



CESA 6

CMS4Schools™

Creating Accessible & Responsive Content



Tips & Tricks Webinar



1

**ACCESSIBILITY
TOOLBAR**

2

**ACCESSIBILITY
STATEMENT**

3

CHECK ACCESSIBILITY

4

HEADINGS

5

FONTS

6

IMAGE ALT TEXT

AGENDA



07

TABLES

08

HORIZONTAL RULES

09

LINKS

10

LISTS

11

PDFs

12

VIDEOS

AGENDA



Accessibility Toolbar

Why?

Allows visitors to adjust the color display on the page, underline all links, and increase/decrease font size.

How?

The accessibility toolbar can be managed in the Utilities > Settings.



Website Accessibility Statement

Why?

A Website Accessibility Statement is a great way to acknowledge accessibility as a priority of your organization and provide direction for users experiencing trouble.



Website Accessibility Statement

How?

1. Create a page on your site to display the statement.
2. Use our [Website Accessibility Statement Template](#) as a starting point to create your own statement.
3. Add a link in your lower footer to display the statement across your site.



Checking Accessibility

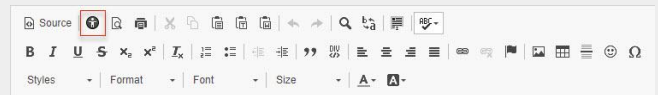
Scanning Tools

[WAVE](#) Web Accessibility Evaluation Tool

Within the page category, select to Review Accessibility to open the page in WAVE

NAME	STATUS	LAST UPDATE	EDIT	ACTIONS
▾ About Level 1 Index	Published Visible	4/14/21 10:51 AM	Content	Settings Actions ▾
▾ Announcements Level 1	Published Visible	3/29/21 8:21 AM	Content	Settings Review Page Review Accessibility View Permissions

Text Editor Check Accessibility function



Accessible360

Live User Audits
Scanning Tool
Training

Through our partnership with Accessible360, CMS4Schools customers can gain exclusive pricing relating to their live user accessibility audits, training, and their new scanning tool.

[Reach out to Kari to learn more about how we can help with website accessibility.](#)



Headings

SEO Webinar Recording

Why?

- Headings are used when organizing a page's content
- Headings help screen readers navigate a page for accessibility
- Headings are a part of SEO (Search Engine Optimization)



Headings

How?

- Page Title: Heading 1
- Main Body: Heading 2 through Heading 6
 - Tool Headings (H3) *can be* added as desired.
- Sidebar: Heading 3 through Heading 6
 - Tool Headings (H3) *should be* added to each tool on the Sidebar
- Don't skip headings



Fonts

Remove Colors, Fonts, and Font Sizes



Why?

- Colors must meet a certain amount of color contrast to be accessible
- Fonts on new designs will work across all devices and platforms while other fonts may not
- Font sizes on new designs are responsive and adjust to user's devices
- Consistent fonts and colors create unified branding
- Content that has not been originally "Pasted as Plain Text" may contain code that will break the look or responsive nature of a website



Fonts

How?

- Paste as Plain text when adding content 
- Use the "Clear Formatting" function within the editor to remove extra styles in existing content 
 - This will keep structural items like headings, lists, and links but will remove bold and italics



Fonts

Color Contrast Requirements

Minimum contrast ratio of 4.5:1

Dark text on a light background or light text on a dark background

Check Color Contrast

- [WAVE](#)
- [WebAIM Contrast Checker](#)
- [Color.review](#)
- [Who Can Use](#)

Color Extraction Tools

- [Color picker](#) (available in Chrome and Edge DevTools)
- MS Paint



Image Alt Text

Why?

- Alt text is required for any image because of accessibility
- Alt text helps screen readers understand an image
- Alt text shows when an image cannot be rendered for any reason



Image Alt Text

Alt Text Descriptions

- Should be descriptive of the subjects and activity within an image
- Should not be a list of keywords
- Should be specific when possible
- Keep the text short
- Do not include "picture of" or "image of"
- Any text in the image should be in the alt text



Image Alt Text

How & Where?

- Image Settings > Alt Text field
 - [Text/Graphic Editor tool](#)
 - [Right Side Text/Graphic tool](#)
 - [Expand/Collapse Content tool](#)
 - [Slide Show tool](#)
 - [Announcements Module](#)
- Title
 - [Photo Gallery tool](#)



Tables

Why?

- Tables should only be used to display relational data to be accessible
- Tables need Headers to be accessible
- Tables may use captions for accessibility
- Tables must have a percentage width for responsiveness



Tables

How?

- The width should be a percentage of the page or section
- Headers should be added
- The caption may be added



Horizontal Rules

Why?

- Create a visual break between sections of content on a page
- Text-based or image-based visual breaks are not readable for screen readers
- Text-based or image-based visual breaks are not responsive



Horizontal Rules

How?

1. Delete any image or text visual breaks
2. Add an HR through the functionality in the text editor. ☰



Link Text

Why?

- Links that are directly on the page and not within the text are not accessible
- Links that are directly on the page and not within the text will break responsively
- Link text that does not have an object is not accessible



Link Text

How?

- Replace any links directly on the page with link text
- Move the link for any "Click Here" items to the object instead of "Click Here"
- It is best to restructure the sentence and remove the "click here" language.
- Add an object to any links that say something similar to the following:
 - View
 - View More
 - Read More
 - Learn More



Links

Check for Broken Links

Broken links are an accessibility concern as well as make an awkward user experience for visitors.

We recommend checking for broken links regularly.



Lists

Why?

- Items in a list should use the ordered or unordered list structure for accessibility (numbering/bullets)



Lists

How?

- Make sure any lists in an editor are using unordered or ordered list structures (bullets/numbering)
- A list of all external links should use a Links tool or Quick Links Tool
- A list of internal links, external links, files, and/or text should use a Resources/News Tool



PDFs

Avoid PDFs if possible

Why?

- Content added to a page will almost always be more accessible.
- PDFs are not supported on all platforms (ex mobile devices) and may require additional applications to view.
- Use PDFs when visitors need to download or create a physical copy of the document.



PDFs

Create accessible PDFs

How?

- Start in [Microsoft Word](#) or [Google Docs](#).
- Follow the same same guidelines as we reviewed for creating website content
 - Headings
 - Image Alt Text
 - Tables
 - Links
 - Lists



Videos

Why?

- All recorded video and audio must have captions or alternative text on the page.
 - [Caption Key](#) recommends creating accurate, consistent, clear, readable, and equal captions
- Ensure that embedded videos are responsive



Videos

Eduvision integrates with the [CMS4Schools Video Library](#).

Reach out to Kari for more information and [exclusive pricing](#).

How?

- Automatically generated captions
 - EduVision allows you to automatically add captions and then [edit the captions as needed](#).
 - [YouTube captions are easy to edit](#)
- Create captions files manually or with an application.
 - [HTML5Rocks has a track element for video descriptions](#)
- Add video embed codes (iframe) to the Embed Audio/Video tool. Adjust width to 100% if needed.



**THANK
YOU!**
QUESTIONS?

CMS4Schools Help Center

4Schools Help Center

Newsletter

Webinars

