



**ADA ACCESSIBILITY:
A NECESSARY PART OF YOUR
WORDPRESS SITE**



Why Make My Site ADA Compliant?

Redfin's Walk Score sued over accessibility for the blind

Case highlights growing legal risk for real estate firms and agents

BY [TEKE WIGGIN](#) Staff Writer | [Twitter](#) | [Email](#) JUNE 02, 2017 [S](#)

Compass slapped with lawsuit over website access for the blind

Discrimination lawsuit highlights legal risk for brokerages that don't comply with Americans with Disabilities Act

BY [TEKE WIGGIN](#) Staff Writer | [Twitter](#) | [Email](#) DECEMBER 28, 2018

Burger King Class Action Says Fast Food Chain's Website Violates ADA

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By Anne Bucher
January 17, 2018

Number Of Federal Website Accessibility Lawsuits Nearly Triple, Exceeding 2250 In 2018

By [Minh N. Vu](#), [Kristina M. Launey](#) & [Susan Ryan](#) on January 31, 2019

POSTED IN [TITLE III ACCESS](#), [WEBSITE](#)

News

California Companies Likely to See More ADA Website Accessibility Suits in 2019

JANUARY 03, 2019 1:20pm PT by [Ashley Cullins](#)

Beyonce's Parkwood Entertainment Sued Over Website Accessibility

Lawsuits: Domino's, Playboy websites aren't accessible to blind users

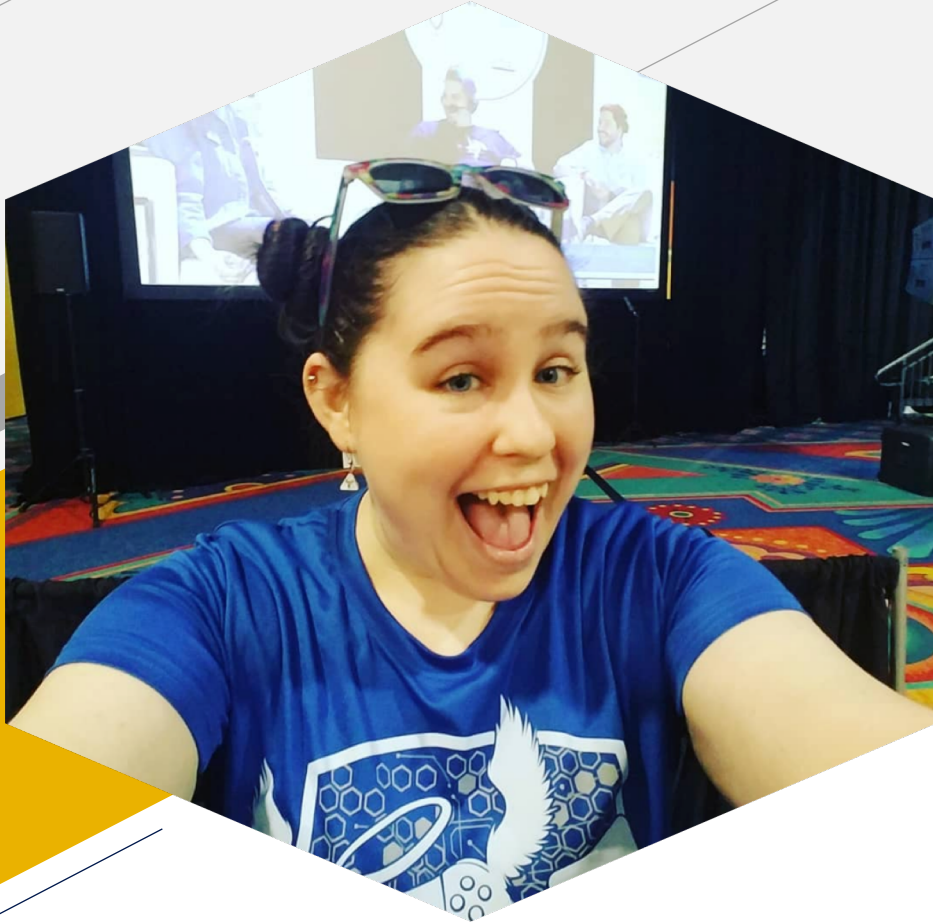
[Frank Witsil](#), [Detroit Free Press](#) | Published 6:01 a.m. ET March 19, 2019 | Updated 7:49 a.m. ET March 19, 2019

- Lawsuits
- Reach a wider audience
- Good PR
- Better SEO
- It's the Right Thing To Do™



Who Am I Reaching?

- People using screen readers
 - JAWS and NVDA are two most common screen readers
- Color blind users
- Hard of hearing persons
- People who are sensitive to stimulus
- Customers with slow internet connections
- Mobile Users



WHO AM I?

Lora Williams

- Web/Email Manager
- WordPress/Divi User
- Promotions “Professional”
- Avid Traveler
- Charity Gamer

Sounds Easy...But

- No legal guidelines exist
- ADA was passed in 1990
- There are guidelines by several organizations, but none of them are legal guidelines

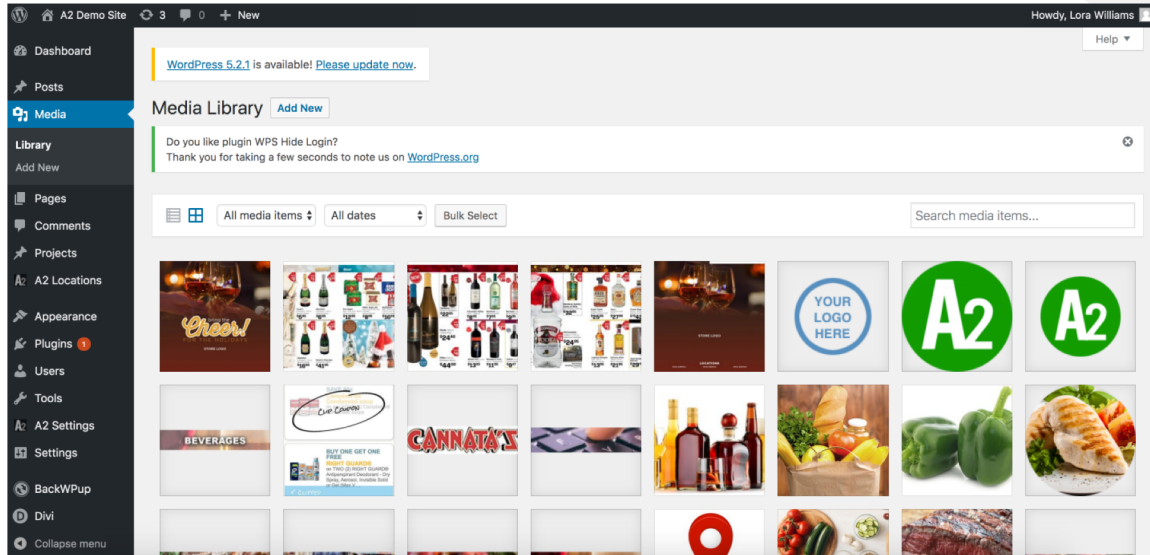


Four Easy Steps

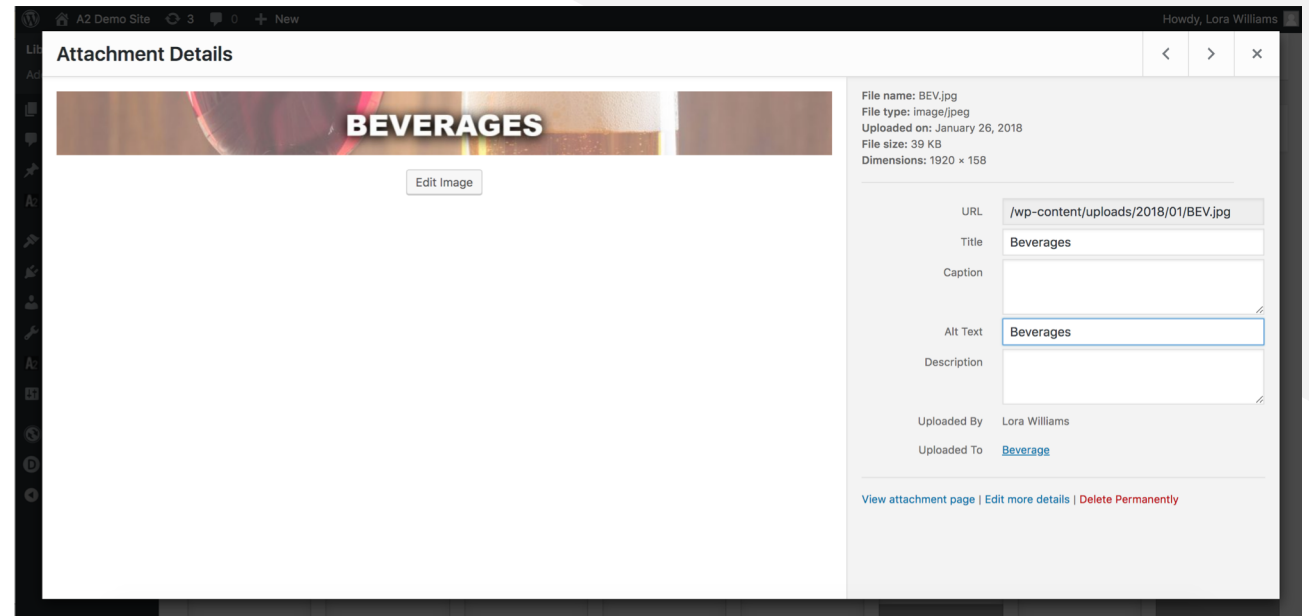
1: Image Alt Text

If you do nothing else...do this!

- Screen readers read the alt text of an image
- Every image with purpose should have alt text

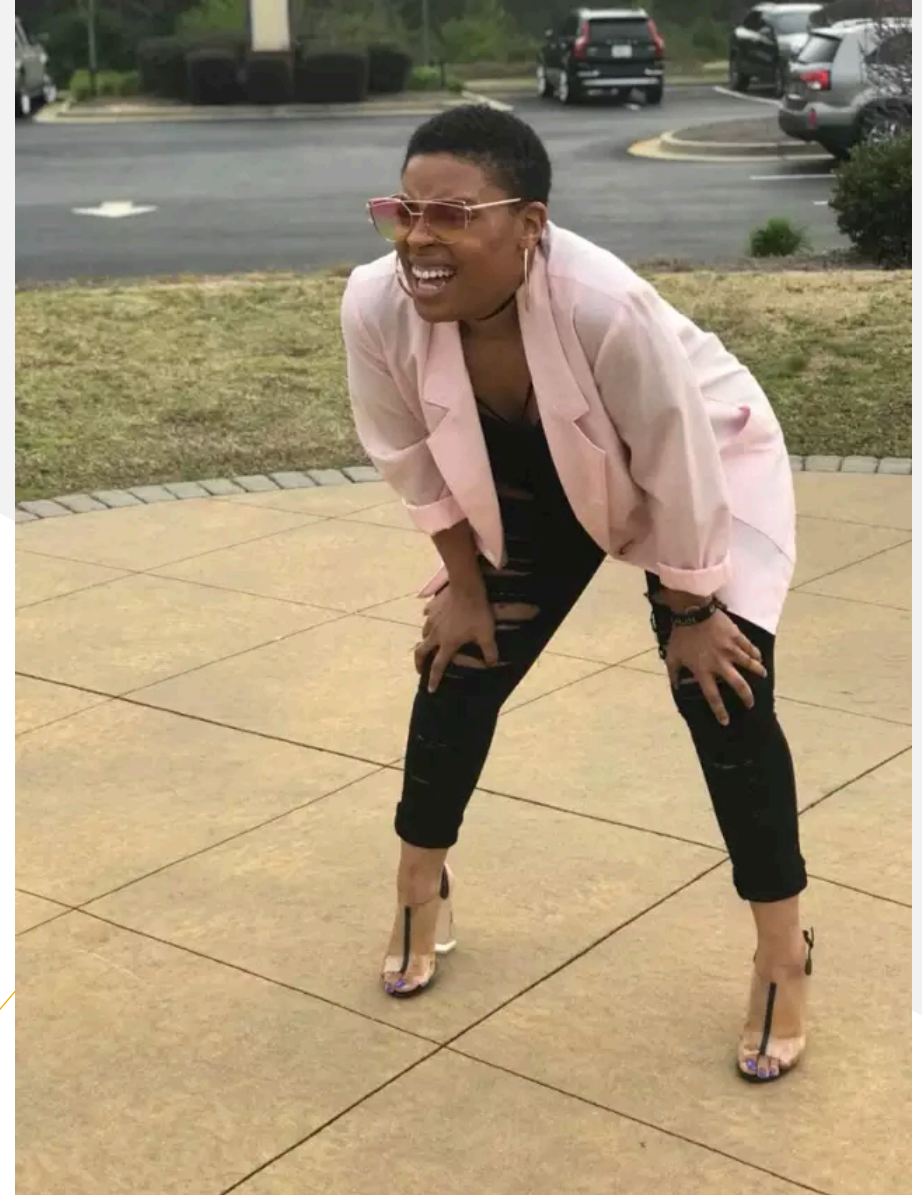


Decorative images do NOT need alt text



2: Easy-to-Read Content

- Font styles
- Text size
- Watch the CAPS
- Colors



3: Page Organization

- Headings on pages/articles
 - 67.5% of people who use screen readers use headings to navigate a web page¹
- Homepage button on main navigation

¹WebAIM Screen reader survey: <https://webaim.org/projects/screenreadersurvey7/>

4: Watch Your Extras

- Video Captions
- Text-only options for videos, PDFs, and Java/Flash Content
 - Inaccessible Flash content is in the top 5 complaints by people with disabilities¹
- No Autoplay
- No flashing content

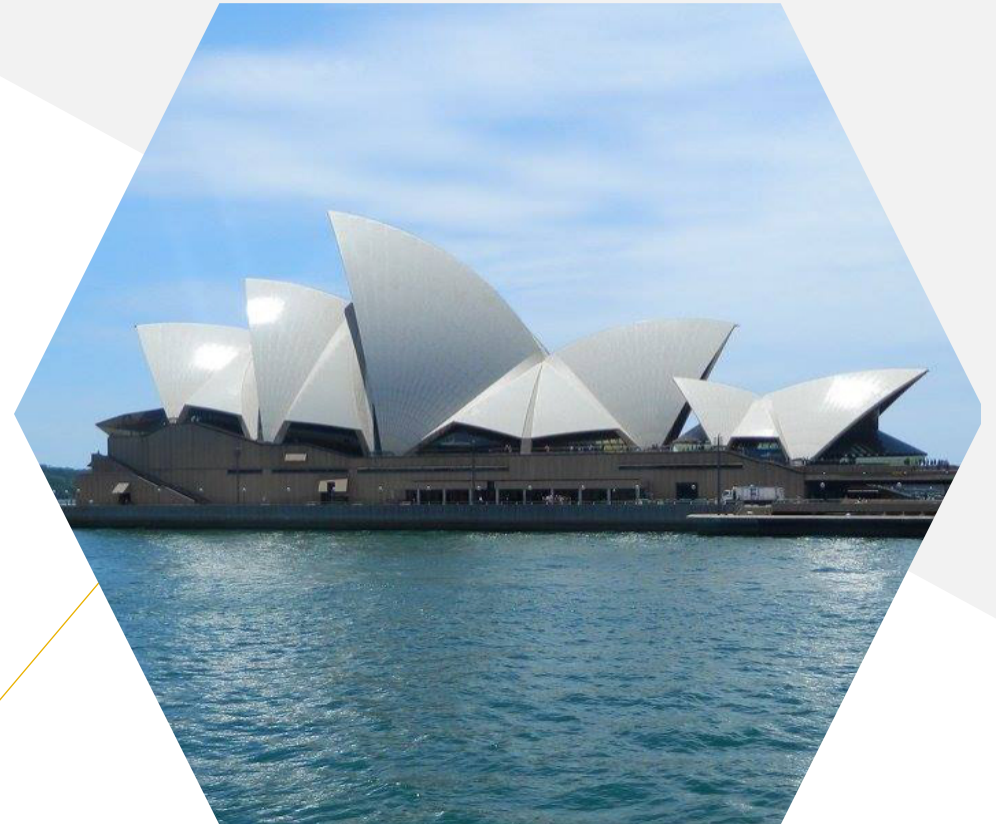
¹WebAIM Screen reader survey: <https://webaim.org/projects/screenreadersurvey7/>



What else can you do?

85% of disabled users say better websites will help accessibility more than better technology¹

- Tab button for Navigation
- “Skip Content” code
- Form Labels



¹WebAIM Screen reader survey: <https://webaim.org/projects/screenreadersurvey7/>

Testing

How do you know if it works?

- Download a screen reader to your browser
- Use screen reading on your phone
- Ask clients and friends who have disabilities to test your site
- Web Accessibility Evaluation Tool: <http://wave.webaim.org/>

STAND BACK



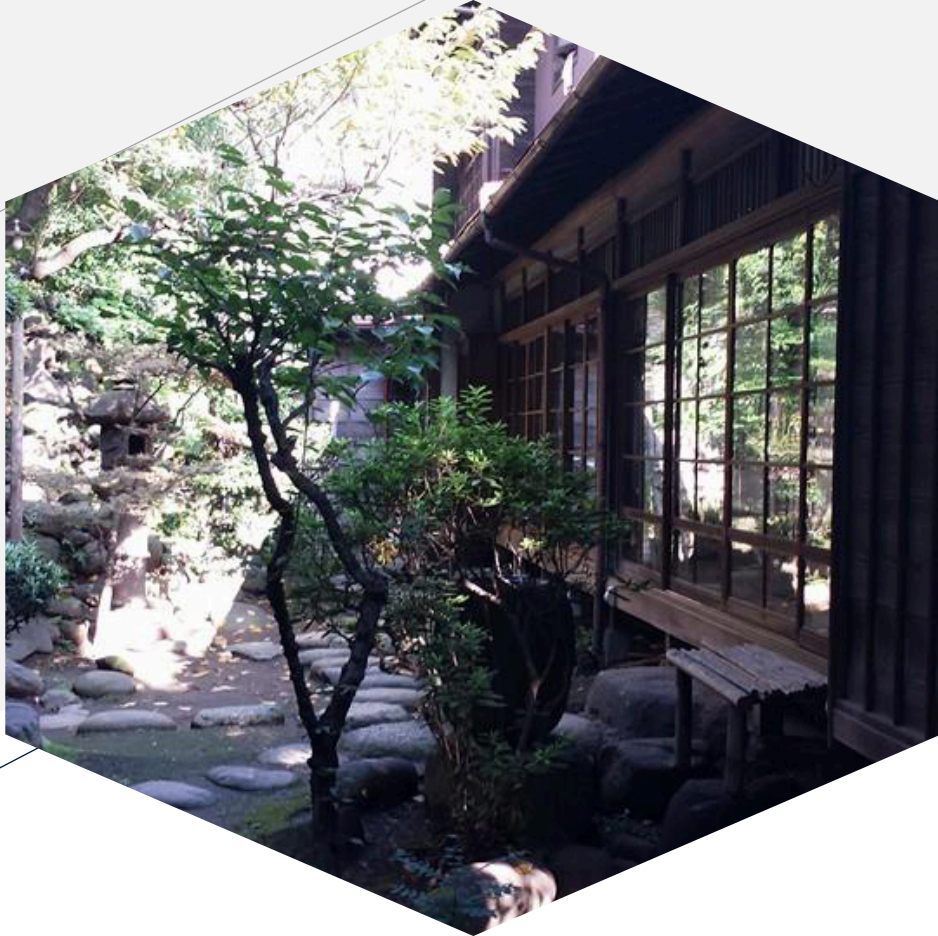
I'M GOING TO TRY SCIENCE

A screenshot of a web browser displaying the WAVE (Web Accessibility Evaluation Tool) report for the website rehkopfs.com. The browser's address bar shows the URL 'wave.webaim.org/report#rehkopfs.com'. The WAVE interface is on the left, showing a 'Summary' section with a list of detected issues: Errors (1), Alerts (0), Features (0), Structural Elements (0), HTML5 and ARIA (0), and Contrast Errors (0). Below the summary are sections for 'Panel Options', 'DETAILS', 'DOCUMENTATION', and 'OUTLINE'. The main content area shows a portion of the website being tested, which includes logos for 'Rehkopfs family FOODS' and 'CASHSAVER COST PLUS FOOD STORE'. A large blue banner with the text 'NEVER MISS A DEAL SIGN UP FOR OUR E-MAILS TODAY!' is visible, along with an illustration of a computer monitor displaying a dollar sign and an envelope icon. At the bottom of the page, a red banner contains the text: 'We strive to take care of our customers by providing friendly service and a good selection of products at competitive prices!'.

Resources

- WebAIM: <https://webaim.org/>
 - Web Accessibility Evaluation Tool: <http://wave.webaim.org/>
- Web Accessibility Initiative: <https://www.w3.org/WAI/>
- One Click Accessibility Plugin: <https://wpaccessibility.io/>
- NVDA Screenreader: <https://www.nvaccess.org/>
- ADA Chapter 5: https://www.ada.gov/pcatoolkit/ch5_toolkit.pdf
- WordPress blogs and resources





Thank You.



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