***Notes from Jess:***

*For new / total redesign websites – be sure to require a word press theme that is accessible friendly. Here is a list of options https://wordpress.org/themes/tags/accessibility-ready/*

*You'll want to integrate these milestones into the overall design process. After each phase of completion or along side each area's design, work in the tasks below.*

*This brief presumes you are using WordPress as your website base, because it's the most flexible and best for SEO, but if that's not you be sure to adjust accordingly.*

**Sample Website Accessibility Project Brief**

Project Goal is to make the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website more accessible. It will not be certified WCAG compliant, BUT it should be a site that at least makes a sincere effort to provide accessible content to hearing impaired / blind or low-vision / limited dexterity (keyboard-only) users.

In preparation for this project please review articles online regarding best practices for making website more accessible to deaf / blind / keyboard only web users. We don't expect you to know WCAG standards or promise to certify our website, but we want the website to be substantially more accessible.

**Milestone 1: ($\_\_\_\_\_)**

* Conduct initial accessibility score with Wave Webaim tool <http://wave.webaim.org>
* Audit again with Google Accessibility extension in Chrome. See [https://chrome.google.com/webstore/detail/accessibility-developer-t/fpkknkljclfencbdbgkenhalefipecmb?hl=en](https://chrome.google.com/webstore/detail/accessibility-developer-t/fpkknkljclfencbdbgkenhalefipecmb?hl=en )
* Provide report with screenshots from each. This will represent the baseline for improvement.
* Select and install WP accessibility plug in and configure
	+ Examples: <https://wordpress.org/plugins/search/accessibility/>

**Milestone 2: Make it easier for no vision / low vision ($\_\_\_\_\_)**

* Work on the errors and alerts identified in the webaim audit and Google Accessibility results.

Update Alt tags

* Anything that isn’t text-based (images, videos) needs to be described in words using the appropriate tags and markup. The ALT text (alternative text for images) you use should be meaningful without being overly verbose.
* Change any alt-tags that are just acronyms or abbreviations to full word descriptions. Anything that is justifiably an abbreviation should be written out as C.I.A. not CIA (this assists screen readers so they say each letter and don't read a 'word')

Font size / contrast

* Make font sizes enlargeable. (WP Accessibility plugin can be configured to do this)
* Determine if we need to change any design elements (background color, font choice, etc.)

Transcript for Video

Order transcripts for any video content from [www.rev.com](http://www.rev.com) or similar. Make transcript available for download (near video) or use embeded transcript enabled video player.

Fillable Form Elements Labeled.

Form elements should have labels and the labels should be properly assigned to the corresponding form element. Forms should be properly labeled for guidance; this does not only help the disabled, but it makes it more user-friendly for all users as well.

Ensure header tags are being used correctly. Header tags should start at h1 and flow consistently throughout the page without skipping any tags. There may be instances where this isn't possible but every effort should be made in order to keep the website content flowing properly.

**Milestone 3: Make it easier for deaf / hard of hearing ($\_\_\_\_\_)**

* Work on the errors and alerts identified in the webaim audit and Google Accessibility results.

Video Captioning

* Order caption files from [www.rev.com](http://www.rev.com) or similar and install into video, ensure content has cc automatically or can be easily selected by the user.

**Milestone 3: Create Accessibility information page and easily tabbed Site Map page for all users / non-mouse users ($\_\_\_\_\_)**

Site Accessibility Page

* Create a page called "Site Accessibility" and link to it in the footer
* page will be similar to <https://mnucp.org/SpecialPages/Site-Accessibility.aspx>
* You will draft copy or request our assistance with the copy for this page.

Site Map Page

* Create a page called Site Map page and link to it in the footer (this is not the XML site map used for SEO)
* (Examples of similar pages are on these websites (links are in the footer area)
* <http://everyeye.org.uk/> and <https://mnucp.org/Home.aspx>)

**Milestone 4: Re-audit & Instructions ($\_\_\_\_\_)**

* Re-run WAVE audit on the home page and all other pages
* All errors and alerts should be resolved other than known issues accepted by owner as unfixable due to theme function, etc.
* Re-Run Google Accessibility audit using the developer extension for Chrome.
	+ Try to resolve all issues. If an issue can't be resolved without breaking the page/look/design then consult with us on options.
* Goal is to increase Accessibility score from base scores to better than 90/100 on all pages.
* Provide report with screenshots from each. This will represent the actual improvement.
* Create instruction sheets (with screenshots) for us to use going forward for anything that must be set or adjusted on a per post or per edit basis.
	+ For example, if posting a new blog article will always require the author to do 5 things to maintain webaim error free / alert free content provide us with those instructions.
* Create instruction sheet for how to add to the site accessibility or site map pages if we should need to do so going forward.

***My favorite web developer***

*Finding a web developer who does good work and doesn't waste your time or resources can be tough. Especially when you are just a small shop. I whole heartedly recommend my web developer and graphic designer: Chris Ryan of Ryan Designs. He is super talented, works hard and will walk you through the process. If you're interested in contacting Chris you can email him at* *chris@ryandesigns.ca*