GUIDELINES FOR ACCESSIBLE WEB CONTENT
based on WCAG 2.0, level AA

Soundfocus & The Internet Academy
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Put relevant content first

- People visit your website with a question. Put your answer first. (And not the question.)
- Do not include irrelevant information (In most web texts you can delete 75%)
- Make the title meaningful.
- Put your answer in the first paragraph after the title.
- Use meaningful subheadings.

Use headings for content structure

- Use html-headings for headings (h1, h2, h3 etc.).
- Use h1 for the title of the page.
- Don't skip levels.
- Use headings only for content structure.

Use alt texts for images that convey EXTRA information

- Only if the image conveys extra information:
- If clickable → describe the destination
- If not clickable → describe what you see

- Avoid automoving content, like carousels.
- Don't use images of text.
- Avoid duplicate information. Don't use title attributes. Don't duplicate links.

Make link texts meaningful

- Make link texts meaningful.
- Keep the link text short.
- Don't use title attributes.
- Avoid opening new tabs, except for pdf.
- Make clear when linking to non-html content.

Language

- Be succinct. In most texts you can delete 75%.
- Be clear: write like you speak.
- Use the language of your audience.
- If you need to use a complex word, explain it.

Tables

- Use table headers in data tables.
- Provide the table with a title. This can be a heading or a caption.
- Make tables simple:
- Avoid multiple headers.
- Avoid merging cells.

Downloads

- Keep in mind: pdf is not the future. Html is.
- Consider if pdf is necessary. Consider using html instead.
- Is your pdf not accessible? No problem, offer an accessible alternative.
- No accessible alternative? And you need pdf? Make it accessible.
- Accessible pdf means for example alt texts for images, use of headings, clear language and meta information.
- Show format and size of the pdf in the link text to the pdf.

Make video and audio accessible

- Use closed captions so people can see the audio information.
- Use audio description so people can hear the content that is visible.
- Offer a transcript of the video.
- Use an accessible video player.

Accessible PDF

Start making the source accessible.

The source of a PDF file is never pdf, but always a different program. This is often a word processing program, such as Word. The source can also be a spreadsheet program or a presentation program. Documents, prepared for printing, are often made with a design program, such as Adobe Indesign. Making an inaccessible PDF document accessible is often a lot of work. It is easier to make the source file accessible.

Making a Word document accessible:

1. Make a good title and give it the style "Title"
2. Put structure with headings and give them the right layout
3. Provide linear content
4. Give meaningful images a text alternative
5. Place images in the text line
6. Make data tables accessible
7. Provide meaningful link texts
8. Use a table of contents for longer documents
9. Add a title to the meta-information
10. Use the Accessibility checker in Word

Step 1: Make the title meaningful, use the Page layout section

Just as with a web page, a good title is extremely important for the accessibility of a Word document. A good title has the following characteristics:

- The title is a concise summary of the article.
- The title is understandable without any further context.
- The title contains relevant, meaningful content words. Give this title the style "Title".

In addition to the visible title in the document, a title is also required in the meta-information of the file. (see step 9)

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Step 2: Use heading and heading layouts

Use meaningful headings.
A text has a certain structure. This structure is made visible with headings and subheadings. It is important for the reader that you arrange the text with headlines. This creates a logical structure for the reader.
Of course - just as with titles - it is important that the headings are meaningful.

A meaningless heading is: *Why are we doing it?*
A meaningful heading is: *We stand for a more accessible internet*

Use page layout
You make headings with heading layout. That has 4 advantages:
• Users will see a uniform layout.
• In the pdf the headers are used as bookmarks.
• Users of voice and / or braille output can request these headings directly. This way they quickly get an overview of the content of the text.
• Search engines also use these headings to get a good overview of the text.
The paragraphs in the article are given a Heading 1, the sub-paragraphs a Heading 2. The levels below are given Heading 3, Heading 4 and so on.

Example text	Layout in Word (and PDF)	Layout in html page
Mammals	Title	Heading 1
Ch. 1: Elephants	Heading 1	Heading 2
§ 1.1 Asian elephant	Heading 2	Heading 3
Food	Heading 3	Heading 4
Lifestyle	Heading 3	Heading 4

Step 3: Provide linear content

Screen readers read text line by line from top left to bottom right. This requires content to be included linearly in the Word document as much as possible.

1. Use the "Columns" option to use multiple columns.
2. Do not use tables for formatting.
3. Do not use sections or text boxes.
4. Preferably do not use frames.
5. Position images without text wrapping.
6. Preferably do not use footnotes, but place the footnote text directly at the text where it belongs.
7. Be cautious with headers and footers. If you use page numbering, number from page 1, even if that is the cover page of a document.

Step 4: Give meaningful images a text alternative

Meaningful images are the most appealing example of information that is lost when someone can not use a screen. Therefore, give an image that conveys meaning a meaningful text alternative.

Whether or not meaningful?
A frequently recurring question is: when is an image meaningful or not? Most images on websites are not meaningful! Just think of the images in news reports: they are more often used for decoration than they really convey information. The easiest way is to determine that by asking yourself: do I miss information if I omit the image? If you miss nothing, you do not have to use alternative text.

There are different types of images. In short, the rules for this are:

Type of image	Alternative
Informative image	Adequate description of the image
Clickable image	Destination of the link
Picture with text	Text in the image
Non-informative image	No text alternative

Methods for placing tekst alternatives
If the image is informative (meaningful), then you must provide the image with an alternative text. You can place these as follows:

1. In the surrounding text, describe the information that the image conveys.
2. Place a caption with the image. This is visible under the image.
3. Add an alternate text as meta information. This is not visible, but is available for search engines and screen readers.

The meaning of an image depends on the context in which it is placed. The text is therefore always adapted to this context.

Example surrounding text
If you have an image of a graph. You can also place a table with the data from the graph. The graphs do not need alternative text.

Example caption
You have an image of an oak processionary caterpillar and with the photo you want to show the hairs of the caterpillar. In that case you can easily place a caption under the photo. The advantage is that your text is immediately visible to everyone.

Example description in the meta information
Suppose you have a review of a book as text. Next to the review you will show the cover of the book. People who do not see the picture may want to know what the book looks like. People who do see the image do not want to bother you with a "Cover book X". In that situation a description, included as meta-information, is the appropriate tool. For screen readers the text is available as alternative text.

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Add alternative text in Word
Right-click the object, **Format Picture**, and then click **Alt Text**.

Step 5: Place meaningful images in the text line
If you add an image, that image will be inserted at the location of the cursor in the text line. Images that appear in the text line always keep their position with the surrounding text and thus move with the text moving.
To make sure that images and objects always stay with the text that refers to them, you have to enter 'In text line' as position representing images or objects.

Step 6: Make data tables accessible
Tables can be very user-friendly. They make complex information very transparent. However, if your source document is a text file, part of the table layout often disappears when exporting to PDF. And you still have to adjust and finish the PDF in pdf.
First ask yourself whether a table is needed. In many cases, the information is also good without placing a table.
If a table is required, take note of the following when creating the table:
• Do not combine table cells.
• Do not split table cells either.
• Avoid a double row or double column with headings.
• Make sure the table headings have the "Table heading" layout.
• Ideal is only the top row as column header. So no row headers.

For more info:
https://www.youtube.com/watch?v=cGw-RevK3_8

Step 8: Use a table of contents for longer documents
If a document is longer and has several paragraphs, it can be useful for users if there is a table of contents. And if you have made up your headings with heading-layout, then a table of contents is very easy to generate.
A table of contents is also a handy check to see if your headings have been used properly. That is why it is often useful to generate a table of contents. It is also useful if the page references in the table of contents are clickable, which makes navigating a lot easier.

If you have edited the headings with heading layout, these are already bookmarks in the PDF. In that respect, a table of contents, as has just been proposed here, would not be necessary. Nevertheless, it is useful for many people.

Step 9: Add a title to the meta-information
Every Word document contains meta information. This can be found in Properties in most text programs. The most important thing to add is Title. Other fields such as subject and keywords are less important.

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Step 10: Remove all excess markup

In Word 2010 there is a handy feature to check if you have put the headlines together with the correct head layout profiles and there is a Word accessibility checker.

Accessible video

Online video has to be accessible according to the European Standard EN 301 549 V1.1.2 (2015-04) and the W3C WGAC 2.0 AA guidelines

EN 301 549

Accessibility requirements suitable for public procurement of ICT products and services in Europe
http://www.etsi.org/deliver/etsi_en/301500_301599/301549/01.01.02_60/en_301549v010102p.pdf

W3C WGAC 2.0

More info about accessibility for online video can be found in guideline 1.2:
https://www.w3.org/WAI/WCAG20/quickref/

Video
- Subtitling for the deaf and hard of hearing (CC).
- Audio description (AD).
- A transcript of the video (text alternative).
- The use of an accessible video player.
- Download alternative

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