



Siteimprove & Arizona State University:
Happy GAAD Day!

Agenda

- Introductions
- Siteimprove Core Platform Overview
- Training Support Resources
- Accessibility Overview
- Where do I start? How do I use the Accessibility module?
- Accessibility Resources
 - Support, Academy, Community, Webinars
- Manual vs. Automated Accessibility Testing
- Q & A

Questions during the webinar? Feel free to post in the chat!

Your Hosts



Sophia Johannesson

Customer Success Manager



Keith Bundy

Accessibility Community Consultant

Siteimprove Core Platform

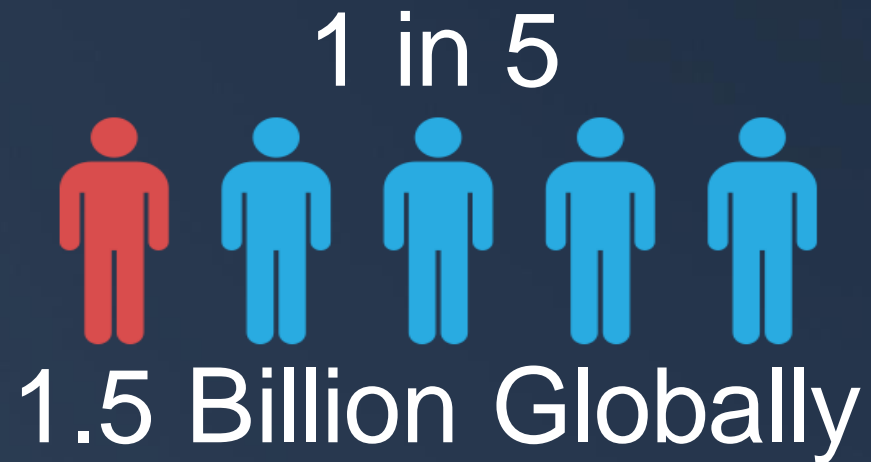
- [Digital Certainty Index](#)
- [Quality Assurance](#)
- •Checks for credibility and the efficacy of its user-facing components
- •Examples: misspellings, broken links, high page load time, and unsafe domains
- [Accessibility](#)
- •Checks to determine how well your digital presence tests against the WCAG 2.1 guidelines
- [SEO](#)
- •Measures the technical and user-facing aspects of your site to determine where you can improve.
- •Examples: indexability, meta content uniqueness, mobile aspects
- **Policy:** “rules” you can place across your site
- •[Policy Overview](#)
- **Response:** alerts you immediately so know when one of your [checkpoints](#) becomes unavailable
- [Groups](#)
- [Report Components](#)

Customer Xperience/Support

- Support at your fingertips
 - •[Help Center](#)
 - •[Content Library](#)
 - •[Community](#)
 - • [Guides & FAQs](#)
 - •On demand [webinars](#)
 - -Monthly Accessibility webinars
 - -Monthly new user webinars
- Customer Xperience Team
 - •[Meet The Team](#))
 - •We have an award-winning support team available via email, support ticket, phone, and live chat.
 - •Dedicated Customer Success Manager
 - •Account Manager (education on additional services)

Why accessibility?

- Increase the usability of your digital assets!
 - ADHD
 - Learning Disabilities
 - Visual Disabilities
 - Hearing Disabilities
 - Orthopedic Disabilities
 - Traumatic Brain Injury
 - Autism Spectrum Disorders
 - Temporary Conditions



Accessibility Terminology

- World Wide Web Consortium – W3C
 - International community working together to develop standards so websites look and work the same for all.
- Web Content Accessibility Guidelines – WCAG
 - Success criteria that helps you ensure that your website is usable by people of all abilities and disabilities.
- WCAG 2.1
 - New success criteria to ensure the web is an inclusive space

Levels of Conformance

A

The minimum level of conformance in the Web Content Accessibility Guideline, these are designed to be the easiest to meet.

AA

The medium level of conformance and often required a bit more commitment.

AAA

The highest level of conformance and typically has the most difficult standards to meet.

Severity Levels



Errors - Are automatic failures to meet accessibility standards



Warnings – These are concerned with best practices. You should investigate these as potential accessibility issues



Review - A potential accessibility issue that cannot be verified automatically.

How does Siteimprove help?

- Audit
 - Automated Scan
 - Manual Review
- Assess
 - Pages / Issues
- Assign
 - Roles
- Monitor
- Reports

The screenshot displays the 'Issues' dashboard in Siteimprove. At the top, it states 'Accessibility issues on your website, as defined by the WCAG 2 Guidelines. Issues are grouped by conformance level (A, AA, AAA) and severity (error, warning, review)'. Below this, there are tabs for 'All issues' and 'My starred issues (0)'. A 'Re-calculate issues' button is on the left, and an 'Export' button is on the right. A progress bar shows '9 Issues fixed' and 'Overall progress' with a green bar. Below the progress bar, a red box with the letter 'A' indicates the current conformance level. The main table lists various issues with their counts and progress:

Issue Type	Count	Progress	Severity
Link text used for multiple different destinations (2.4.4)	479 pages	0.8% (4 fewer pages)	No Jira issues
iFrame is missing a title (4.1.2)	226 pages	1.7% (4 fewer pages)	No Jira issues
Image link is missing alternative text (2.4.4)	157 pages	0% (No changes)	No Jira issues
Link text is too generic in its current context (2.4.4)	136 pages	1.4% (2 fewer pages)	No Jira issues
The image does not have the correct alternative (1.1.1)	71 pages	0% (No changes)	No Jira issues
Heading is missing text (1.3.1)	25 pages	0% (No changes)	No Jira issues
9 issue types with no errors			

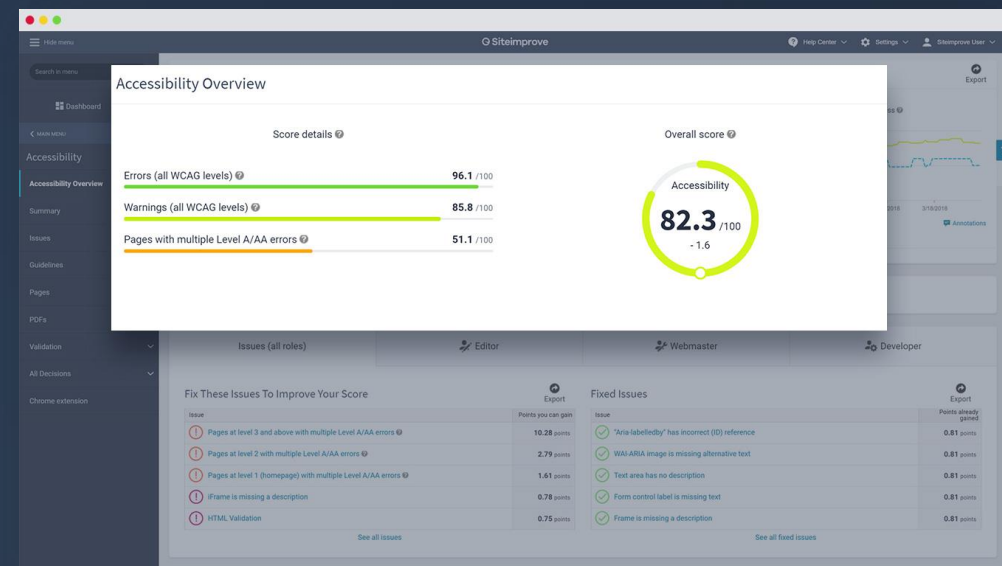
How do I use Accessibility?

- Measure of how well a site meets the standards set out in the WCAG (Web Content Accessibility Guidelines) 2.1 with our suite of automated checks.

- Dashboard

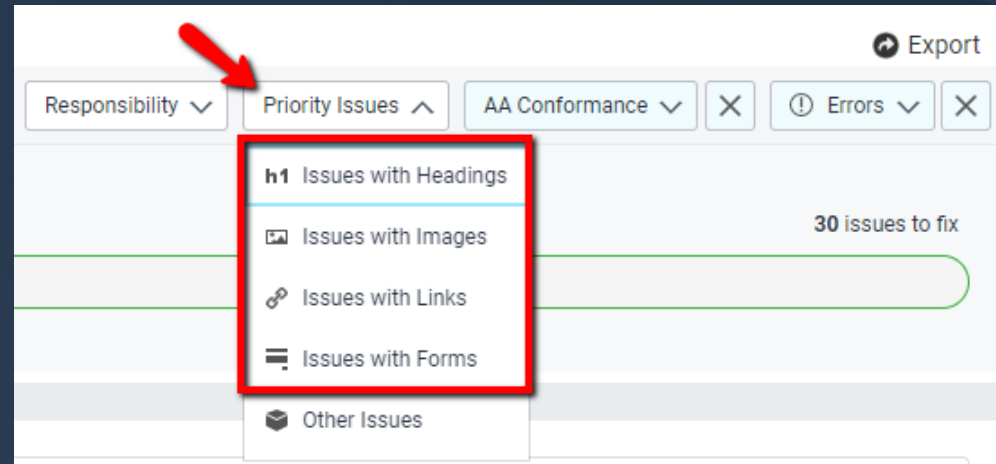
- Issues

- Page Report



Where should I start?

- Priority Issues
 - Images
 - Headings
 - Links
 - Forms
- Stick to one issue at a time!
 - Try "Starred Issues"



Accessibility Resources

- Siteimprove is a member of the W3C which is the organizing body behind the WCAG guidelines.
- Accessibility Education Community
- Monthly Call Recordings for the Accessibility Education Community
- Academy: Our e-learning platform provides training and onboarding courses for staff to ensure your organization is founded on the knowledge and skills needed to achieve your accessibility and web initiatives
- •Over 30 courses (with more on the roadmap)
- •Available for up to 20 users
- •IAAP approves Siteimprove Accessibility Courses as Continuing Accessibility Education Credits



Siteimprove Academy

- Comprised of role-specific learning paths so each team member can master the areas most important to their job
- All paths complimentary with your subscription
- Fundamentals Courses
 - Accessibility
 - Analytics
 - Search Engine Optimization
- IAAP Approved

99

"I really appreciate how the courses use videos to increase awareness of the types of accessibility issues people face. The courses educate on the history of making websites accessible and easily made the case for our need to step up and create web design that can be accessed by everyone who uses our product or service. I especially liked the design and final assessment."

Siteimprove Academy User

Siteimprove Academy



Recommended Accessibility Courses:

- Accessibility for Content Contributors and Designers
- Accessibility for Web Developers
- Accessibility for Leadership
- Accessibility for Microsoft Office



Platform Training:

- Mastering Web Optimization with Siteimprove

Manual vs. Automated Testing

Manual Testing

- Headings are meaningful and clear.
- Content makes sense without images.
- Content and tabbing are logically sequenced.
- Website design is usable and attractive.

Automated Testing

- A heading exists for every page.
- Every image has an alt attribute.
- There are no spelling mistakes.
- The page text has an appropriate contrast ratio.



**Q&A - Ask your questions
in the question box!**

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