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Team working to create accessible mark-up

Kath Moonan, Senior Designer

Poptel Technology

www.poptech.coop

kath.moonan@poptech.coop

Summary

- **About Poptel Technology**
- **Developing best practice guidelines**
- **Ensuring CMS accessibility**
- **Testing and validation**
- **Conclusion**

About Poptel Technology

Internet solutions co-operative

Building accessible websites since 2001

- **Priority 3**
 - www.dialuk.org.uk (NLB Visionary Design award winner)
 - www.pocklington-trust.org.uk (Visionary Design nominee)
 - www.motability.co.uk
 - **Priority 2 / See it Right**
 - www.tgwu.org.uk (RNIB Simply The Best awards nominee)
 - www.henshaws.org.uk
- Forthcoming**
- [Radar](#) (Priority 3)
 - [Greater London Disabled Entrepreneurs](#) (Priority 3)
 - [GMB](#) (Priority 2)

NWeGG Web Accessibility Program 2004

North West e-Government Group: partnership organisation of North West Local Authorities

- **Aim: To enable local authority web teams to manage, develop and audit accessible web sites**
 - **Two events with web accessibility experts:**



Some role definitions

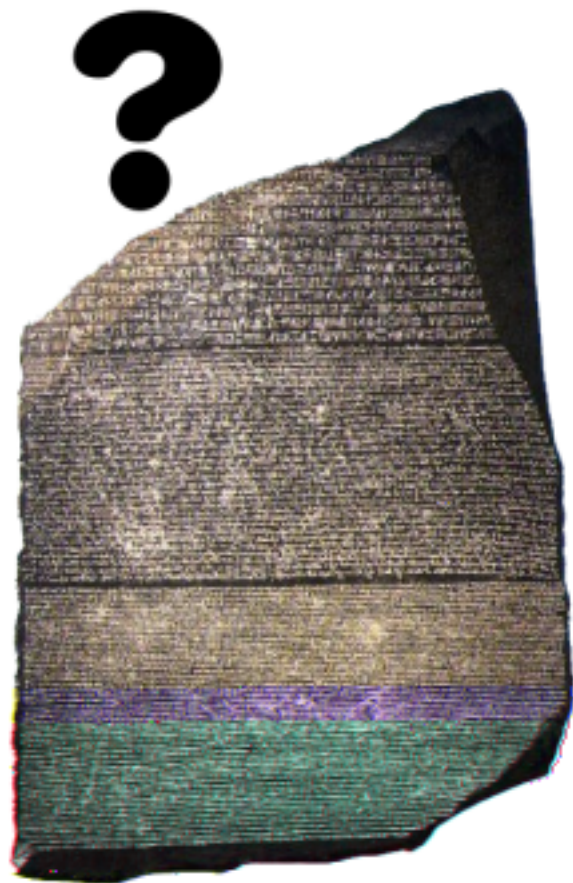
Client side

- **Designer - interface designs (may also produce mark-up)**
- **Developer - mark-up (may also program)**

Server side

**Programmer – programs! .net, xss, php etc
(may also develop)**

Why Develop Best Practice Guidelines



Avoid developer's / designers using WCAG (if they are unfamiliar with web accessibility):

- **Time consuming to assimilate**
- **Open to interpretation**
- **Some techniques don't work**
- **Not prioritised effectively**

Why is good mark-up important for accessibility?

- **Many assistive technologies (especially screen readers) rely on mark-up being correct to effectively navigate the page**
- **Standards compliant mark-up ensures device independence**

Develop best practice guidelines

- **All team members must understand the importance of good mark-up**
- **Create clear rules (& explanations)**
- **Support workshops & training**
- **Coding conventions amongst Programmers are often inaccessible (i.e. gratuitous use of tables)**

Rule Examples

- **Start every page with a document definition**
- **Use grammatically accurate mark-up i.e.**
 - **Use <p> to display a paragraph, not to create line space**
 - **Use header tags to display document headers and not just to add emphasis to text**
- **Avoid using text such as “image of” in the alt text. This is redundant as the screen reader will usually prefix alt text with “image”**
- **Do not repeat link text for links that go to different destinations (e.g more, click here)**

Ensure Content Management System (CMS) is accessible

- **If CMS is not fit for the job it can cause many problems**
- **Investigate at beginning of project to avoid costly delays**
- **CMS should output unformatted / formattable data**
 - **Templates should be accessible**
 - **Ensure content inputted accessibly**
 - **Forms / Data tables should have accessible coding**
 - **Editable alt text**
 - **Correct document structure**

Example: Accessible JavaScript

- **Functionality should not be coded client side**
- **Not dependent on use of mouse**
- **Provide meaningful no-scripts**
- **Avoid re-directs and re-focuses**
- **Use submit buttons**
- **Do not use JavaScript for form submission or validation**

Quality Control and Validation

- **Audit developer code**
- **Audit template code**
- **Audit at programming stage**
- **Validate at all above stages if necessary**

(Priority 2)

- **Use audit forms to track persistent errors & ensure quality control**
- **Simple test procedure – test without the mouse at each development stage**

Conclusion

- **The simplest techniques often yield the greatest benefits**
- **Encourage teams / companies to “mainstream” accessible mark-up**
- **Appeal to web team’s vanity to get the job done - set challenges to complete tasks with accessible mark-up**
- ***Accessible standards compliant mark-up is professional mark-up***

Thankyou

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