



# Avoiding accessibility pitfalls

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Priority 1 (level A)

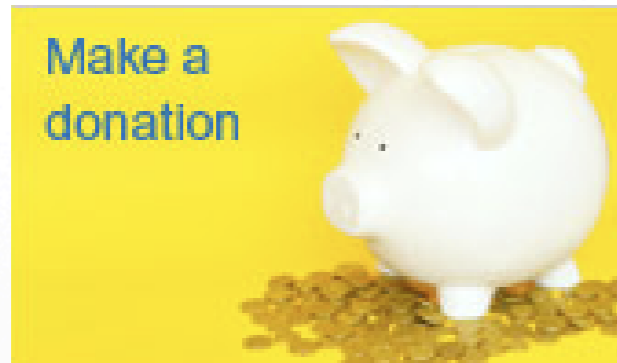
# Images

- Not everyone can see images
- Images which convey information need alternate (“alt”) text.
- Purely decorative images
  - should be set in CSS as background images
  - or should have a blank alt attribute
- **Pitfall – giving unnecessary alt text**
  - Don't duplicate text already on the page
  - Keep it simple and to the point



Priority 1 (level A)

# Images



Alt text for this image was:

A colour image of a piggy bank surrounded by coins accompanied by the text 'Make a donation'

Should be:

Make a donation

**Read your page out loud, including alt text. Does it make sense?**



Priority 2 (level AA)

# Link text

- Link text needs to clearly identify the target of each link
- “Click here” is not acceptable link text
- Remember that a screen reader user might tab from link to link and only hear your link text.

e.g. change

Please [click here](#) to make a donation

to

Please [make a donation](#)

**Read all the links on your page one after the other. Do they make sense?**



Priority 2 (level AA)

# Markup

- **Pitfall – using markup purely to alter appearance**
  - e.g. using header tags for different text sizes
- Technologies such as screen readers rely on appropriate use of markup
- Keep it valid

**Validate – but you must check manually too**



# Summary

- Become familiar with the WCAG guidelines
- Keep in mind the reason behind each guideline
- Read your pages as a user would
- Use markup and accessibility validation tools
- Check manually. Automated tools can't do it all

I'll be elaborating on these areas in my blog:

<http://www.makemineatriple.com>