

ACCESSIBILITY

Fitness Training for Web and Email

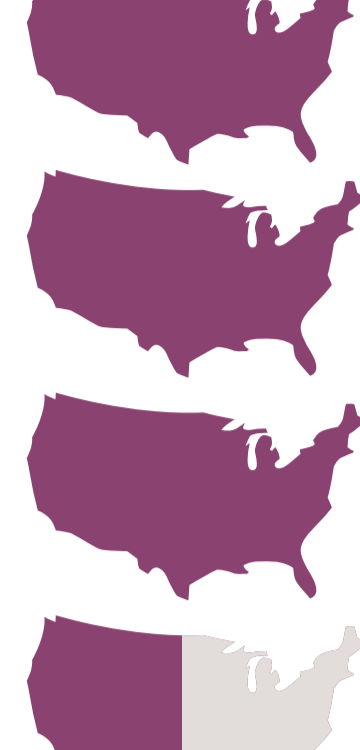
People access digital information in different ways and with different abilities. Accessibility testing makes sure your website and email works for everyone, no matter how they are interacting with it.

— WHY? —

Access your whole audience.

And improve the experience for everyone (including you)!

DID YOU KNOW?



1.14

BILLION
People have a disability worldwide.

That is ~3.5x the population of the U.S.

COMMON DISABILITIES

Cognitive

Visual

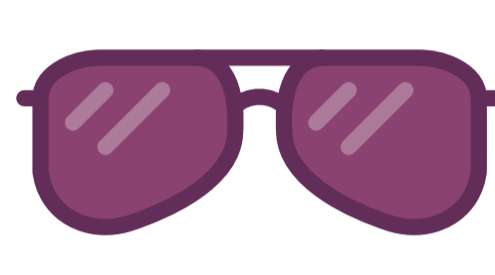
Fine motor

Temporary

— HOW? —

Get started here.

Put your website and email through their paces and see how they hold up.



LOW VISION

- ✓ The contrast ratio between text and background is: **4.5:1**
- ✓ The text can scale up without getting cut off. **200%**
- ✓ These things also help anyone using a screen in the bright sun.



COLOR BLINDNESS

- ✓ **LINKS** don't rely on color to be identified.
- ✓ Notifications can be found without relying on color.



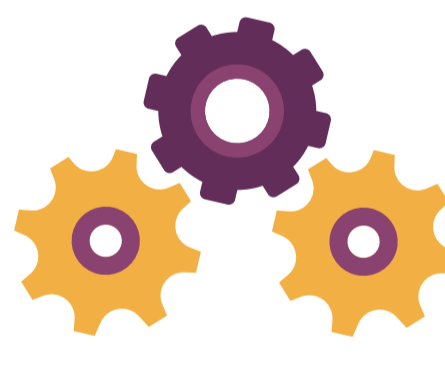
KEYBOARD NAVIGATION

- ✓ The page focus doesn't get lost or trapped.
- ✓ All focusable items have a **FOCUS RING**.



SCREEN READERS

- ✓ **HTML** is well structured and uses ARIA roles.
- ✓ Headings are used to form an outline of the page content.
- ✓ Image content is described with ALT text.



COGNITIVE IMPAIRMENTS

- ✓ Moving content like videos and image sliders can be paused.
- ✓ Paragraphs are not center aligned or justified.

- ✓ **WRITING** is clear and concise.



FINE MOTOR LIMITATIONS

- ✓ Buttons and links have large touch targets. **44px**
- ✓ Interactions are simple and error tolerant.

— NICE WORK —

You made it!

That wasn't so hard, was it?



— WHAT'S NEXT? —

Dive deeper

Here are some tools to help you take your accessibility skills to the next level.

CHROME
DEVTOOLS



TOTAL11Y

WAVE

ADDITIONAL REFERENCES

WEBAIM - <https://webaim.org/standards/wcag/checklist>

WUHCAG - <https://wuwcag.com/wcag-checklist/>

WCAG 2.0 - <https://www.w3.org/WAI/WCAG20/quickref/>

Created by: **Email on Acid**