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Building a Strong Business Case for Web Accessibility

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Technologists should be holding ourselves and our dev communities accountable for things like good coding standards using semantic HTML.

But we should also hold ourselves accountable for implementing inclusion, too.

Tearyne Almendariz - Government Issue(s): Leveraging Accessibility with Usability to Serve *Really* Diverse Audiences

Normalize accessibility throughout your organization.

Rob Carr - A11yTalks: Organizational Scaffolding for Accessible Design and Content

Senior leadership (VP and higher) is critical to establish accessibility as a *cultural norm*.

Need more than buy-in.

It takes support, facilitators, and champions throughout your company.

Shift left to address accessibility early in designs.

Identify difficult interactions and visuals *before they're loved*.

Progress over perfection.

Small, incremental changes can have a big impact.

Meryl Evans - Accessibility: Why You Need to Work Toward Progress Over Perfection

Accessibility is an ongoing journey. It's okay to learn and improve over time, rather than waiting to implement perfect solutions.

Focus on continuous improvement in accessibility efforts.

There are plenty of cool tools to help us make the web accessible for *everyone on any device*.

Tools to get you going

There are five categories of a11y tools:

1. Web-based tools
2. Browser tools
3. Drupal specific tools
4. Operating System (OS) tools
5. Desktop tools

Web-based tools

Exclusively online, it’s best to bookmark these tools to your browser, and use them as needed.

- Generate an Accessibility Statement
- Siteimprove
- JavaScript Bookmarklets for Accessibility Testing
- WebAIM Color Contrast Simulator
- File Compression Tools (GIF, JPEG, PDF, PNG, SVG)

Browser tools

Available as add-ons to your browsers, some of these tools are plugins and extensions, and others can be incorporated the browser's own developer tools.

Chrome color contrast

- ColorZilla
- WCAG Color Contrast Checker

Chrome dev tools

- ARC Toolkit
- Axe
- Lighthouse Audit

Drupal specific tools

Accessibility best practices in Drupal and helpful modules.

- Drupal Accessibility
- Olivero theme
- Editoria11y module

OS tools

Accessibility tools that were installed with the operating system on your computer.

Mac a11y tools

- VoiceOver Screen Reader
- Voice Control
- Hover Text
- Text to Speech
- Dark Mode
- Dictation
- Zoom/Zoom Display
- Audio Descriptions

Windows a11y tools

- Narrator Screen Reader
- Magnifier
- Cursor and pointer size
- Longer alerts
- High contrast display
- Read in braille (beta)
- Color filters

Desktop tools

Once downloaded, these tools can be used from your computer's desktop. These generally incorporate a Graphical User Interface (GUI).

Document accessibility tools

- Acrobat PDF Accessibility Checker
- Google Docs Accessibility Tools & Best Practices
- Microsoft Office Accessibility Checker

Screen readers

- JAWS Screen Reader (Windows - paid software)
- NVDA (Windows)
- Orca Screen Reader

Additional Resources

- The European Accessibility Act (EAA)
- Accessibility for Ontarians with Disabilities Act (AODA)
- International Association of Accessibility Professionals (IAAP) Certifications
  - Certified Professional in Accessibility Core Competencies (CPACC)

Recommended videos to watch

- A11yTalks: Organizational Scaffolding for Accessible Design and Content
- 2025 MidCamp: What the Heck is ARIA? A Beginner's Guide to ARIA for Accessibility
- A11yTalks: Riding the Digital Accessibility Roller Coaster: Strategies to Stay Grounded in Times of Change
- Closed captions in Google Slides

Thank You

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