



# Easy Ways to Make Your Site More Accessible

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# Carie Fisher

## Senior Front End Developer - Medicurrent

Website developer, graphics guru, Drupal diva, broke technophile, and Star Wars fan (by default). Carie has been focused professionally on Drupal since 2009. In her role as a Senior Front-End Developer at Medicurrent, she thrives on the challenge of turning a static mock-up into a responsive, live site that is both beautiful and functional.

- @cariefisher
- /in/cehfisher
- [slideshare.net/CarieFisher](https://slideshare.net/CarieFisher)





# 1 Just the Facts

# What is website **accessibility** anyway?

Web accessibility refers to the inclusive practice of removing barriers that prevent interaction with, or access to websites, by people with disabilities. When sites are correctly designed, developed and edited, all users have equal access to information and functionality.

- Wikipedia

A diverse group of people, including men and women of various ethnicities, are shown from the chest up. They are all smiling and have their hands raised in the air, some pointing upwards. The background is a light, neutral color.

Who is website **accessibility** for?

**EVERYONE!!!**

57 million Americans (over 18%) have some type of **DISABILITY**

- Visual impairments
- Hearing impairments
- Cognitive impairments
- Mobility impairments
- Temporary Disabilities
- Seizure Disorders
- Aging population
- Search engine bots

# Why should I care about website **accessibility**?

**Karma Points** - Everyone should have full access to cat videos & ridiculous internet memes...as well as all the useful information

**Smart Thing to Do** - Opens your site to a wider audience, good for SEO/search bots/Google ranking, etc

**It is the Law\*** - Federal/state agencies, airlines, Section 504 & 508, Americans with Disabilities Act (ADA) 2018

A path of smooth, dark stones leads across a body of water at sunset or sunrise. The stones are arranged in a line, receding into the distance. The water is calm, reflecting the warm, golden light of the low sun. The overall mood is serene and contemplative.

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# Path to Accessibility

What can I do about  
website **accessibility**?

# Rule #1: Don't Freak Out




A young girl with blonde hair in pigtails and black-rimmed glasses is smiling. She is wearing a yellow and white checkered dress with a large yellow bow at the neck. She is surrounded by stacks of books. In front of her is an open book. The background is a plain, light color.

# Rule #2: Learn a Few Things

# Rule #3: Build from the Ground Up



# Rule #4: Use the Right Tools



Do or do not.  
There is no try.

# Rule #5: Try, Try Again

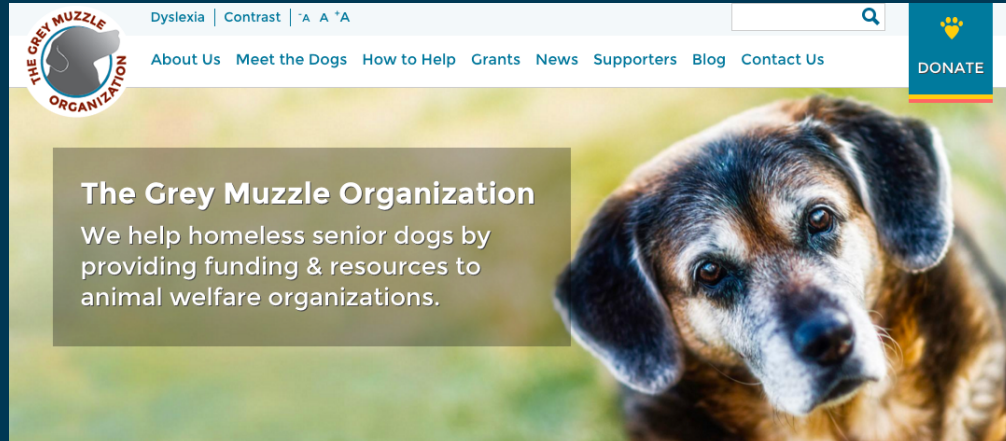
The background features the word 'EASYS' in large, white, 3D block letters resting on a glossy red surface. The letters are slightly shadowed, giving them a three-dimensional appearance. The 'E' is on the left, followed by 'A', 'S', 'Y', and 'S' on the right. The red surface has a subtle gradient and a slight reflection of the letters.

# ③ Yeah, it's that Easy



# Grey Muzzle Case Study

# greymuzzle.org



The screenshot shows the website's header with the logo on the left, navigation links (About Us, Meet the Dogs, How to Help, Grants, News, Supporters, Blog, Contact Us), a search bar, and a blue 'DONATE' button with a paw print icon. The hero section features a large image of a brown and black dog's face. A semi-transparent grey box on the left contains the text: 'The Grey Muzzle Organization We help homeless senior dogs by providing funding & resources to animal welfare organizations.'



## Our Mission

The Grey Muzzle Organization improves the lives of at-risk senior dogs by providing funding and resources to animal shelters, rescue organizations, sanctuaries, and other non-profit groups nationwide.


We are not a shelter or rescue group. Rather, Grey Muzzle funds programs such as hospice care, senior dog adoption, medical screening, and other special programs to help old dogs at animal welfare organizations across the country.

## Meet the Dogs



Meet some of the dogs helped by The Grey Muzzle Organization. We provide grants and other funding to pay expenses, such as medical care, so the wonderful organizations that give these dogs a second chance can focus on their care.

To learn more about these organizations, see our [Who We Help](#) page. The dogs on this page are just a sample of the elder dogs that have benefited from our grants to these organizations.

 This icon indicates that the dog is now deceased.

### Grey Muzzle Grant Recipients

Grant recipients are listed by those added most recently.

Year  Dog's Name



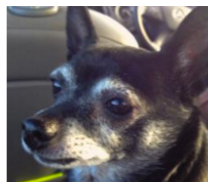
#### **Charlie**

October 1, 2015

#### **How we helped**

Medical expense grant

Meet Charlie whose

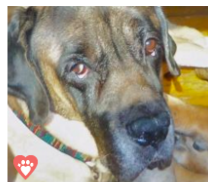


#### **Bella**

April 7, 2015

#### **How we helped**

Medical expense grant for adoptable dogs



#### **Max**

January 5, 2015

#### **How we helped**

Seniors for Seniors adoption grant

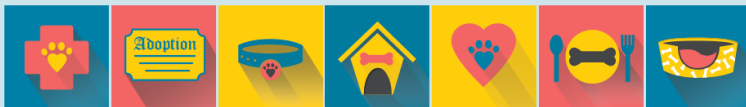
# Structure

- Plan out heading & page structure
- Add page titles for browser tabs
- Add a 'skip to content' link
- The heading hierarchy is meaningful
- Try not to skip heading levels
- Use a markup validator tool



## Programs We Support

[Grey Muzzle funding supports senior dog programs nationwide.](#)



Adoptable Dogs  
Medical Care  
Programs

Seniors for  
Seniors Adoption  
Programs

Keeping Dogs  
with Their  
Owners Program

Hospice  
and Long-Term  
Foster Care  
Programs

Senior  
Therapy Dog  
Programs

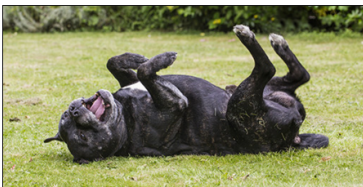
Animal Food  
Programs

Orthopedic Dog  
Beds for Senior  
Dogs in Shelters

### Your Gift Helps Save Homeless Senior Dogs

Senior dogs depend on us to care for them through all stages of their lives. Your tax deductible donation will provide them with the care they need to get adopted and live out their golden years, months, or weeks in a place of love, security and peace.

[DONATE NOW](#)



### Donate with Confidence.

Grey Muzzle is a non-profit charitable organization and a GuideStar Exchange Gold Participant, the only pre-grant due diligence tool that is 100% compliant with IRS Rev.

[Learn More](#)

# Color & Contrast

- Use colors on the opposite ends of the color spectrum
- Be careful with light shades
- Do not rely on color alone to convey info to your users
- Use solid color backgrounds
- Use color/contrast WCAG standard testing tools

The screenshot shows the website for the Grey Muzzle Organization. The header includes the organization's logo, navigation links (About Us, Meet the Dogs, How to Help, Grants, News, Blog, Contact Us), and a search bar. A 'DONATE' button is visible in the top right. The main content area is titled 'Faithful Friends' and features a large image of a golden retriever sitting in a car. The text describes the program where donors provide monthly gifts to senior dogs. A sidebar on the left lists various ways to help, including donating, volunteering, and spreading the word. A 'DONATE NOW' button is located at the bottom of the main content area.

# Fonts

- Use a limited number of fonts & provide alternative fonts
- Specify the font size in terms of %, em or a relative value
- Use adequate font size - 10pt min
- Limit the use of ALL CAPS
- Limit the use of font variations

[Home](#) / [Blog: Senior Dog Care](#) / "Acupuncture and Traditional Chinese Veterinary Medicine" by Dr. Erin Mayo, DVM, CVA

## "Acupuncture and Traditional Chinese Veterinary Medicine" by Dr. Erin Mayo, DVM, CVA



Photo credit: [dagny](#) via [Foter.com](#) / [CC BY-NC-ND](#)

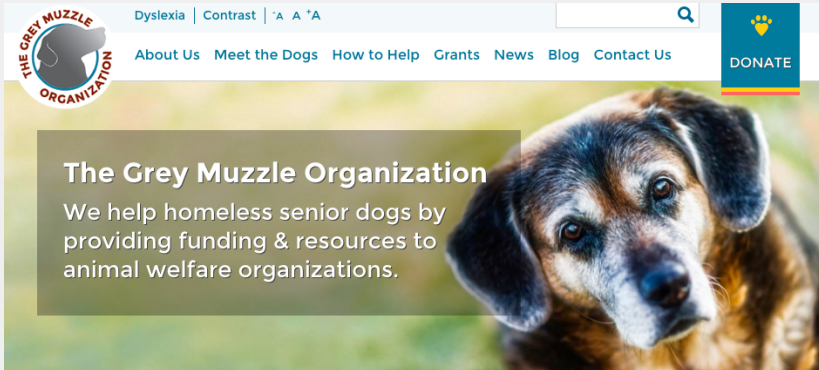
*This article is an excerpt from "Traditional Chinese Medicine" by Dr. Erin Mayo. The entire article can be read in the book [Your Dog's Golden Years - Manual for Senior Dog Care](#), edited by Jennifer Kachnic.*

What is Traditional Chinese Veterinary Medicine and how can it help a senior dog?

Traditional Chinese veterinary medicine (TCVM) is an ancient practice that has been gaining in popularity in the United States. Our geriatric pets can greatly benefit from these techniques. Even healthy dogs can see improvements in energy, attitude, physical performance and overall quality of life. TCVM does not address the animal as individual parts as Western medicine does. Instead, a TCVM practitioner will look at

## Links

- Differentiate links with theme elements besides color
- Use descriptive link text
- Do not use images for links
- Avoid super short or long links
- Design link focus indicators
- Ensure link text makes sense on its own



The Grey Muzzle Organization logo is in the top left corner. The navigation menu includes: Dyslexia | Contrast | 'A A \*A, About Us, Meet the Dogs, How to Help, Grants, News, Blog, Contact Us, and a DONATE button with a paw print icon. The hero section features a large image of a brown and black dog's face. A text box on the left reads: **The Grey Muzzle Organization**  
We help homeless senior dogs by providing funding & resources to animal welfare organizations.



[Transcript of The Grey Muzzle Movie video \(txt\)](#)

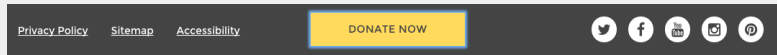
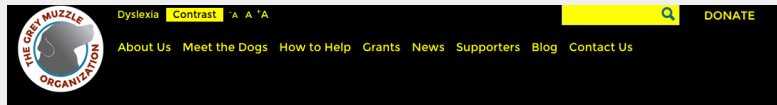
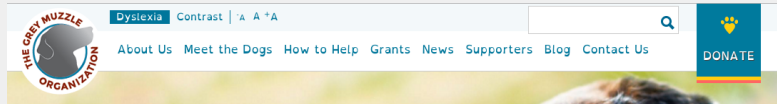
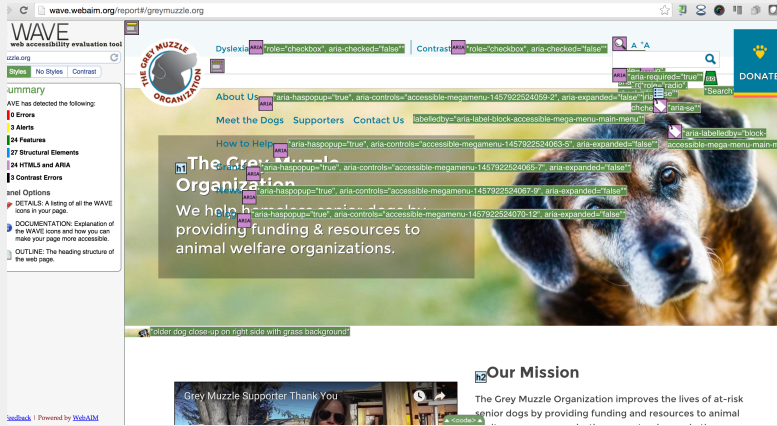
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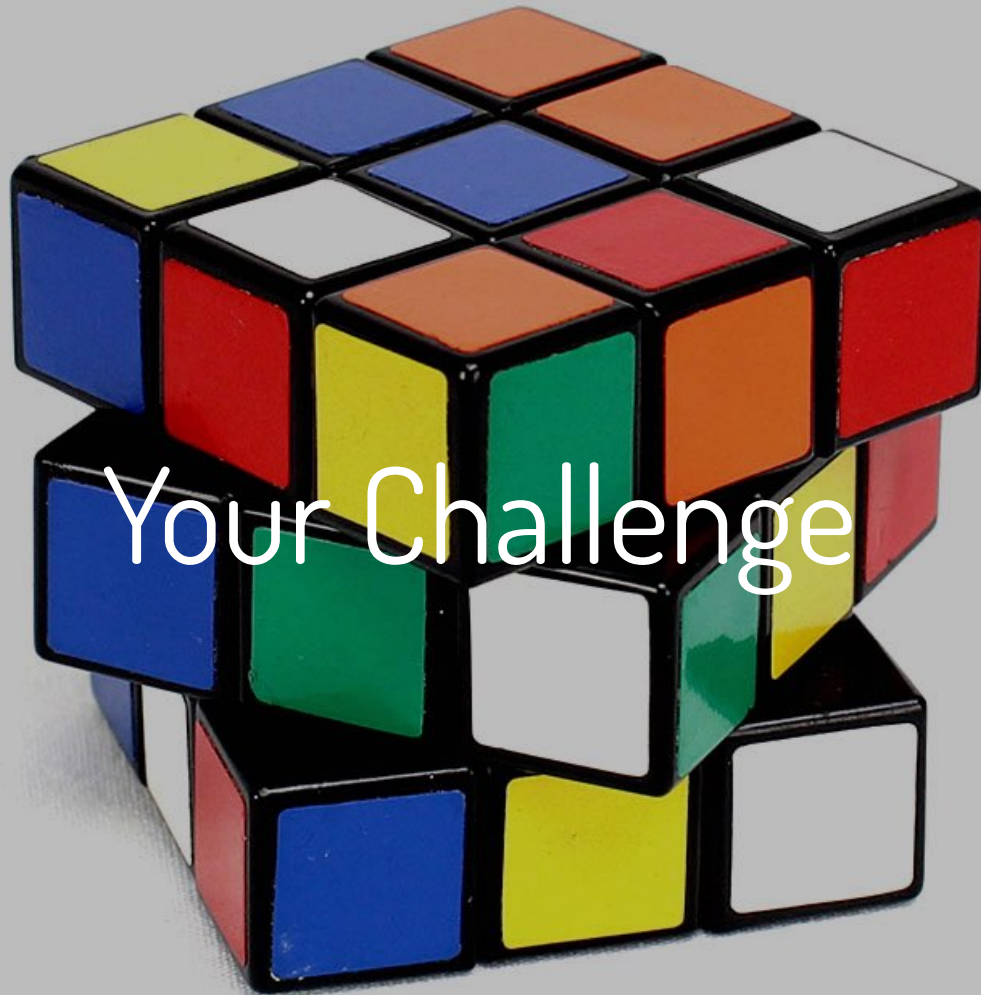
# Media

- Use animation, video & audio carefully & selectively
- Avoid flashing/strobing content
- Provide alt ways to access content
- USE ALT TAGS! Be accurate, be succinct, avoid being redundant, avoid “image of” phrases, & use empty alt attributes for decorative images



# Special Features

- Accessible menus
- Dyslexia font
- Contrast theme
- Font resizing buttons
- Visual focus indicators
- Sitemap
- Accessibility statement





# 4 Resources

## Resources - General

**Types of Disabilities** - <https://www.w3.org/WAI/intro/people-use-web/diversity>

**Accessibility Law** - <http://webaim.org/articles/laws/usa>

**Understanding Web Accessibility** - <http://uiaccess.com/understanding.html>

**User Stories** - <https://www.w3.org/WAI/intro/people-use-web/stories>

**Design/Theme Specific** - <http://alistapart.com/topic/accessibility>



# Resources - Guidelines & Checklists

**WCAG 2.0** - <https://www.w3.org/TR/WCAG20/#guidelines>

**WCAG 2.0 Checklist** - <http://webaim.org/standards/wcag/checklist>

**Section 508** - <http://www.section508.gov>

**Section 508 Checklist** - <http://webaim.org/standards/508/checklist>

**ATAG** - <https://www.w3.org/WAI/intro/atag.php>

**UAAG** - <https://www.w3.org/WAI/intro/uaag.php>

**General checklist** - <http://a11yproject.com/checklist.html>

# Resources – Tools

**Overview of Tools** – <http://webaim.org/articles/tools>

**General Tool** – <http://pally.org>

**Visualization Toolkit** – <http://khan.github.io/tota1ly>

**Color Blindness Simulator** – <http://www.color-blindness.com/coblis-color-blindness-simulator>

**Color Safe** – <http://colorsafe.co>

**VoiceOver** – <http://webaim.org/articles/voiceover>

**Wave** – <http://wave.webaim.org>



# Wrap-up

# MidCamp Sprint

Sunday, March 20 at 10 am

UIC COMRB 909 S. Wolcott St

(across the street from the venue)

Contributors of all skill sets and levels are  
welcome and encouraged to join us!

A silhouette of a person running, positioned on the right side of the slide, overlapping the text.

# Feedback

Joind.in: <https://joind.in/talk/cfe7c>

Room survey: <http://goo.gl/WXQ5H6>

Twitter: @cariefisher

# Thank you!



@Mediacurrent



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