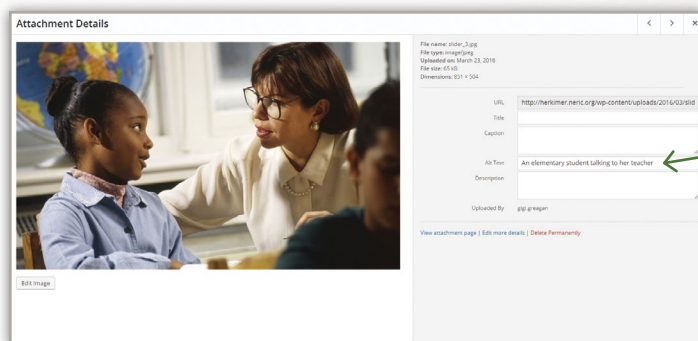# Accessibility Tips

FOR WEB AUTHORS

Below are some simple steps and changes to your daily web authoring routine that will help improve accessibility.

alt attribute addition, visual view

```
<img alt="Elementary student talking to her teacher"
class="alignright wp-image-84 size-medium" src="http://
herkimer.neric.org/wp-content/uploads/2016/03/slider_3-
300x178.jpg" width="300" height="178" />
```

alt attribute addition, code view

```
<iframe title="Video of the Middle School Chamber
Chorus performing Festival Sanctus by John Leavitt"
scr="https://www.youtube.com/embed/04mcIy2WsUY"
width="350" height="250" frameborder="0"
allowfullscreen="allowfullscreen">Embedded YouTube
video of the Middle School Chamber Chorus performing
Festival Sanctus by John Leavitt</iframe>
```

iframe description and title attribute, code view

TIP

Be sure to check the generated subtitles for accuracy. If the subtitles have a lot of errors, which might be the case if the audio is not high enough quality, then you can always create subtitles in YouTube manually. Here's a great YouTube video tutorial: https://www.youtube.com/watch?v=LCZ-cxfxzvk

(1) Add an "alt attribute" to images.

For all images and other non-text elements, you must provide a text description in the form of an "alt attribute" that lets assistive technology know what the element is. Most web editing software provides a place to type in an alt attribute in **visual view** so that you don't have to go into the HTML code, but if your software doesn't give you that option, it's fairly easy to add an alt attribute in code view.

1 In code view, find the open image tag **<img.** Put your cursor after **<img** and add a **space**.

2 Type **alt=** and then add opening and closing **quotation marks** *(Example: alt="")*.

3 In between the opening and closing quotation marks, type in the alt attribute, which is the **description of the image or non-text element**.

An example of an alt attribute is "Elementary student talking to her teacher." Note that simply saying "student" is not descriptive enough. There's no need to say "photo of" before the description since a screen reader will say "image" before reading the alt text aloud.

(2) Add a description and title attribute to iframes.

Inline frames, or "iframes," are the containers that hold the code for things like videos, calendars or maps from external sources. A brief description of the content must be included between the opening and closing iframe tags. In addition, a title attribute should be provided within the opening iframe tag so that assistive technologies can help the user determine the nature of that iframe.

1 In code view, find the open iframe **<iframe.** Put your cursor after **<iframe** and add a **space**.

2 Type **title=** and then add opening and closing **quotation marks** *(Example: title="")*.

3 In between the opening and closing quotation marks, type a **brief description of the content** *(Example: title="Video of the Middle School Chamber Chorus performing Festival Sanctus by John Leavitt")*.

4 Then, find the closing iframe **</iframe>**. Put your cursor before the less-than symbol **<**.

5 Type a **brief description of the content beginning with the type and source of media, without quotes or title=** *(Example: Embedded YouTube video of the Middle School Chamber Chorus performing Festival Sanctus by John Leavitt</iframe>)*.

(3) Upload video to YouTube to generate subtitles.

All videos should have accurate, synchronized captions. Our solution for generating captions is to upload all videos to YouTube since the program will generate subtitles.

1 After you upload the video to YouTube, click on **Video Manager** at the top of the screen.

2 Locate the video that you wish to generate a script for, and click on the **drop-down arrow** next to **Edit.** Choose **Subtitles and CC.**

3 Click on the blue **Add new subtitles or CC** button (make sure that it says **English (Automatic)** below the button in the **Published** field. YouTube may take up to 24 hours to generate the subtitles.

Current Tax Rates			
Town	2014/15 Rate	2015/16 Rate	Percent Change
Stillwater	$12.89	$12.15	–5.7%
Easton	$608.18	$573.53	–5.7%

data table example, visual view

```html
<table>
    <caption>Current Tax Rates</caption>
    <thead>
        <tr>
            <th scope="col">Town</th>
            <th scope="col">2014/15 Rate</th>
            <th scope="col">2015/16 Rate</th>
            <th scope="col">Percent Change</th>
        </tr>
    </thead>
    <tbody>
        <tr>
            <td scope="row">Stillwater</td>
            <td>$12.89</td>
            <td>$12.15</td>
            <td>-5.7%</td>
        </tr>
        <tr>
            <td scope="row">Easton</td>
            <td>$608.18</td>
            <td>$573.53</td>
            <td>-5.7%</td>
        </tr>
    </tbody>
</table>
```
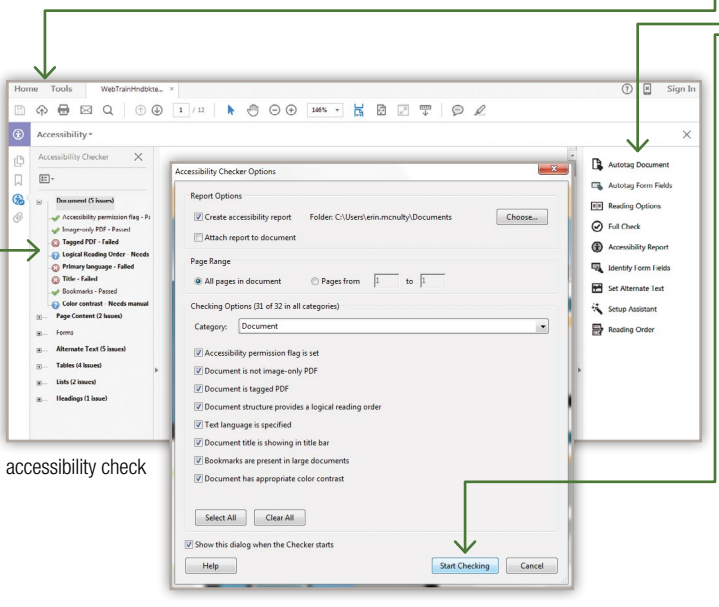
data table html code with caption added and row and column headers identified

accessibility check

(4) Use tables sparingly. If you do need to create a data table, include the proper markup.

There are two types of Web tables—data tables and layout tables. Data tables are used to organize data with a logical relationship in grids. Think of a data table as information that would be found in an Excel spreadsheet. Layout tables, which are not widely used anymore, are used to control content elements to create a particular layout.

If you do need to create a data table, roll up your sleeves because you'll need to **add a caption**, and **identify row and column headers** in the HTML code. To the left is an example of code for a data table about current tax rates.

(5) Run PDFs through the accessibility check in Adobe Acrobat before posting.

If you need to post a PDF document on your website, you should always run it through the accessibility check in Acrobat first. While this process can be time-consuming, we've found fixing accessibility errors gets easier as new versions of Acrobat are released. The following steps refer to Adobe Acrobat DC.

1. After you open Acrobat DC, click on the **Tools** link at the top of the screen.
2. Scroll down to the **Protect & Standardize** section. You should see an **Accessibility icon** at the far right.
3. Click on the **Add** drop-down menu under the Accessibility icon and choose **Add shortcut.**
4. Go to **File** and then open the PDF document that you want to make accessible.
5. On the right-hand side of the document, under **Search Tools,** click on the **Accessibility** shortcut. Then, click on **Full Check.**
6. Keep all of the default options checked in the **Accessibility Checker Options** box, and click **Start Checking.**
7. After the check is complete, all of the issues will be listed on the left-hand side of the screen. If you **right-click (PC)/Ctrl-click (MAC)** on each individual issue and choose **Fix,** you can fix the errors. If you have questions as to what the error is, **right-click** on the error and choose **Explain.**

The most common errors that appear in this check are:

- **Title:** Every document should have a descriptive title.
- **Tagged PDF:** If this rule check fails, the document isn't tagged to specify the correct reading order. If you **right-click/Ctrl-click**, and choose **Fix,** Acrobat will automatically add tags to the PDF.
- **Alternative Text:** Make sure that images or other non-text elements in the document either have alternate text or are marked as artifacts. An artifact is a purely decorative image, so they can be ignored by assistive technology devices (e.g., lines separating sections).
- **Appropriate Nesting:** When this check fails, headings are not nested properly. **Right-click/Ctrl-click** on the error and choose **Show in Tags Panel.** Here, you can change the type of elements or the order of the elements by dragging them to the correct place.

TIP

No matter what, there will always be two errors that show up after running an accessibility check. The issues are **"Logical Reading Order"** and **"Color Contrast,"** since they require a manual check. If you know that your document is sufficient in both of these areas (the text reads logically from left to right and top to bottom, and the text is black on a white background), then you can **right-click** on the issue and click **"Pass."**

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