggling and who are critically sick."

Foreground Color

#C1C1C1

Lightness

Background Color

#FFD300

Lightness

Contrast Ratio

1.24:1

[permalink](#)

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Fail**

Text Input



Alternative Tags (Alt Tags)

Alt text (alternative text), also known as "alt attributes", "alt descriptions", or "alt tags," are used within an HTML code to describe the appearance and function of an image on a page.

1. Adding alternative text to photos is first and foremost a principle of web accessibility. Visually impaired users using screen readers will be read an alt attribute to better understand an on-page image.
2. Alt tags will be displayed in place of an image if an image file cannot be loaded.
3. Alt tags provide better image context/descriptions to search engine crawlers, helping them to index an image properly. Increasing Search Engine Optimization (SEO).

alt="JacobsParkSign"



```
<a href="https://mortongrovecparks.com/wp-content/uploads/2016/09/JacobsParkSign.jpg" title="JacobsParkSign">  
  </span>  
</a>
```


175 customer reviews | 9 answered questions



- Pack of 64, 1.75-ounce large single-serving bags (total of 112 ounces)
- Doritos tortilla chips with classic nacho-cheese flavor
- Made of whole corn; flavorings feature real cheddar cheese

```

{"@id":"detect-image-offensive","value":"offensive or adult content"},
{"@id":"defect-image-extra-items","value":"Shows additional items"},
{"@id":"defect-image-not-clear","value":"Is not clear"},
{"@id":"defect-other-image-issue","value":"[Other]"}] data-metadata="IMAGE" data-
feature-container-id="imageBlockEDPOverlay" data-custom-event-handler=
"imageBlockEDPCustomEventHandler" data-display-name="Images" data-edit-
data-state="imageBlockEDPEditData" data-position="0" data-resolver=
"COResolver"/></span>
<!-- Creating a custom overlay for image not available experience -->
</div>
<div class="variationUnavailable unavailableExp" style="display:
none;"></div>
<div class="a-hidden id="auImmersiveViewDiv"></div>
<ul class="a-unordered-list a-nostyle a-horizontal list-maintain-
height">
::before
<span id="imageBlockEDPOverlay"></span>
<li class="image item itemNo0 maintain-height
selected" style="cursor: pointer;">
<span class="a-list-item">
<span class="a-declarative" data-action="main-image-click" data-
main-image-click="{ }">
<div id="imgTagWrapperId" class="imgTagWrapper" style="height:
500px;">
https://
images-na.ssl-images-amazon.com/images/I/
71B1rLeeJGL_Sy450SX322_Sy450_CR_0_0_322_450_P1bundle-
64_TopRight_0_0_SX322_Sy450_CR_0_0_322_450_SH20.jpg";
[450, 322]"; https://images-na.ssl-images-amazon.com/images/I/

```

The highlighted text shows the alt text (alt attribute) of the image at left.

EMAIL THE PARK DISTRICT

MESSAGE *

SUBMIT



Labels - forms

EMAIL THE PARK DISTRICT

NAME *

First Last

EMAIL *

PHONE

- -

###

MESSAGE *

SUBMIT



Labels - forms

EMAIL THE PARK DISTRICT

There was a problem with your submission.
Errors have been **highlighted** below.

NAME *

First Last
This field is required. Please enter a value.

EMAIL *

This field is required. Please enter a value.

PHONE

- -

####

MESSAGE *

This field is required. Please enter a value.

SUBMIT





What is an Accessibility Overlay?

Accessibility overlays are applications and coding that “sits” between your website (or other digital content) and assistive technology. Their goal is to allow business owners and compliance managers the ability to make their website more accessible without having to change the underlying source code.

**Will an Accessibility
Overlay fix my sites
issues?**





Nearly 100 companies that were sued in the first six months of 2020 also had an overlay or an accessibility widget enabled on their website.



Why not to use an Accessibility overlay?

1. Overlay vendors fix only the easy stuff leaving big accessibility gaps.
2. Overlays override users existing assistive technology such as a screen reader.
3. Overlays lack WCAG conformance certainty
4. Overlays do not support Mobile Web users
5. Do not protect from lawsuits. [Is there a silver bullet for ADA website accessibility?](#)



TRENDS IN DIGITAL ACCESSIBILITY CASES IN 2020:

- Mobile is for more lawsuits; both native mobile sites and apps are accounting for more than 20% of new cases.
- Lawsuits are increasingly referencing WCAG 2.1, with more than 75% of cases mentioning it.
- There's more focus on detail to suits, including screenshots.
- Recent cases filed during the past few weeks are more likely to reference “acute harm during COVID-19.”
- ***There is an emergence of cases against companies that have already invested in Accessibility Widgets and Overlays, which was not as common before.***

ADA DIGITAL LAWSUITS DURING COVID-19: THE DATA

When we compiled the digital ADA lawsuit data filed at the federal level (which exclude lawsuits focusing on physical accessibility issues), we found that cases are still being filed.

ADA Digital Lawsuits during Coronavirus

State	Week of March 2	Week of March 9	Week of March 16	Week of March 23	Week of March 30	Week of April 6	Week of April 13	Week of April 20	Week of April 27	Week of May 4th
New York	35	36	17	15	5	2	4	0	10	12
Florida	3	12	7	16	3	5	4	11	18	11
California	2	1	5	4	3	0	2	1	10	7
All Others	6	4	2	8	3	10	14	0	4	16
Total Lawsuits	46	53	31	43	14	17	24	12	42	46

In early March, there were a substantial number of cases each week, ranging from 31-53 cases on a weekly basis. In April, cases dropped off, ranging from 12-24 during the weeks while more of the country was shut down. Once courthouses started opening back up again, however, during the week of April 27, the cases shot right back up to 42.



- Widgets and overlay vendors claim that their technology will protect clients from lawsuits.
- *Nearly 100 companies that were sued in the first six months of 2020 that also had an overlay or an accessibility widget enabled on their website.*
- *In some of these dockets reviewed, the research team found widget and overlay solutions on client websites were mentioned as adding to the inequality of the experience, NOT removing it.*

What Can I Do to Protect Myself Against ADA Lawsuit?

It is always recommended that you move to a new platform that is already built to deliver and maintain an accessible website vs. trying to retrofit the existing site.

Web Accessibility Compliance already built in and preconfigured for the website

Automated Testing for accessibility to identify content errors

Website Features for basic pages, news, calendar, directory, resources, search, social, contact, etc.

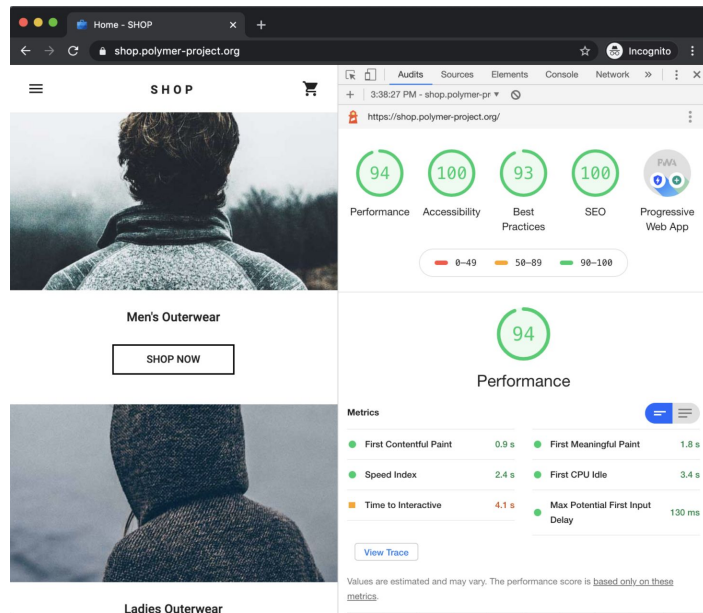
Design Templates and Custom Design options that adhere to accessibility standards

Hosting Included for a all-in-one solution (SaaS)



Run your site through automatic tool

Use an automatic tool such as Lighthouse to see where you are starting from. Keep in mind this will NOT find all errors, only 20-30%





Check with suppliers and ask for a compliant web site.

23. **WCAG Guidelines.** For web-based technology, CONTRACTOR must ensure that products provided to UNIVERSITY under this Agreement conform to the W3C Web Content Accessibility Guidelines, version 2.0 (WCAG 2.0) at conformance levels A and AA.

Get educated.

Web Accessibility Policies and Perspectives: An Essential Briefing for Leadership

Compliance with the current Web Content Accessibility Guidelines (WCAG) is both a business imperative and the right thing to do. More so than ever before, organizations that lack a sense of urgency to ensure that their online assets are accessible to people with disabilities, are at risk for legal action.

August 26, 2020 -
August 26, 2020

[Online](#)

Tentative

\$450
[Register](#)
[Now](#)

Developing Accessible Websites and Applications: Efficient Approaches for Ensuring Compliance

This two-day course is designed to fast-track web accessibility knowledge and know-how, based on the full scope of Web Content Accessibility Guidelines.

Day One covers web accessibility guidelines to ensure developers understand the requirements and consequences of non-compliance.

Day Two presents tools and techniques for assessing accessibility issues of existing sites, utilizing both automated evaluation resources and manual analyses. Application of accessibility principles and coding compliant theme layouts will also be covered.

August 27, 2020 -
August 28, 2020

[Online](#)

Tentative

\$900
[Register](#)
[Now](#)



Hire a professional organization that can run both automatic and manual testing on your site. Organizations such as these can also fix an accessibility issues.



Steps for the more advanced

Consolidate Web Resources

- [HTML CodeSniffer](#)
- [Axe](#)
- [Accessibility Insights](#)
- [Chrome device emulator \(built-in\)](#)
- [Chrome Contrast Ratio Checker](#)
- [WebAIM Color Contrast Checker](#)
- [High Contrast](#)
- [ColorZilla](#)
- [Colorblinding](#)
- [Magnifying Glass](#)
- [Your browser's Zoom \(+/-\)](#)
- [VoiceOver screen reader](#)
 - [WebAIM's Using VoiceOver to Evaluate Web Accessibility](#)
- **NVDA**

THESE NEED TO BE GROUPED BY CATEGORIES! AK47



Use WebAIM and ColorZilla color contrast to pick colors for any contrast issues.



Digital Accessibility Support, Remediation & Technical Expertise

Promet's digital accessibility service extends far beyond the initial accessibility audit and reporting process. Our dedicated team of developers and web accessibility experts will provide code level remediation, planning and ongoing support for your team.

Contrast Checker

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

Foreground Color

Lightness

Background Color

Lightness

Contrast Ratio
21:1

[permalink](#)



Use Wave to find additional errors.

The screenshot shows the Wave web accessibility evaluation tool interface. At the top, it says "WAVE powered by WebAIM web accessibility evaluation tool". Below this, there's a "Styles" toggle set to "ON". The main navigation bar includes "Summary", "Details", "Reference", "Structure", and "Contrast". The "Summary" tab is active, showing a dashboard with six categories: Errors (6), Contrast Errors (54), Alerts (20), Features (18), Structural Elements (88), and ARIA (57). A "View details" button is at the bottom. The "Reference" tab is also visible, showing a detailed view of the "Missing alternative text" error, including "What It Means", "Why It Matters", "How to Fix It", and "The Algorithm... in English".

WAVE powered by WebAIM web accessibility evaluation tool

Styles: OFF ☒ ON

Summary Details Reference Structure Contrast

Errors 6 Contrast Errors 54 Alerts 20 Features 18 Structural Elements 88 ARIA 57

View details

Reference

Summary Details Reference Structure Contrast

Errors

Missing alternative text

What It Means

Image alternative text is not present.

Why It Matters

Each image must have an alt attribute. Without alternative text, the content of an image will not be available to screen reader users or when the image is unavailable.

How to Fix It

Add an alt attribute to the image. The attribute value should accurately and succinctly present the content and function of the image. If the content of the image is conveyed in the context or surroundings of the image, or if the image does not convey content or have a function, it should be given empty/null alternative text (alt="").

The Algorithm... in English

An image does not have an alt attribute.

Standards and Guidelines

This screenshot shows a notification box for a "Missing alternative text" error. It contains the message "Image alternative text is not present." and links to "REFERENCE" and "CODE". Below the notification, a snippet of a webpage is visible, featuring a link to a "Live 45-hour webinar series" about broker license renewal requirements.

Missing alternative text

Image alternative text is not present.

REFERENCE CODE

[Live 45-hour webinar series meets renewal requirements for brokers licensed between Aug. 9, 2019 and Nov. 1, 2019](#)

By Dawn Tebrinke | July 13th, 2020 | Categories: [News](#), [Education](#), [License Renewal](#), [Opportunity](#), [Revitalize Opportunity Influence \(ROI\)](#)

Browser tools

[HTML CodeSniffer](#)

- Drag/drop bookmarklet that you can run on any webpage.
- Checks that your HTML code conforms to your coding standard (i.e. Section 508, WCAG AA).
- You get a list of errors, warnings, and notices that you can sift through and rerun as you're developing and fixing those items.

[Axe](#)

- Chrome extension
- Accessibility checker for WCAG 2 and Section 508 accessibility.
- You'll get a list of violations with detailed information on each including a suggested fix.

Browser tools

Accessibility Insights

- Chrome extension
- Helps users and developers quickly find and fix accessibility issues
- Has an option to show errors on the page with red marks
- Default keyboard shortcut: [Ctrl+Shift+K]

Chrome device emulator (built-in)

- Right-click on a page and select “Inspect” to see Developer Tools
- Click on Toggle Device Toolbar [Ctrl+^+M] to see different devices
- Click Edit... to add additional Emulated Devices to the list

Browser tools

[Chrome Contrast Ratio Checker](#)

- Chrome extension
- Click on any part of a webpage to see the WCAG 2.0 level and the ratio between the foreground text color and background color.
- Also displays the font size of the element.

[WebAIM Color Contrast Checker](#)

- Web-based tool
- Add color values into this tool to check if the color contrast will pass or fail.
- You can also test against different WCAG 2.0 standards as well.

Browser tools

High Contrast

- Chrome extension with several high-contrast filters and inverting of colors.

ColorZilla

- Chrome extension to get a color reading from any point in your browser, including images.

Colorblinding

- Chrome extension that simulates the site as a color vision impaired person would see.

Browser tools

Magnifying Glass

- Chrome extension
- Shows a zoomed image within a radius, without disturbing the rest of the page.
- Simply press Alt+Z to summon the magnifying glass, then press any key to remove it.

Your browser's Zoom (+/-)

- Every browser has a method to zoom in and out
- Mac: Cmd+(plus) and Cmd-(minus)
- Windows: Ctrl+(plus) and Ctrl-(minus)

Mac tools

VoiceOver screen reader

- Installed on all Macs, VoiceOver is a screen reader program that comes with all Mac computers, iPhones, iPads, and iPod touches.
- To toggle it on and off, press Command + F5
- For information on getting started with VoiceOver, check out [WebAIM's Using VoiceOver to Evaluate Web Accessibility](#).

Windows tools

NVDA

- NVDA is screen reader, developed for computer users whose vision loss prevents them from seeing screen content or navigating with a mouse.
- NVDA provides speech and Braille output for the most popular computer applications on your PC.



Promet Process

ADDITIONAL SERVICES

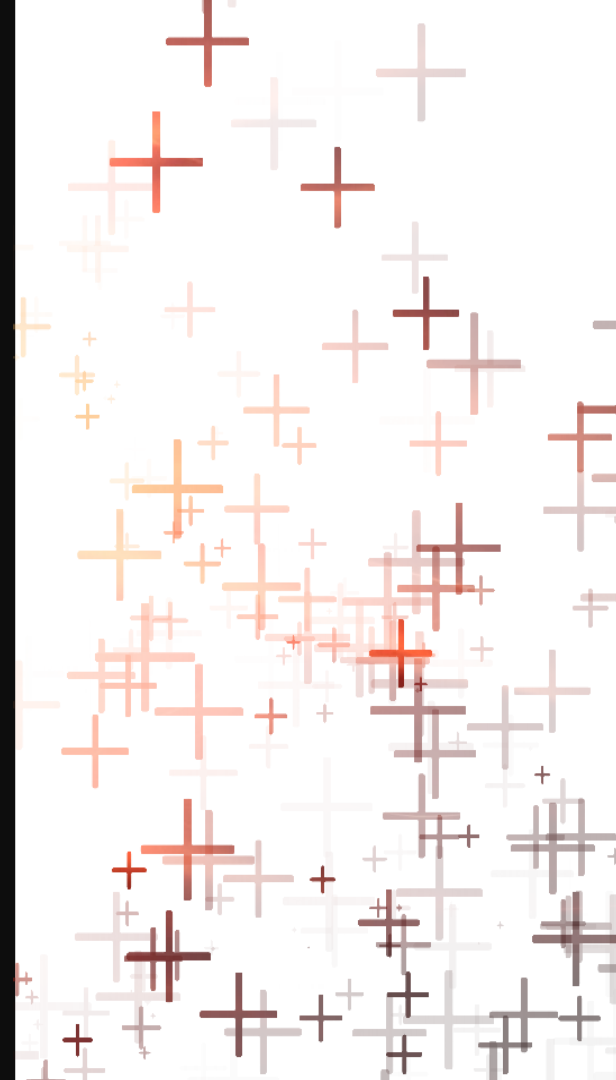


ADA Compliant Human-Centered Design

We put your stakeholders and customers at the center of your process and help you design policies and procedures with empathy to create successful solutions to satisfy the full spectrum of your organization's ADA objectives.

ADA Compliant initiatives are good for business:

- Google discounts non-compliant sites in their search algorithm
- Disabled customers represent \$500B in buying power.
- Millennials (\$3T buying power) are socially conscious





INTRODUCTION

How We Do It

01.

Strategy

Focused on exploring and understanding the full depth and breadth of client ADA Compliance goals, we provide consulting services that provides incredible opportunities to gain a more expansive, empathetic and inclusive view of customers and constituents.

03.

Remediation

Obsessed with elevating industry standards, we evaluate your Digital assets from all angles offering you the option of having us remediate your code, or provide you with code snippets so that you can remediate on your own.

02.

Audits

Fixated on removing the risk of legal concerns, our dual testing methodology utilizing automated and manual testing routines is based on how people of all abilities interact with technology. We ensure that your digital assets meet WCAG 2.1 guidelines.

04.

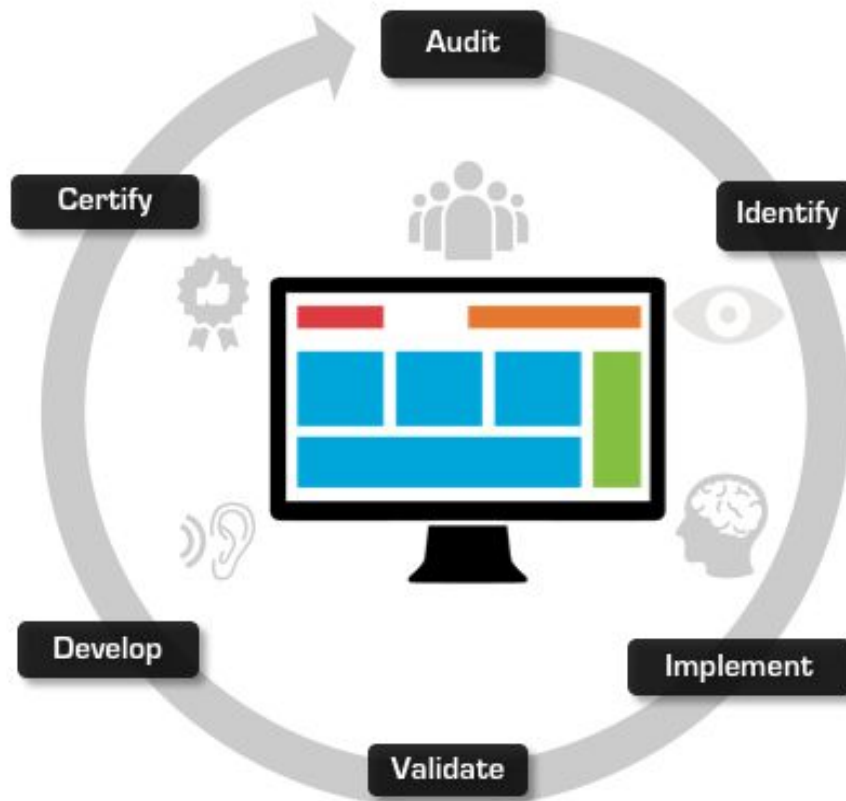
Workshops

Excited to pass our best practices on to your team(s), we will educate your staff to ensure that they know how to implement, maintain and support WCAG standards and keep your organization at the forefront of inclusive design.



Comprehensive Audit Workflow

1. **COMPLETE** an ongoing page-by-page accessibility audit
2. **IDENTIFY** changes or updates that need to be made in order to comply with ADA Section 508 and WCAG
3. **IMPLEMENT** the necessary changes across all of your web properties
4. **VALIDATE** that the changes meet accessibility requirements
5. **DEVELOP/EXECUTE** a customized plan for ongoing accessibility monitoring and support
6. **CERTIFY** the site against the agreed standard on the date of completing the audit process



>> Promet or Client may be responsible for the Implementation & Development phases

STRATEGY + PLANNING

Strategy

Objective: Make your site as accessible and WCAG compliant as your budget and resources allow

We Support you in establishing a comprehensive set of policies and communication plan for maintaining accessibility on the web

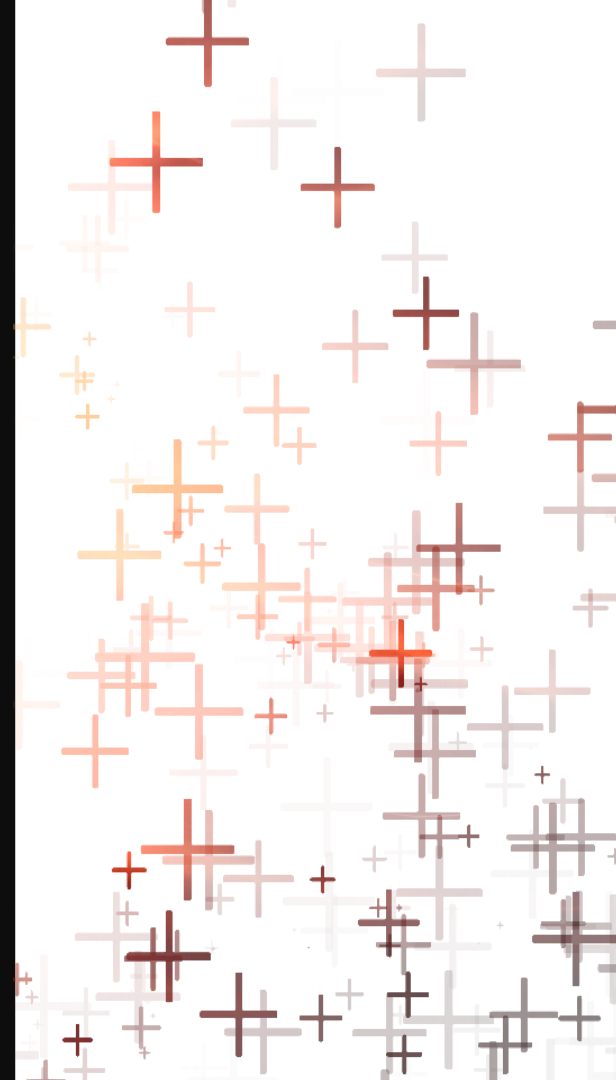
Identify Low hanging Fruit & Execute right away

- Grievance process and accessibility statement

Establish Representative Page Templates and scope of audit

Discuss and implement training program, audit process, tools and project plan

We Support you in establishing a comprehensive set of policies and communication plan for maintaining accessibility on the web



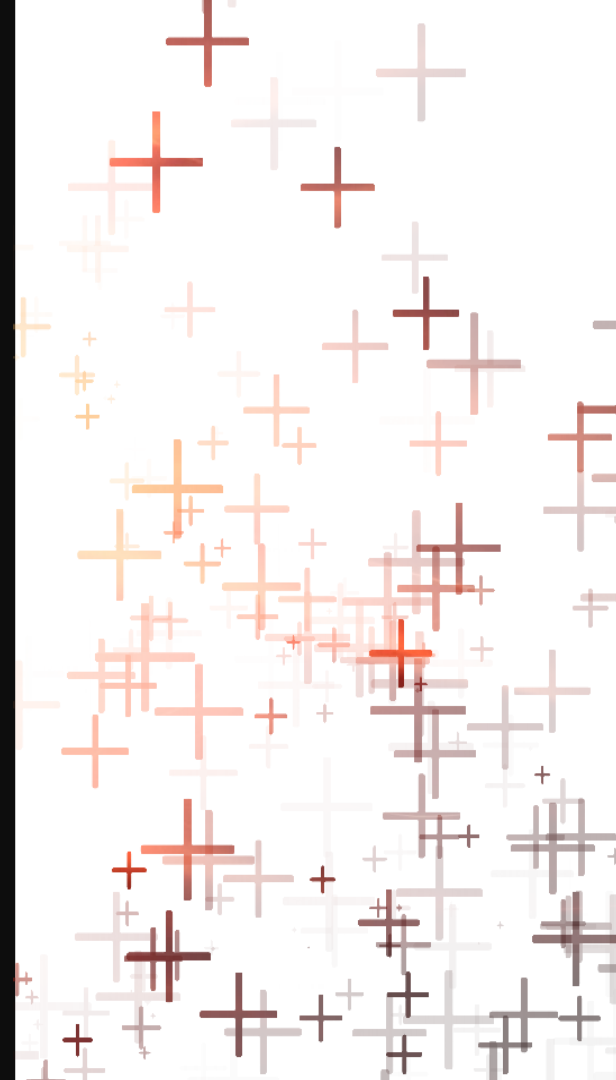
EXECUTION

Audits

Manual testing allows for real, trained professionals to evaluate your website's level of accessibility using assistive technology and techniques used by people who are blind, have low vision, have colorblindness, have hearing impairments, have limited mobility, or have cognitive disabilities.

Automated testing can only catch up to 30% of the WCAG 2.1 criteria, so manual testers are needed to find the errors that software can't.

1. Define the Scope
2. Explore the Target Website / Application
3. Select Representative Page Templates (RPTs)
4. Audit the Selected Sample
5. Report the findings / in-depth comprehensive report



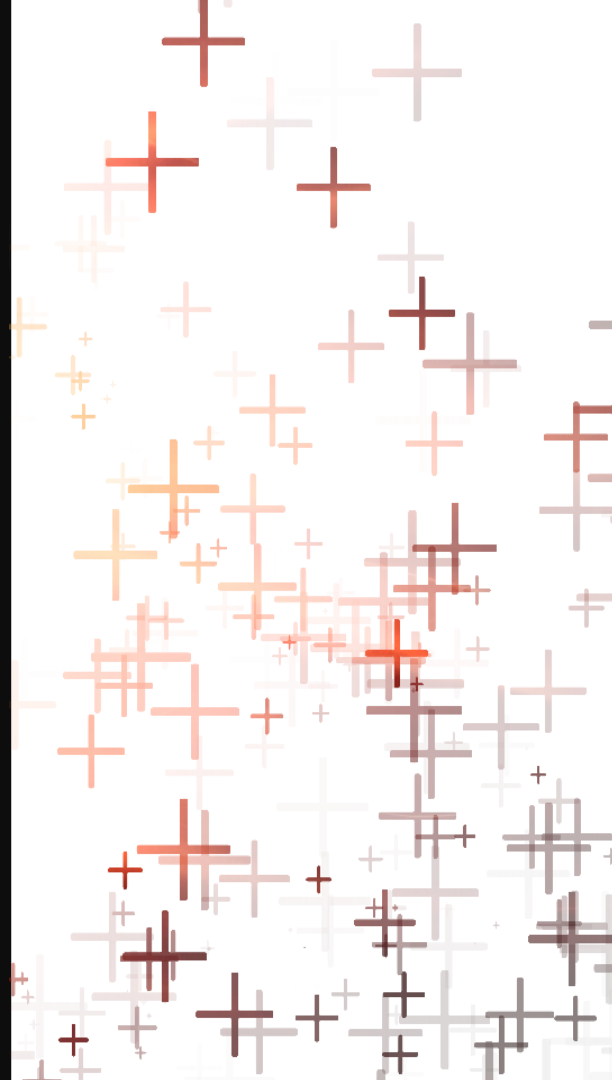
EXECUTION



Remediation

We're obsessed with elevating industry standards, we evaluate your Digital assets from all angles offering you the option of having us remediate your code, or provide you with code snippets so that you can remediate on your own.

1. Code & configuration review
2. Remediate accessibility errors
3. Document unresolved /3rd party issues
4. Generate a compliance summary report for your stakeholders (with detailed summary of steps taken)

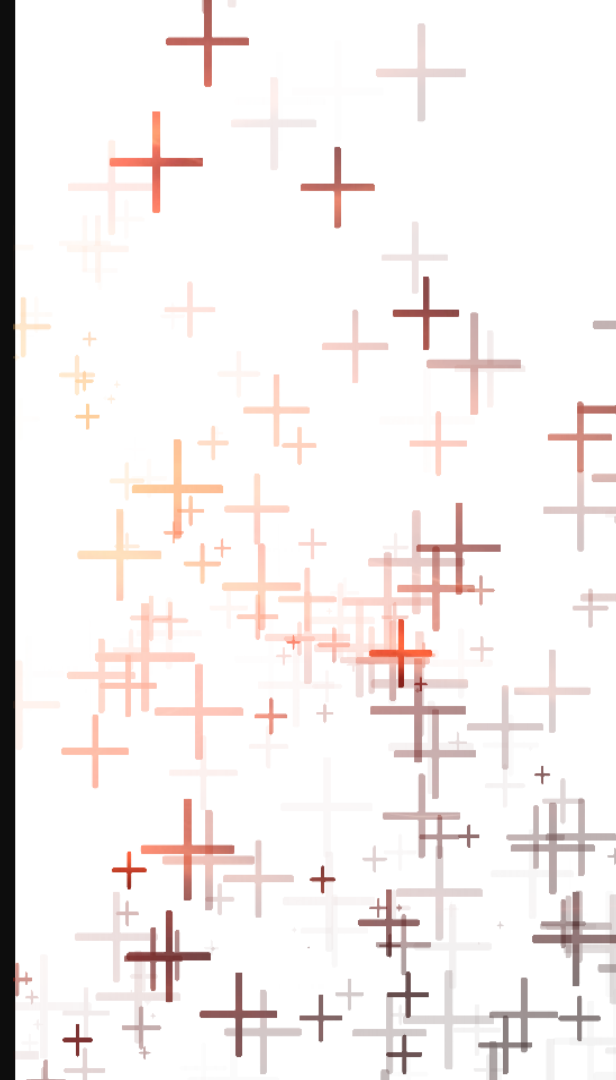


EXECUTION AND EDUCATION

Strategy & Workshops

Our first step is a deep discovery consulting with clients and actively listening to their distinct needs, we tailor workshop engagements based on what they are looking to achieve.

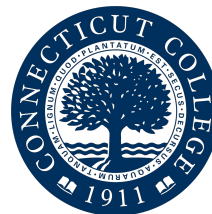
Accessibility Workshops are an intensive examination of your policies and procedures that surround your Digital Assets to ensure compliance with ADA Section 508 and WCAG 2.1 Accessibility Guidelines. Our professional IAACP developers and consultants provide full compliance services, and you have the option of obtaining certification that your Digital Assets are ADA Compliant.



Optional 1:	Option 2	Option 3
<p>Educational Package</p> <ul style="list-style-type: none"> • Statement of Accessibility & Grievance Method - posted to share with users that you've started the process and allows alternative methods of communication while process is underway • Education - Online Training: <i>Learn how to achieve WCAG compliance and educating yourself on the procurement of all your digital properties - including what to look for and ask when talking to vendors</i> 	<p>Audit Package</p> <ul style="list-style-type: none"> • Statement of Accessibility & Grievance Method - posted to share with users that you've started the process and allows alternative methods of communication while process is underway • Accessibility Audit: Includes Automated & Manual Testing Home Page, Header & Footer Promet auditing to identify all violations against the WCAG 2.1 guidelines - includes comprehensive report to apply the fixes (remediate) your site before the second round audit, before validated of work completed via second round audit • Education - Online Training: Learn how-to Remediate your site or Apply Accessibility Fixes - before 	<p>Audit & Remediation Package</p> <ul style="list-style-type: none"> • Statement of Accessibility & Grievance Method - posted to share with users that you've started the process and allows alternative methods of communication while process is underway • Accessibility Audit & Remediation: Includes: Automated/Manual Testing of Home Page, Header & Footer Promet will identify all violations against the WCAG 2.1 guidelines - includes all report and supporting documentation of the errors found and fixes performed by Promet Source. Includes Statement of Accessibility* • Education - Online Training to maintain WCAG 2.1 Compliance & Ongoing Support
<p>Total Cost: \$899</p>	<p>Total Cost: \$3,800</p>	<p>Total Cost: \$7,300</p>



DAVID'S BRIDAL



Questions?





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