# Web Accessibility: 10-Step Guide

Nearly one billion people (more than 15 percent of the world's population) have some type of disability. Staying inclusive within your business practices is critical to reach as many people as possible. Your website plays a major role here.

## FOLLOW THE POUR PRINCIPLES & MAKE YOUR WEBSITE:

- Perceivable.
- Operable.
- Understandable.
- Robust.

## 10 TIPS TO MAXIMIZE YOUR WEB SPACE AND ENSURE ACCESSIBILITY

### 1. Select the Right CMS
Decide on a content management system (CMS) that checks all the boxes related to website functionality, content creation, user management, and development and maintenance.

### 2. Add Alt-Text
Generating unique and powerful alt-text will allow users who cannot view the imagery to be able to interpret the feeling and emotion behind it. It's also important for screen readers when reading the description aloud to users who cannot visually interpret the image.

### 3. Use Both Words and Images
Add text when you intend to use a color cue. You must make your message clear by not only using colors or visuals but words as well.

### 4. Use Proper Headings
Utilize different text sizes for headings, subheadings, and sections to emphasize to your reader the order of importance, and always arrange your headings (H1, H2, H3, etc.) with a logical structure so they make sense to the reader.

### 5. Choose Easy-to-Read Fonts
Opt for easy-to-read fonts that readers don't have to strain their eyes in order to read.

### 6. Ensure Proper Color Contrast
Nearly **84 percent** of home pages in 2022 had low-contrast text. Pay close attention to the color of both the background and the text itself.
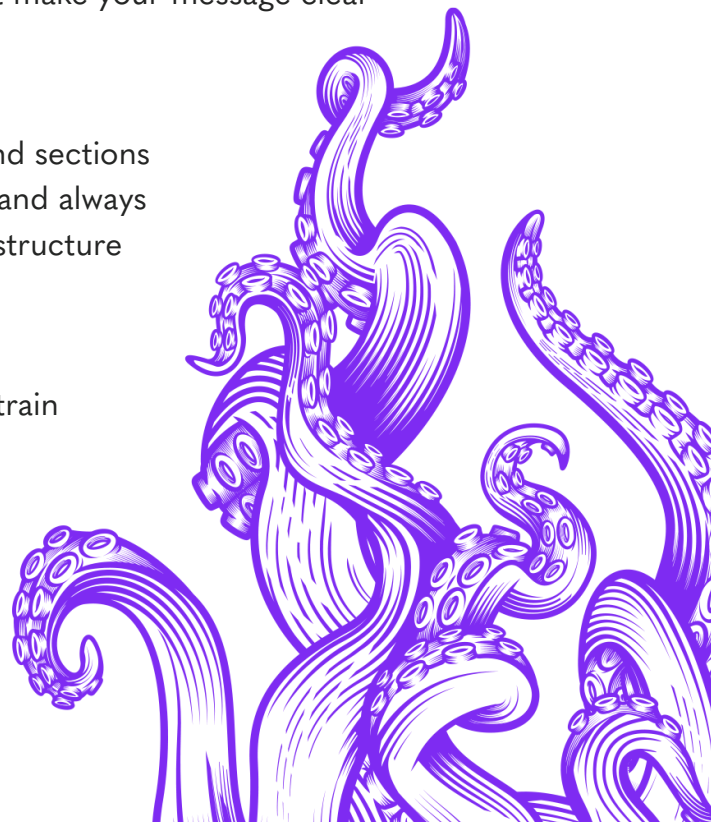
# Web Accessibility: 10-Step Guide

**7.** **Be Keyboard-Friendly**

Make sure your website is functional for users who aren't using a traditional desktop and mouse. This will require a code setup and rounds of testing.

**8.** **Don't Neglect Mobile Users**

Mobile accounts for over half of web traffic, so you have to be aware of those who are viewing your content on smartphones, tablets, or similar devices.

**9.** **Include Captions and Transcripts**

Viewers with hearing impairments and/or disabilities that may impede their ability to view certain photo or video content rely heavily on descriptive captions and video transcripts.

**10.** **Test!**

This is your trial-and-error period. Test your website to ensure it meets accessibility standards through a tool like **accessiBe**.

## PARTNER WITH THE EXPERTS

Put our team of content strategists, designers, and developers to work! **Contact us** today, and we'll get you on the road to making your website an all-encompassing user experience.