Neapolitan Labs

Is Your Destination Accessible Online?

Thursday, February 22, 2023
Iowa Travel Industry Partners
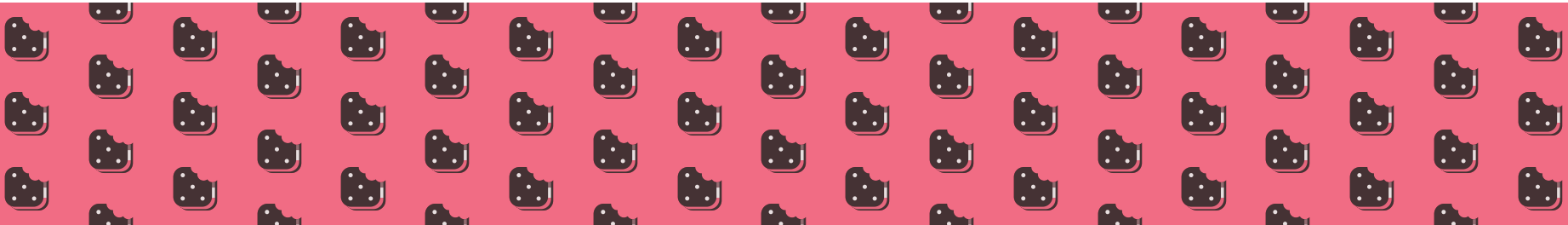
Brian McMillin
President
Neapolitan Labs

Ashley English
Managing Director, Client Success
Neapolitan Labs
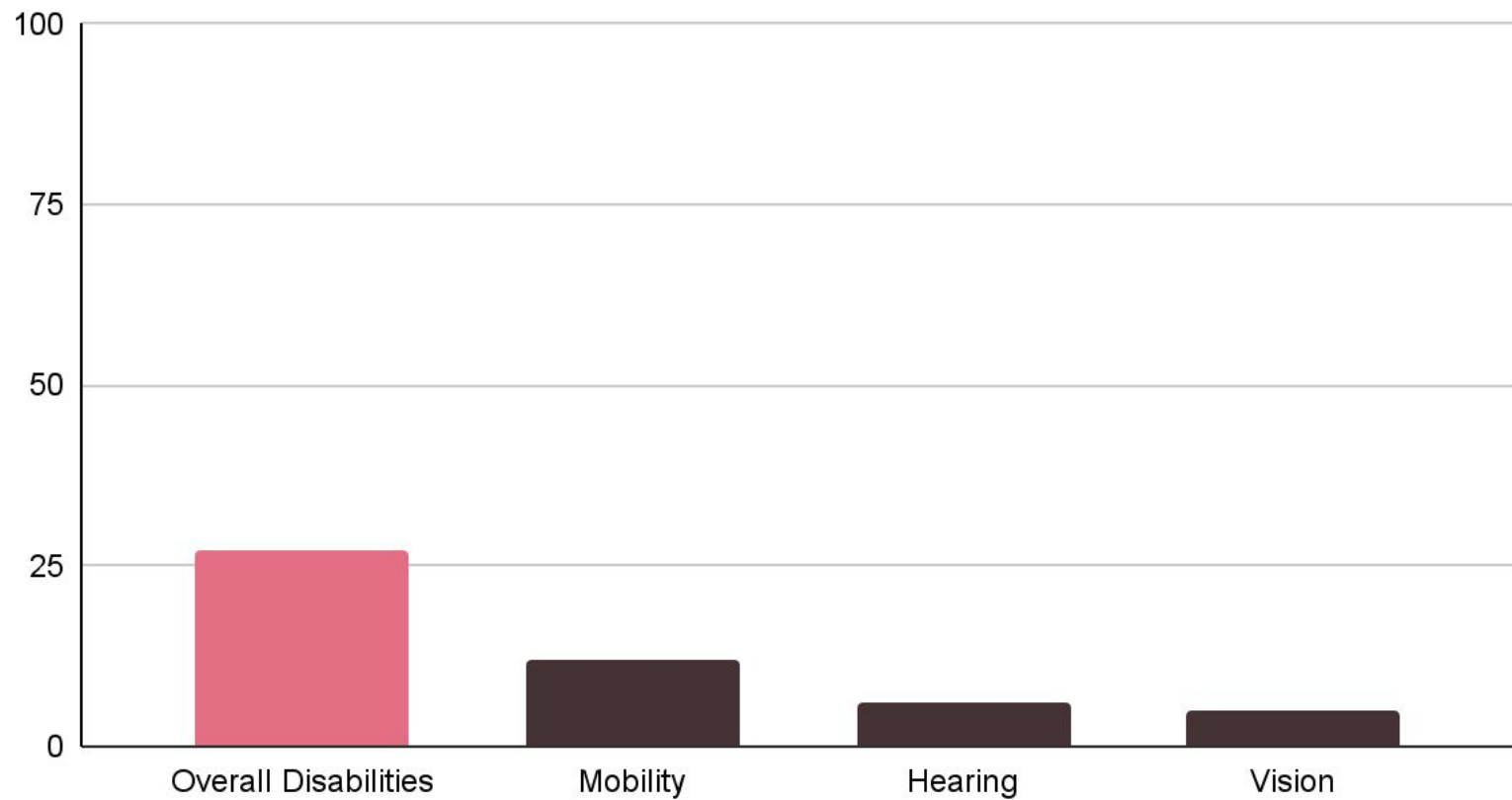
Understanding Accessibility

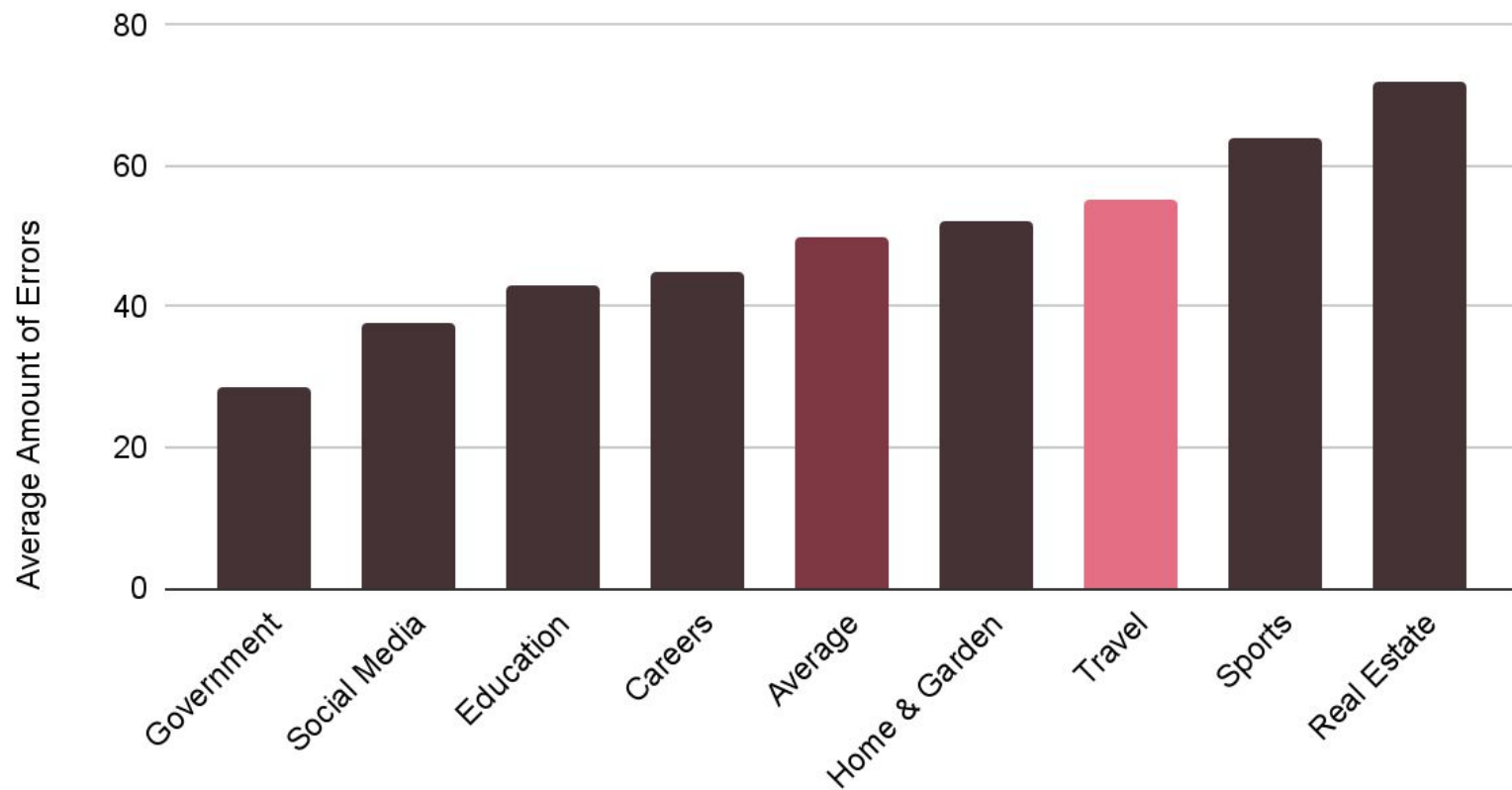# What *is digital accessibility?*

How does it affect my website?

- *Up to **27%** of adults in the U.S. have a disability (CDC)*

U.S. Adults with Disabilities

- Up to **27%** of adults in the U.S. have a disability (CDC)

- **96.3%** of the world's top website homepages failed ADA compliance testing (WebAIM)

Site Categories & Average Errors

- Up to **27%** of adults in the U.S. have a disability (CDC)

- **96.3%** of the world's top website homepages failed ADA compliance testing (WebAIM)

- Travelers with mobility disabilities spend **$58.2 billion** per year on travel (MMGY Global)

How do I know *if my website is accessible?*

What tools can I use?

For a quick site review, use the WAVE tool, available as a browser extension or through **wave.webaim.org**.

For a free sample scan through Monsido, email us at **hello@neapolitanlabs.com**.

Accessibility Testing: Key Areas
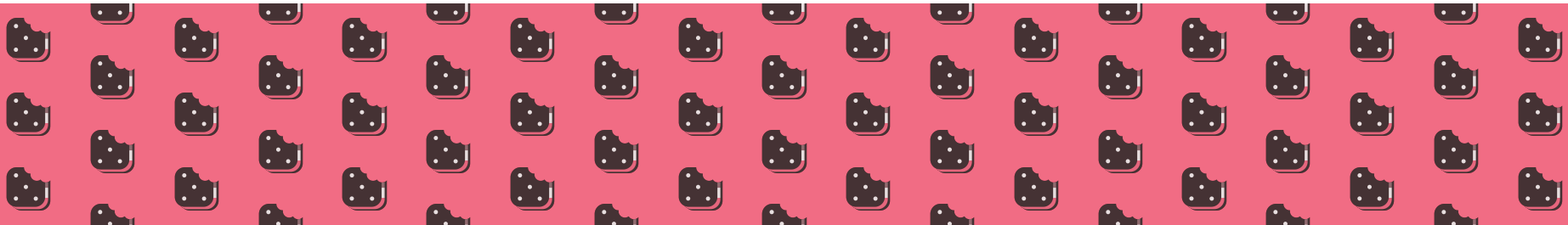
Is there enough color contrast on my site?

- 4.5:1 contrast ratio for normal size text
- 3:1 contrast ratio for large scale text and non-text elements

Recommended Tool

- <u>WAVE Browser Extensions</u>
- <u>WebAIM Contrast Checker</u>

Contrast Checker

Foreground

Hex Value

\# 1F3060

Color Picker

Alpha

1

Luminance

Background

Hex Value

\# FFFFFF

Color Picker

Luminance

Contrast Ratio

12.72:1

permalink

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.
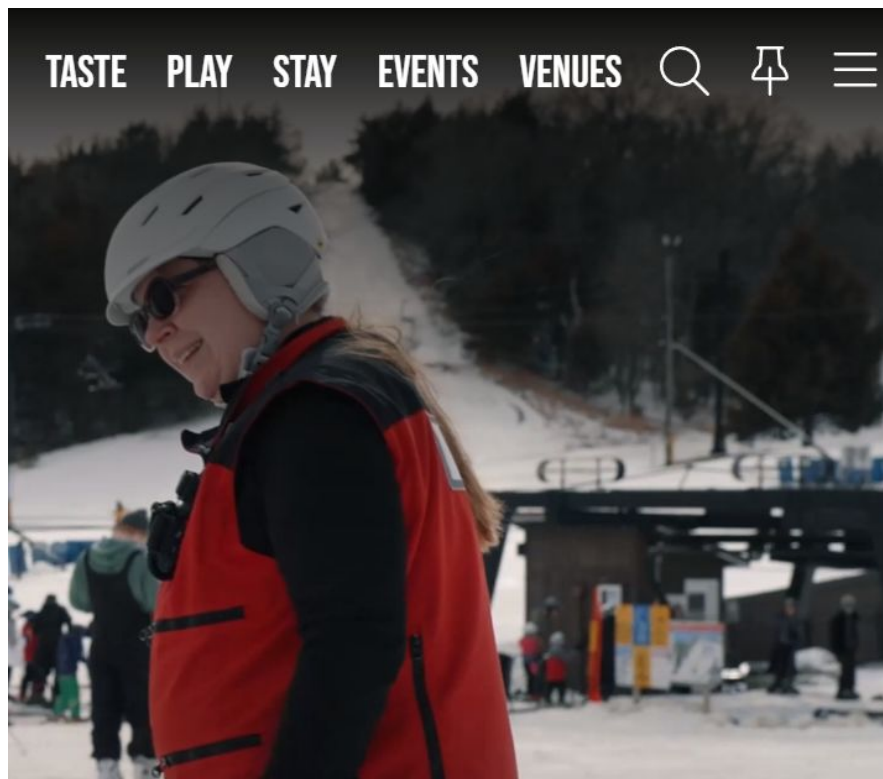
Contrast Checker

Foreground

Hex Value

00B4A8

Color Picker

Alpha

1

Luminance

Background

Hex Value

FFFFFF

Color Picker

Luminance

Contrast Ratio

2.59:1

permalink

Normal Text

WCAG AA:	**Fail**
WCAG AAA:	**Fail**

The five boxing wizards jump quickly.

Are interactive elements distinguished by more than color?

- *Links are bolded or underlined*
- *Color-coding is not the only way to understand a visual*

SAKURA SUSHI & HIBACHI

Sakura Sushi and Hibachi offers an unforgettable dining experience that seamlessly blends Japanese culinary tradition with modern flair. Located in the Metro Crossing shopping area, this eatery invites patrons to indulge in expertly crafted sushi rolls, sizzling hibachi entrees, and flavorful Japanese specialties.

BOXER BARBEQUE

Cardinal CSD 2023-2024 District Calendar

School on Mondays: 8/28, 10/23, 11/20, 12/18, 3/4, 5/20

EL: 8:00-3:42pm MS/HS 8:00-3:35pm

1070.6 Student hr. + 17 PT hr. = 1087.6 hr.

Contract Day 7:40-4:00

CALENDAR LEGEND:

Begin/End	(gray)
PD/No School	(yellow)
New Teacher PD	(blue)
No School	(orange)
P/T Conferences	(magenta)
Vacation/Holidays	(green)
Flex	(olive)

August

M	T	W	Th	F	Days	Hours
	1	2	3	4		
7	8	9	10	11		
14	15	16	17	18		
21	22	23	24	25	3	21.8
28	29	30	31		7	50.8

September

M	T	W	Th	F	Days	Hours
				1	8	58.0
4	5	6	7	8	12	87.0
11	12	13	14	15	16	116.0
18	19	20	21	22	20	145.0
25	26	27	28	29	24	174.0

October

M	T	W	Th	F	Days	Hours
2	3	4	5	6	28	203.0
9	10	11	12	13	32	232.0
16	17	18	19	20	36	261.0
23	24	25	26	27	41	297.3
30	31				42	304.6

November

M	T	W	Th	F	Days	Hours
		1	2	3	45	326.3
6	7	8	9	10	49	355.3
13	14	15	16	17	53	384.3
20	21	22	23	24	55	398.8
27	28	29	30		58	420.6

Students (Days, Hours)

BOARD OF DIRECTORS APPROVED 8/16/2023

- August 14-15 - New Teacher Workshop
- Aug. 16-18,21,22 - Fall Workshop
- Aug. 23 Begin 1st Semester

- Sept. 4 Labor Day (No School)
- Sept. 11 - No School
- Sept. 18 PD (No School)
- Sept. 25 - No School

- Oct. 2 - No School
- Oct. 9 - PD (No School)
- Oct 16 – No School
- Oct 24, 26 – PT Conferences
- Oct 27 – No school PT Conf Comp Day
- October 30 - PD (No School)

- Nov. 6 - No school
- Nov. 13 - PD (No School)
- Nov. 22-24 Thanksgiving Holiday (No School)
- Nov. 27 - No School

- *Underline links*
- *Bold or italicize links*
- *Alternative view if using color coding visuals*

Have you added alt text to non-decorative site images?

Describing images with detailed specifics can also help with SEO.

Good Alt Text: *Neapolitan Labs team members, Kimber Box, Caley Lewis, and Caleb Lewis collaborating in the office around a laptop.*

Bad Alt Text: *Three people smile at a computer screen.*

- *125 characters or less as possible*
- *Skip "Picture of..." type descriptions*
- *Resource: HubSpot: Image Alt Text*

Copy

Image Properties ✕

URL

https://www.unleashcb.com/images/general/s

Alternative Text

Racers taking off from the start line of the Sh

Width   Height

1000   667   🔒 ↻

Alignment

● None   ○ Left   ○ Center   ○ Right

☐ Captioned image

OK   **Cancel**

‹ › ✕

Uploaded on: August 4, 2022
Uploaded by: Website Administrator
Uploaded to: Home
File name: STORE-FRONT-scaled.jpg
File type: image/jpeg
File size: 865 KB
Dimensions: 2560 by 1707 pixels
Original image: STORE-FRONT.jpg

Alternative Text

Kilogram Cafe's storefront in New York City, showcasing their relaxing atmosphere for

Learn how to describe the purpose of the image. Leave empty if the image is purely decorative.

Title
STORE FRONT

Caption

Description

File URL
https://kilogramcafe.com/wp-content/uploads/2022/

Copy URL to clipboard

Required fields are marked *

Do site videos have captions or a transcript available?

Does it meaningfully convey the video content?

- *Add captions via the video platform (YouTube, Vimeo, etc.)*
- *Include descriptions of who's speaking if multiple people*
- *Use proper capitalization and punctuation for clarity.*

Search across your channel

? ⊞ CREATE

← Channel content

Vid...

🔖 English (United States)

SAVE DRAFT PUBLISH ✕

2022-2023
SCHOOL YEAR
1:58

Langua

English

ADD

Select how you want to add captions

↑   Upload file   ?

✦   Auto-sync   ?

⌨   Type manually   ?

🗛   Auto-translate   ?

WELCOME BACK

▶ ⟲10 ⟳10 🔊   0:05 / 1:58   ⚙

Your video
Cardinal Community School District:...

✏ Details

📊 Analytics

🎬 Editor

💬 Comments

📑 Subtitles

© Copyright

Enter subtitles faster with keyboard shortcuts.

☐ Pause while typing

0:05:03   ↶ UNDO   ↷ REDO   ⊖ ———●——— ⊕

0:00:00   0:02:00   0:04:00   0:06:00   0:07:27

🔖

🎵

⚙ Settings

🚩 Send feedback

Are your links/buttons well-named and clear?

What to avoid and what to use.

Avoid
- "Click here"
- "Read more"
- "See all"
- https://...

Use
- Calls to action
- "Read our blog"
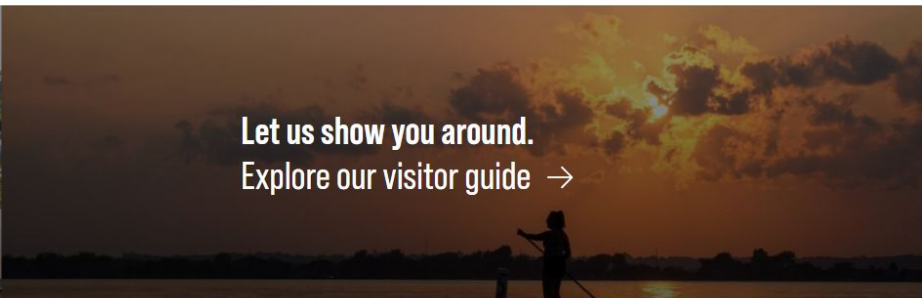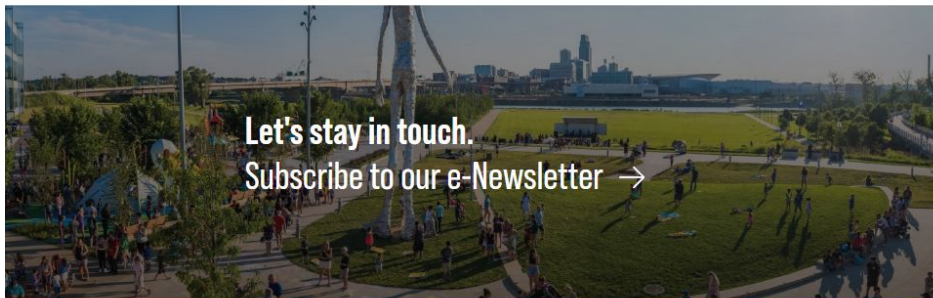- "See all events"
- Name of the website/page

A VIBRANT COMMUNITY WITH ENORMOUS POTENTIAL

RELOCATE TO COUNCIL BLUFFS →

Let's stay in touch.
Subscribe to our e-Newsletter →

Let us show you around.
Explore our visitor guide →

LISTINGS

LOCAL
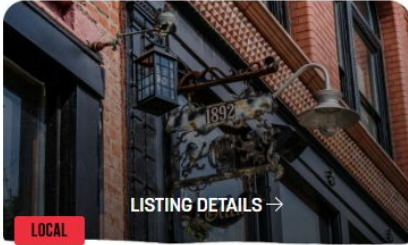
1892 German Bier House

LOCAL

360 Steakhouse - Harrah's Casino

LOCAL

3rd Base Bar & Grill

LOCAL

712 eat + drink

Amerisports Bar - Ameristar Casino

Ameristar Buffet

LOCAL

Andrew's Lounge

Apple Barrel

Are you using the right heading structure?

H1 >> H2 >> H3 >> H4

- **H1:** only for page titles
- **H2:** used for the next set of headings
- **H3:** only used if H2 has been used

WAVE

web accessibility evaluation tool

powered by
WebAIM

Styles: OFF ◉ ON

Structure

🏠 Summary	☰ Details	ⓘ Reference	1→2 3→4 Order	🔀 Structure	◐ Contrast

h1 We are Cardinal

h2 News & Announcements

h2 Alumni Spotlight: Class of 1963

h2 Upcoming Events

h3 Snow Make Up Day (Includes Preschool)

h3 Basketball - JH Boys Game

h3 Archery Practice

h3 Cafe Musicale

h3 Archery Practice

Cardinal
Community School District

TOP WORK PLACES 2023

Home +/- ↗ **Parents** **Stude**

h1 WE A

Does your website text follow a logical reading order?

Is the text read in the correct order as expected?

- Highlight text with your mouse and follow the order
- Use a screen reader to check the order
  - Screen Reader Option: <u>NVDA</u>

Council Bluffs
CONVENTION + VISITORS BUREAU

LOCAL FLAVORS IN COUNCIL BLUFFS

Council Bluffs may be known for its rich history and scenic landscapes, but it's also a hidden gem for foodies seeking diverse culinary experiences. Nestled along the banks of the Missouri River, this charming city boasts a vibrant dining scene that offers something to satisfy every palate.

CELLAR 19 WINE & DELI

Does your website utilize tables?

Ask yourself, is this the best way to display this information?

Middle School Bell Schedule

Standard Bell Schedule

1st 8:00 - 8:52 a.m.

2nd 8:55 - 9:47 a.m.

3rd 9:50 - 10:42 a.m.

4th 10:45 a.m. - 12:00 p.m.

5th 12:03 - 12:55 p.m.

6th 12:58 - 1:50 p.m.

7th 1:53 - 2:45 p.m.

8th 2:48 - 3:40 p.m.

Lunch

5th/6th Grade 11:00 a.m. - 11:20 a.m.

7th/8th Grade 11:22 - 11:42 a.m.

- If you need to use a table:
  - Keep it simple
    - No cells spanning multiple columns or rows
  - Always include a table header

Cardinal Community School District

TOP WORK PLACES 2023

Home   Parents   Students   Faculty & Staff   Alumni   Athletics & Activities   About

School Wellness Policy Assessment Scores

Check out the Cardinal CSD Scorecard below. It contains details of how we scored on each item and section of the assessment as a district. Items with a rating of "0" means the item is not addressed in the policy, and a "1" means there is a general or weak statement addressing the item.

Section 1: Nutrition Education

	Item	Rating
NE1	There is a standards-based nutrition curriculum, health education curriculum, or other curriculum that includes nutrition.	2
NE2	All elementary school students receive nutrition education.	2
NE3	All middle school students receive nutrition education.	2
NE4	All high school students receive nutrition education.	2
NE5	Links nutrition education with the school food environment.	2
NE6	Nutrition education teaches skills that are behavior-focused.	2
NE7	Nutrition education is sequential and comprehensive in scope	2
Subtotal for Section 1	**Comprehensiveness Score:** Count the number of items rated as "1" or "2" and divide this number by 7 (the number of items in this section). Multiply by 100. Do not count an item if the rating is "0."	100

Advanced Steps
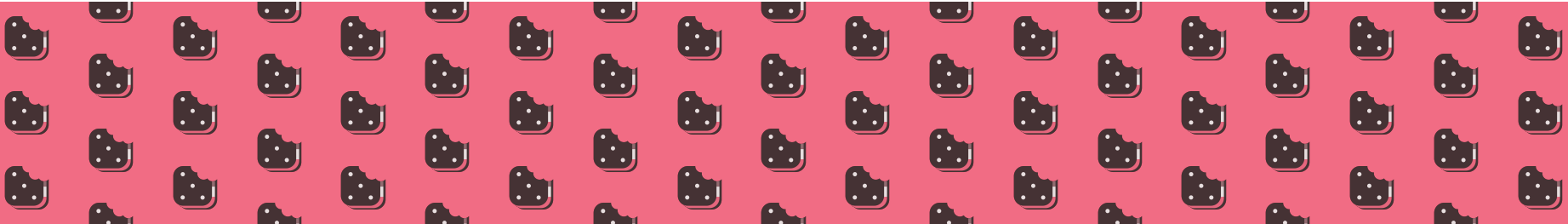
Does your website utilize PDFs?

Can the PDF content be displayed in a more accessible manner?

- If content has to be in a PDF format:
  - Avoid scanned PDFs
  - Start with an accessible file
  - Use same accessibility checks
- For full accessibility, utilize <u>Adobe Acrobat's</u> accessibility tools

Accessibility Checker

× **Accessibility Checker** ⋯

⌄ **Document (2 issues)**

    Accessibility permission flag - Passed

    Image-only PDF - Passed

    Tagged PDF - Passed

  ❓ Logical Reading Order - Needs manual check

    Primary language - Passed

    Title - Passed

    Bookmarks - Passed

  ❓ Color contrast - Needs manual check

  ❯ Page Content (2 issues)

  ❯ Forms

  ❯ Alternate Text (1 issue)

  ❯ Tables

  ❯ Lists

  ❯ Headings

Accessibility tags

× **Accessibility tags** ⓘ ⋯

⌄ 📄 Tags

  ⌄ 🏷 <Document>

    ❯ 🏷 <H1>

    ❯ ¶ <P>

    ❯ ¶ <P>

    ❯ ¶ <P>

    ❯ 🏷 <H2>

    ❯ ¶ <P>

    ❯ ¶ <P>

    ❯ ¶ <P>

    ❯ ¶ <P>

    ❯ ¶ <P>

    ❯ ¶ <P>

    ❯ ¶ <P>

    ❯ ¶ <P>

    ❯ ¶ <P>

Does your website have a "Skip to Content" button in the navigation?

This is helpful for navigating your site more efficiently with a keyboard.

Council Bluffs
CONVENTION + VISITORS BUREAU

TASTE PLAY STAY EVENTS VENUES

Are there visual indicators when navigating your site with a keyboard only?

Make sure it's clear what the tab key is selecting.

A VIBRANT COMMUNITY WITH ENORMOUS POTENTIAL

RELOCATE TO COUNCIL BLUFFS →

Is your website responsive when zoomed in?

Test that website functionality works even when zoomed in.

Start Planning →

| Feb ⌄ | 2024 | ▶ |

◀

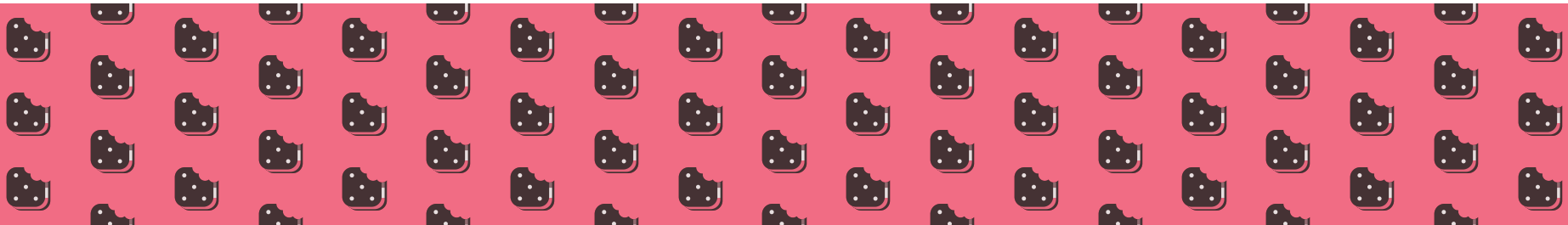| Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

Find A Hotel

Start Date

End Date

View Rates

PART 4

Resources & Tools

What about accessibility widgets?

Can those help with accessibility?
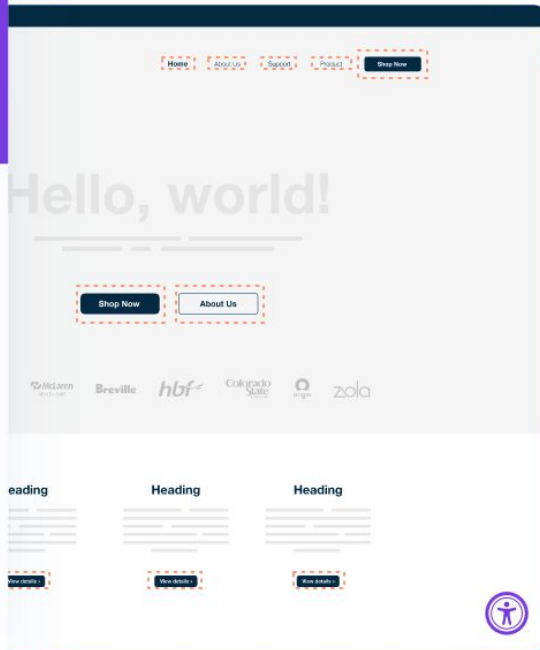
Accessibility Resources

- [Web Accessibility Initiative](#) (WAI)
- [HubSpot: Web Accessibility Guide](#)
- [WAVE Accessibility Evaluation Tool](#)
- [WebAIM Contrast Checker](#)
- [NVDA Screen Reader](#)

Questions?

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