

Purple Tuesday

Changing the customer experience

Top Tips: Web Accessibility



With the online world growing year-on-year, it has never been more important to ensure your website is an accessible gateway to all your customers.

Despite popular belief, there are lots of actions you can take to improve the accessibility of your website which have little to no cost associated which will drastically improve your accessibility for your disabled customers.

Based on the new [Click Away Pound research](#), can your organisation really afford not to improve it's online accessibility?

£17.1 billion

The Click Away Pound research highlights the loss of revenue to UK organisations has increased by 45% since 2016, due issues around web accessibility.

Keyboard Accessibility:

Can you navigate your whole website using just a keyboard? (Usually the keys used are 'Tab' and 'Enter' or press 'Shift' and 'Tab' to go backwards). Some of your customers may have difficulties with their motor skills which can make using a mouse impossible and therefore must navigate websites using a keyboard.

Block Capitals:

Many organisations choose to use block capitals for marketing or branding purposes, but for many people, this can be very problematic. Not only can block capitals be difficult to read for people who have learning difficulties such as dyslexia, but for those who use screen readers can find this very tedious and frustrating as sometimes screen readers will read the text as an acronym. For example, instead of 'HELLO' the screen reader would read 'H-E-L-L-O'. When the screen reader doesn't read it as an acronym, it will shout the text, so 'hello' becomes 'HELLO!'. Either scenario can make the experience irritating and time consuming which can increase the chance of the user clicking away.

- Only use block capitals where relevant or necessary
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Colours:

Have you considered that some of the colours you use together may not be easily distinguishable to many people? Approximately 300 million people world wide have colour blindness.

- Colour combinations to avoid: red & green / green & brown / green & blue / blue & grey / blue & purple / green & grey / green & black

Fonts and Styling:

Choosing the right font and styling is very important. Not only can a clear font choice make your website look clean and professional but if this is not executed correctly, many people with visual impairments or learning difficulties may find your site difficult to read.

- Opt for a clear font such as Arial / Calibri
 - Try not to use a font smaller than 12pt unless necessary
 - Ensure everything is aligned consistently - where possible, this should be aligned to the left.
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Images:

A website full of imagery can look very visually appealing, but without the correct Alt tags applied, this can be a lot of nothing to those with visual impairments. Alt tags enable screen readers to tell the user what the image displays, without this information, the user will know an image is present but may not have any idea as to what is in the image; whether that be useful information, a photograph or product.

- Add alt tags to your images
 - Describe your images in context
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Videos:

Video content is the most rich for online social reach, which means ensuring your video content is accessible is extremely important, and for deaf people, it is crucial. Recent studies have shown that 80% of all online users are more likely to watch a video with the sound turned off and subtitles/captions turned on.

- Add clear subtitles / captions to all video content
 - Ensure the text added to videos is clear to read throughout the video, this can be done by using contrasting colours.
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80%

**It is estimated that
video content accounts
for 80% of all online
consumer traffic.**

Special Effects:

Some websites may include special effects to draw attention to particular areas or content. If your organisation opts to use this, you might want to consider how this is used to ensure it doesn't cause issues for people with epilepsy.

- Avoid using excessive flashing.
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We hope this guide has shown you that there are many changes you can make to your digital assets with little or no cost to implement. If you would like more assistance with your web accessibility, please get in touch at Membership@WeArePurple.org.uk and we can discuss how our services can work for you.

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