

Accessible Web Page Examples and Coding

1. World Wide Access: Accessible Web Design -

<http://www.washington.edu/doit/Brochures/Technology/universal.design.html>

- **Make links descriptive so that they are understood out of context.**
Visitors who use screen reading software can adjust their software to read only the links on a page. For this reason, links should provide enough information when read out of context. Use a more descriptive phrase than "click here" as a link or next to a graphic used as a link. For example:

```
<A HREF="about.htm">Click here</A> for information about our company.
```

will present "Click here" as the link.

However,

```
<A HREF="about.htm">Information about our company. </A>
```

will display "Information about our company." displays descriptive text as the link.

Graphical and Audio Features

People who are blind cannot view the graphical features of your Web site. Many people with visual impairments use speech output programs with nonstandard browsers (such as IBM's Home Page Reader or Lynx) or graphical browsers with the feature that loads images turned off. Include text alternatives to make the content in graphical features accessible. Described below are guidelines for providing alternative text for various types of visual features.

- **Include appropriate ALT/LONGDESC attributes for graphical elements on your page.**
ALT attributes work with HTML image tags to give alternative text descriptive information for graphical elements of a Web page. The alternative text helps visitors understand what is on the page if they are not viewing the graphic. This could be because they are blind and using a text-based browser or a graphical browser with the image loading feature turned off. The bold text in the following example shows what an ALT attribute looks like in HTML:

```
<IMG SRC="doitlogo.large.gif" ALT="DO-IT LOGO">
```

- **Use a NULL value for unimportant graphics.**
Some graphical elements may add no content to a page or are used for positioning and can be bypassed from viewing by using an ALT attribute with no text. By using just two quotation marks with no content, you can reduce the amount of distracting text when a page is viewed with graphics capabilities turned off or with a text-based browser. For example, the HTML for a divider bar could be:

```
<IMG SRC="purplebar.gif" ALT="">
```

Sighted visitors will see the divider bar, while those visiting via a text browser will see/hear nothing.

2. Techniques for Creating Accessible Web Pages - <http://www.uwec.edu/help/html/access.htm>

The following table is a quick reference on the techniques available to create accessible web pages for those who are disabled. For additional information, refer to the [LTS Online Help Web Publishing Series](#).

Text

Basic Formatting

RECOMMENDATION: Use of and for emphasis.

The EM and STRONG codes provide structural emphasis and will influence how a speech reader will read the content. The I and B codes only provide visual text formatting and do not aid the visually impaired in understanding your message.

Font Size

RECOMMENDATION: Use of <SMALL>text</SMALL> or text is recommended over indicating a specific font size.

Colors

Selection of a color combination requires careful study of color swatches. Various websites are available to help make the selection, including sites that focus on browser-safe colors.

Font Color

```
<FONT COLOR="006600">text</FONT>
```

Table Cell Color

```
<TD BGCOLOR="006600">cell contents</TD>
```

Table Color

```
<TABLE BGCOLOR="006600"> ... other table code ...  
</TABLE>
```

Background Color

```
<BODY BGCOLOR="006600"> .... Page content ... </BODY>
```

Links

The technique for creating a link accessible to those with disabilities is not very different from the usual technique. The key to [creating accessible links](#) is choosing text appropriately. It must be representative of the link as the screen reader reads only the linked text.

Images**Alternate Text**

```
<IMG SRC="filename" ALT="the alternate text" WIDTH="10"  
HEIGHT="10">
```

D-Links

A D-link is a descriptive link that provides a narrative of the image (e.g., a chart). The link is generally placed immediately after the image and links to another HTML file.

Image Maps

Using client-side image maps (supported by the UWEC web server) and including text links for your image map is recommended.

Tables

Indicate header cells by substituting <TD> with <TH>

Lists

Creating a Numbered List (Preferred Method)

```
<OL>
```

```
<LI>first item of list
```

```
<LI>additional items
```

```
</OL>
```

Using a List with Bullets

For the screen reader to pause, either a period or a blank line is required between items.

Using Images as Bullets

```
<IMG SRC="filename" ALT="" WIDTH="2" HEIGHT="2">list item
```

Repeat as necessary.

Frames

In addition to providing a non-frames version, the frames HTML page (the controlling page that references each of the individual pages), add title="frame name" to each of the frame coding references.

Original

```
<frame name="main" src="toc.htm" TARGET="_top">
```

Recommended

```
<frame title="main contents" name="main" src="toc.htm" TARGET="_top">
```

Java and Scripts

Use alternate forms of delivery (e.g., an alternate page or text links on the page).

3. Another Reference: Constructing Accessible Web Sites:
<http://www.jimthatcher.com/book.htm> (Book)