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# Enabling Change for Retailers-Webinar 3

## Ensuring your website is AODA Complaint

Jordan Browne and Dawn Watkins | Siteimprove



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# Objectives

- ☉ Ability awareness
- ☉ Know the Guidelines
- ☉ Making Accessible Digital Content
- ☉ How Do I Ensure My Website is Compliant?



**Start with accessibility in mind**



**Add accessibility later**



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# Ability Awareness



# 5 Myths about Accessibility



1. Accessibility doesn't affect many people
2. Only experts can implement fixes
3. You don't have to worry about it until you get a request
4. Accessible design interferes with general design and layout
5. You are not required to fix because it's cost prohibitive



# Ability Awareness Examples

## ⦿ Learning Disabilities

- ⦿ Attention Deficit Hyperactivity Disorder (ADHD)
- ⦿ Dyslexia

## ⦿ Visual Impairment

- ⦿ Color Deficiency
- ⦿ Low Vision
- ⦿ Blindness

## ⦿ Hearing Impairment

- ⦿ Hearing loss
- ⦿ Deafness

## ⦿ Physical Limitation

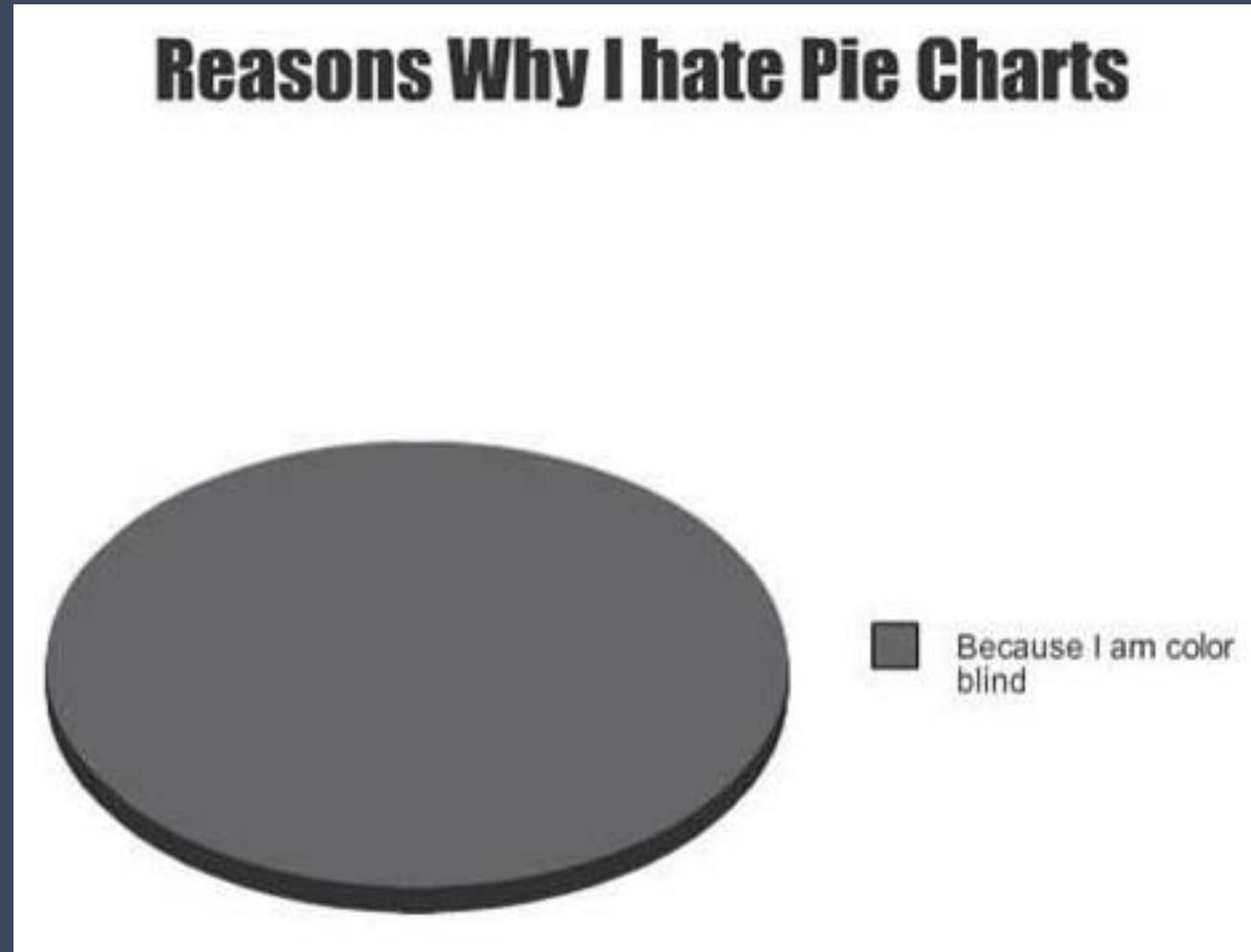
- ⦿ Dexterity
- ⦿ Temporary Conditions



[CDC Infographic](#)



# Visual Impairment: Color Deficiency





# Assistive Technology



# Screen Readers



**NV Access**

Empowering lives through non-visual  
access to technology



# Do You Use Accessibility Features?

- 🕒 Closed captions
- 🕒 Screen lighting/color filters
- 🕒 Voice to text
- 🕒 Predictive text/keyboard shortcuts
- 🕒 Zoom or magnifier
- 🕒 Font adjustments
- 🕒 Visible or vibrating alerts
- 🕒 Safari reader (reduces clutter)



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# Why Web Accessibility Should be a Priority Now

1. The aging population is predicted to triple to 1.5 billion by 2050
2. 23% of web accessibility-related litigation and settlements since 2000 happened in the past three years
3. Mobile screen reader usage has increased by 70%



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# Know the Guidelines

AODA and WCAG



# Accessibility for Ontarians with Disabilities Act (AODA)

- ☉ Customer Service Standard
- ☉ **Information and Communication Standard**
- ☉ Employment Standard
- ☉ Transportation Standard
- ☉ Design of Public Spaces Standard



# AODA Website Compliance Deadline

## Current Requirements:

- New public websites, significantly refreshed websites, and any web content posted after January 1, 2014 must meet Web Content Accessibility Guidelines (WCAG) 2.0 Level A

## Beginning January 1, 2021:

- All public websites and web content posted after January 1, 2012 must meet WCAG 2.0 Level AA

# Do You Also Have a US-facing Website?

## Equal Access

The number of lawsuits brought by plaintiffs' firms claiming business websites aren't accessible to the blind is on the rise.

**Website lawsuits by industry** (since the beginning of 2015)\*



\*Federal court filings through Oct. 20, 2016 Source: Seyfarth Shaw LLP

THE WALL STREET JOURNAL.

## Example: Target Corporation settled a class action lawsuit in 2008

- Agreed to pay class action damages and legal fees totaling \$9.7 million
- Settlement required Target to then make their site fully accessible within 6 months

**37%** increase in digital  
accessibility  
lawsuits

in the U.S. in 2016, affecting nearly every industry  
– Seyfarth Shaw, [adatitleiii.com](http://adatitleiii.com)



# Web Content Accessibility Guidelines

Perceivable

Everyone can “see” it

Operable

Everyone can operate it

Understandable

Everyone can understand it

Robust

All devices can use it

# Scenario: Inaccessible Image

SHOP

FINANCE

TAX

LEARN

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At Quant117, we know that understanding finance can be a challenge. But getting professional financial guidance shouldn't be. Come and explore our software solutions, expert analysis, and advice for planning your future.

[Find out how](#)

# Roles

- ☉ Leadership
- ☉ Procurement
- ☉ Champion
- ☉ Project Manager
- ☉ Designer
- ☉ Communications
- ☉ Editors/Writers
- ☉ Developers
- ☉ Testers





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# Making Accessible Digital Content



# Writing for the Web

20% ↓



25% ↑







# Take a Deeper Look

Can you tell which of these is accessible?

Search products 

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JOIN OUR MAILING LIST:

*Email*

# Headings

🕒 Leveraged by Search Engines

🕒 Highlights key information

🕒 Makes scannable

🕒 Used as navigation for screen readers

## <h1> Headings </h1>

Headings communicate the organization of the content on the page. Web browsers, plug-ins, and assistive technologies can use them to provide in-page navigation.

## <h2> Heading ranks </h2>

← SHARE

Nest headings by their rank (or level). The most important heading has the rank 1 (<h1>), the least important heading rank 6 (<h6>). Headings with an equal or higher rank start a new section, headings with a lower rank start new subsections that are part of the higher ranked section.

Skipping heading ranks can be confusing and should be avoided where possible: Skipping heading ranks can be confusing and should be avoided where possible: Make sure that a <h2> is **not** followed directly by an <h4>, for example. It is ok to skip ranks when closing subsections, for instance, a <h2> beginning a new section, can follow an <h4> as it closes the previous section.

## <h3> Exception for fixed page sections </h3>

← SHARE

In fixed sections of the page, for example in sidebars, the heading ranks *should not* change depending on the ranks in the content area. In those cases, consistency across pages is more important.

## <h2> Organize passages of text </h2>

← SHARE

In the following example, headings are used to only organize passages of text on a page, for example the main content:

# Color to Convey Meaning

NOLITA CAMI			DELANCY CARDIGAN SWEATER		
\$433.00			\$247.00		
Color *			Color *		
					
					



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# Describe the Image



# Distinctive Links



Quant117 Financial - By Quant117 Finance

- Published on July 1, 2017



## Tax tips for freelance artists

The stereotype of artistic types being bad with money isn't necessarily a fair one. There are plenty of artists out there...

0 Comments - Tax

Read more



Quant117 Financial - By Quant117 Finance

- Published on April 1, 2017



## Understanding the Estate Tax

If you follow politics at all, you've probably heard quite a bit of conversation about the federal estate tax over the...

0 Comments - Tax

Read more

# Text Inside Images

*Hurry Ends Tonight*

**TODAY'S DEAL**



**50% OFF**  
Select Small Appliances

[SHOP NOW](#)

ENDS 10/6 AT 11:59PM ET

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# Color Contrast



# Key Take-aways

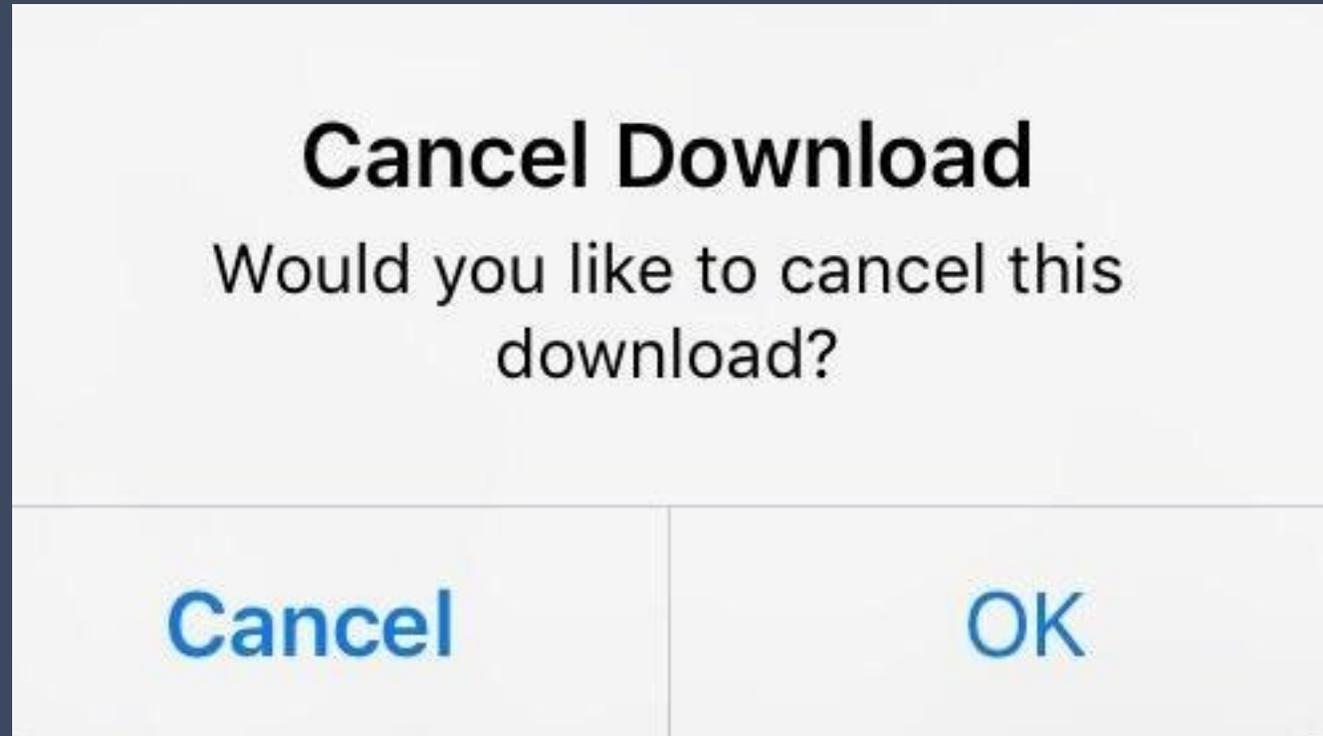
☉ Be clear

☉ Be predictable

☉ Be consistent

☉ Be understandable

# Clear



**EXISTING CLIENTS**  
please login here:


 **Member Sign In**

Forgot your [username](#) or [password](#)?

# Predictable



**CRUST & SIZE**    **MEATS**    **VEGGIES**    **CHEESES**

**Sauce**

Original    Ranch    BBQ

Light    None    Extra    Normal

**Cheese**

Normal    None    Light

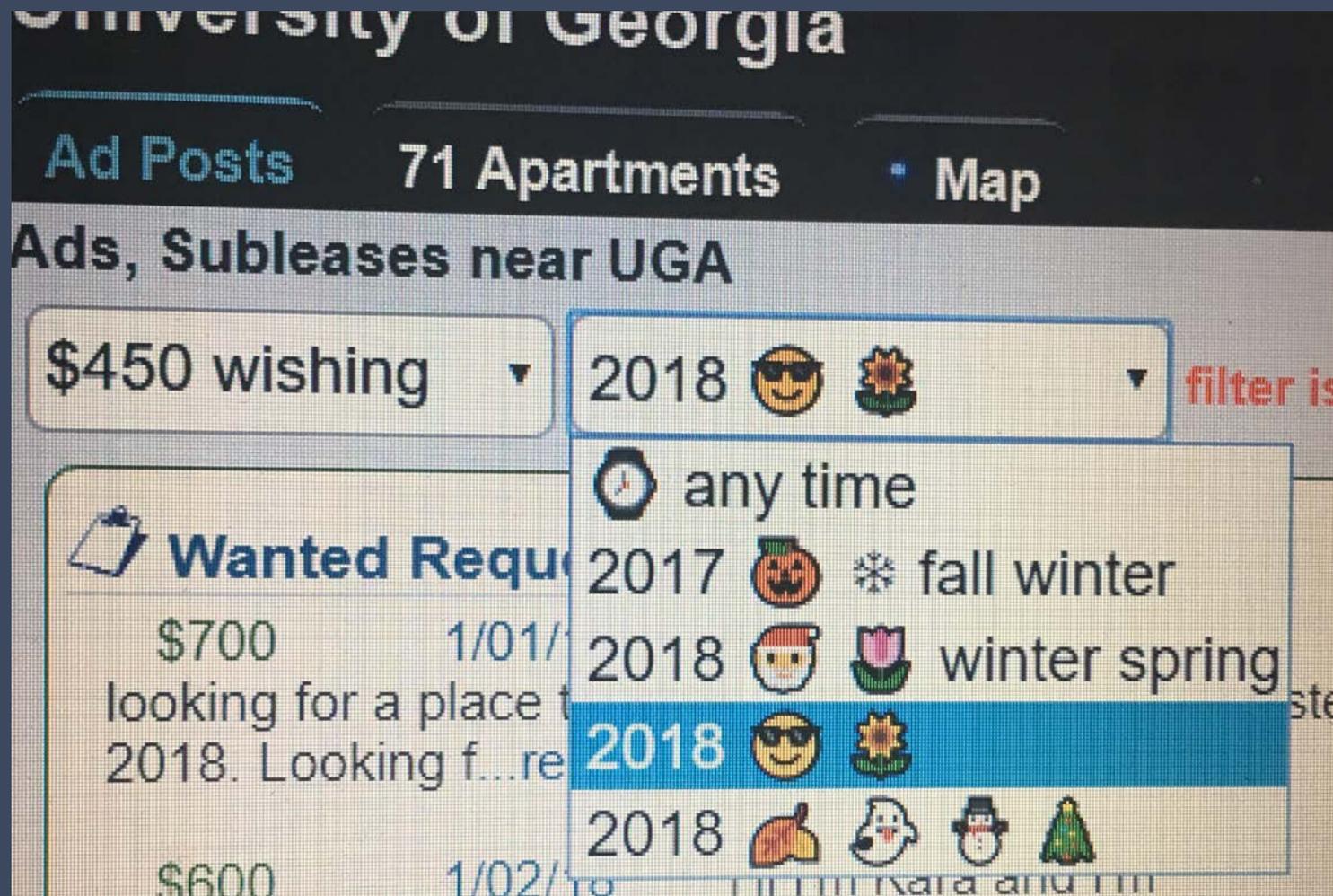


# Consistent

⊖ Maintain consistent identification of components that have the same functionality.

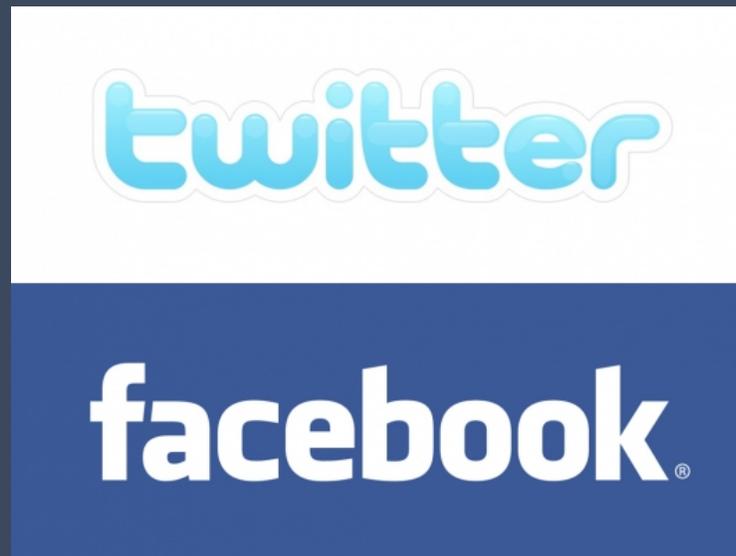
  
Search  
Find

# Understandable



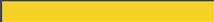


# Widgets and Plug-ins



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# Digital Accessibility is a Process NOT a Project!



# How Do I Ensure my Website is Compliant?

1. Check your site's level of accessibility
2. Create a web accessibility strategy that includes all stakeholders (eCommerce/Digital, Marketing, HR, etc...)
3. Provide training from digital accessibility consultants to all stakeholders
4. Incorporate regular automated & manual testing into day-to-day processes
5. Ongoing testing to ensure new pages/content is accessible

# About Siteimprove

- ☉ Offices in 11 countries
- ☉ Canadian Office-Toronto
- ☉ 460 Employees
- ☉ Platform in 11 Languages
- ☉ 94% Customer Retention Rate
- ☉ 6,000 + Customers and growing

**STRUCTUBE**



**HONDA**



**Air  
transat**



**NEVER STOP  
IMPROVING.**

A person is shown from the side, sitting at a desk and writing in a spiral notebook with a pen. The scene is dimly lit and has a teal color overlay. In the background, there is a computer monitor and some papers. On the left, a card with a house illustration and the text 'Happy Holidays' is visible. A yellow horizontal line is positioned above the word 'Questions?'.

Questions?

# Contact Us to Learn More!



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