Commonly Seen Accessibility Errors

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Knowbility
Agenda

- Introduction
- Content
  - Alt Text
  - Headings / Structure
  - Link text
  - Form labels
- Design
  - No visible focus
  - Moving Content

Note: All links open in new window
Is it Decorative?

Today's weather: Sunny!
Is it Decorative?

Today's weather: Sunny!

It needs empty alt text
Today's weather:
Does it Convey Meaning?

Today's weather:

It needs alt text
Does it Contain Text?

You win!
Does it Contain Text?

It needs alt text
The American Robin is a large (10”) bird with a prominent rust orange colored breast and belly. The upper body is grey with a black head. The Robin has a broken white eye ring and has white at the base of the belly before the tail.
Is it Described in Text?

The American Robin is a large (10”) bird with a prominent rust orange colored breast and belly. The upper body is grey with a black head. The Robin has a broken white eye ring and has white at the base of the belly before the tail.

It may not require alt text
Alt Text Discussion

W3C Alt Text decision tree
Add via Code

< img src="https://mysite/files/2018-08/Hero_image.jpg" alt="brief description">
Add Empty Via Code

< img src="https://mysite/files/2018-08/Hero_image.jpg" alt>

< img src="https://mysite/files/2018-08/Hero_image.jpg" alt="">
Add within CMS

Add when upload image or directly edit the code
Headings and Structure
Why it is Important
Headings Best Practices
Headings Best Practices

- Generally only one H1 per page
Headings Best Practices

- Generally only one H1 per page
- Hierarchical
Headings Best Practices

- Generally only one H1 per page
- Hierarchical
- Describe the topic
Headings Best Practices

- Generally only one H1 per page
- Hierarchical
- Describe the topic
- **NOT** used for styling
We live in a world where our food is making us sick, tired, and overweight. Big Food brands design their packaged products to be addictive... so we consume unhealthy ingredients over and over again...

AND IT GETS WORSE

- Risky chemicals contaminating our food aren't labeled.
- Product labels are lying.
- Our food is pumped up with cheap additives that are banned in other countries.

Join our free Weekly Newsletter!

Order Now
Available in stores everywhere

We live in a world where our food is making us sick, tired, and overweight.

Big Food brands design their packaged products to be addictive... so we cons ingredients over and over again...

And it gets worse

I decided to take matters into my own hands...
How to Add
How to Add

- Add via code using heading elements
How to Add

• Add via code using heading elements
  ▪ h1, h2 ... h6
How to Add

- Add via code using heading elements
  - h1, h2 ... h6
- Use correct styles
How to Add

- Add via code using heading elements
  - h1, h2 ... h6
- Use correct styles
'Nightshade' Out Now

Our song 'Nightshade' for the official Game of Thrones album, For The Throne, is out now. Full album coming out on April 26th. Listen to 'Nightshade' here.

UK & Europe Tour on sale now!

Tickets are now on sale for our UK and Europe tour dates! Grab yours now and we'll see you on the road. Get your tickets here.
'Nightshade' Out Now

Our song 'Nightshade' for the official Game of Thrones album, For The Throne, is out now. Full album coming out on April 26th. Listen to 'Nightshade'.

04/12/19 - READ FULL STORY

UK & Europe Tour on sale now!

Tickets are now on sale for our UK and Europe tour dates! Grab yours now and we’ll see you on the road. Get your UK and Europe Tour tickets.
Why Link Text Matters

Links
- VIDEOS
- SHOP
- Target of skip-to-content link
- TICKETS
- TICKETS
- TICKETS
- TICKETS
- TICKETS
- TERMS OF USE
- PRIVACY POLICY
- AD CHOICES
- COOKIE POLICY
- CLICK HERE
# The Origin of the List

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUN  05</td>
<td>ROCK AM RING (JUNE 5-7)</td>
<td>NÜRBURG, DE</td>
</tr>
<tr>
<td>JUN  07</td>
<td>ROCK IM PARK (JUNE 5-7)</td>
<td>NUREMBERG, DE</td>
</tr>
<tr>
<td>JUN 11</td>
<td>NOVA ROCK (JUNE 10-13)</td>
<td>NICKELSDORF, AUSTRIA</td>
</tr>
<tr>
<td>JUN 12</td>
<td>GREENFIELD FESTIVAL (JUNE 11-13)</td>
<td>INTERLAGENS, SWITZERLAND</td>
</tr>
<tr>
<td>JUN 14</td>
<td>DOWNLOAD FESTIVAL (JUNE 12-14)</td>
<td>DONNINGTON, UK</td>
</tr>
<tr>
<td>JUN 14</td>
<td>ERGO ARENA (JUNE 16-17)</td>
<td>GDANSK, POLAND</td>
</tr>
<tr>
<td>JUN 19</td>
<td>COPENHELL (JUNE 17-20)</td>
<td>COPENHAGEN, DENMARK</td>
</tr>
</tbody>
</table>
Another Link Text Example

**Auto Refinance Loans**

**As low as** 2.99% APR
Lower your rate, payment, or both when you refinance.

**Apply Now**

**Learn More**

---

**Visa® Platinum Credit Card**

**As low as** 10.00% APR
Great rates with no annual fees, cash advance fees, or balance transfer fees.

**Apply Now**

**Learn More**

---

**Signature Personal Loans**

**As low as** 7.50% APR
Pay off credit cards or invest in home improvements with our traditional personal loan.

**Apply Now**

**Learn More**

---

**Money Market Savings**

**Starting at** 1.56% APY
Earn dividends that often rival uninsured money market mutual funds. (Minimum to earn shown rate: $1,000)

**Join Now**

**Learn More**
Example Zoomed to 400%

APPLY NOW

LEARN MORE
How to fix Vague Link Text

- Add more detail to the visible label
  - include the date or location
  - incorporate surrounding text that adds context
- Add an aria-label - only helps screen readers

```
<a href="url-to-Visa-apply" aria-label="Visa® Platinum Credit Card APPLY NOW">APPLY NOW</a>
```
Form Labels
VoiceOver Poor Label Example
VoiceOver Poor Label Example

![Screenshot of a website form with VoiceOver label example]

- Billing Address:
- Delivery Address:
- Email:
- Primary Phone:
- Secondary Phone:
- How Did You Hear About Us?

(Note: this will be your username for the My Account page.)

(Note: edit text blank)
Poor Label Example
Form Label Requirements
Form Label Requirements

- Labels must exist
Form Label Requirements

- Labels must exist
- Labels must be descriptive
Form Label Requirements

- Labels must exist
- Labels must be descriptive
- Labels must be programmatically associated with control
Label Code example

Screen reader hears the "star"

< label for="fname">
  *First Name:
</label>
<input id="fname" type="text" required>
Screen reader hears the "star"

```html
<label for="fname">
  *First Name:
</label>
<input id="fname" type="text" required>
```

does hear "required"
Screen reader does **NOT** hear the "star"

```html
<label for="fname">
  <span aria-hidden="true">*"</span>
  First Name:
</label>
<input id="fname" type="text" required>
```
Screen reader does **NOT** hear the "star"

```html
<label for="fname">
   <span aria-hidden="true">*</span>
   First Name:
</label>
<input id="fname" type="text" required>
```

does hear "required"
CMS Form Plugins
CMS Form Plugins
Design Issues
Visible focus
Focus (not) Visible Example

Demo
Results of No Visible Focus
Results of No Visible Focus

- Dissatisfied / lost customers
Results of No Visible Focus

- Dissatisfied / lost customers
- Lost sales
Results of No Visible Focus

- Dissatisfied / lost customers
- Lost sales
- Higher customer service costs
Results of No Visible Focus

- Dissatisfied / lost customers
- Lost sales
- Higher customer service costs
- Loss of brand respect
Browser Provides Default Focus
Browser Provides Default Focus

Don't design it away!
Moving Content
Carousels are a common culprit

Let's look at some examples
Carousels are a common culprit

Let's look at some examples

• Okay example
Carousels are a common culprit

Let's look at some examples

- Okay example
- Poor example
Possible Carousel Solution

Working Example
Review
Review

• Introduction
Review

- Introduction
- Content
Review

- Introduction
- Content
  - Alt Text
Review

- Introduction
- Content
  - Alt Text
  - Headings / Structure
Review

- Introduction
- Content
  - Alt Text
  - Headings / Structure
  - Link text
Review

- Introduction
- Content
  - Alt Text
  - Headings / Structure
  - Link text
  - Form labels
Review

- Introduction
- Content
  - Alt Text
  - Headings / Structure
  - Link text
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- Design
Review

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  - No visible focus
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Accessibility
Accessibility

Just Do It!
Evaluations

https://accessinghigherground.org/evaluate/

Proposal No: 29696 Commonly Seen Accessibility Errors