Web Accessibility

ADA Compliant Websites & Portals

eBook

Accessible websites & portals serve all users regardless of technology, education, or ability.

Web Accessibility allows a disabled person access or benefits from a website, portal, system or application. Accessible websites & portals present information using multiple senses such as sound and sight, providing additional ways to navigate and interact beyond the typical point-and-click-interface such as keyboard-based controls. The combination of a multisensory and a multi-interactivity approach allows disabled users to have the same experience as nondisabled users.

The 4 Principles of Web Accessibility

Perceivable

The user experience must be visible and presented in a way that is understandable and intuitive.

Understandable

Operating the technology or interacting with content can't be complex with easy to understand instructions.

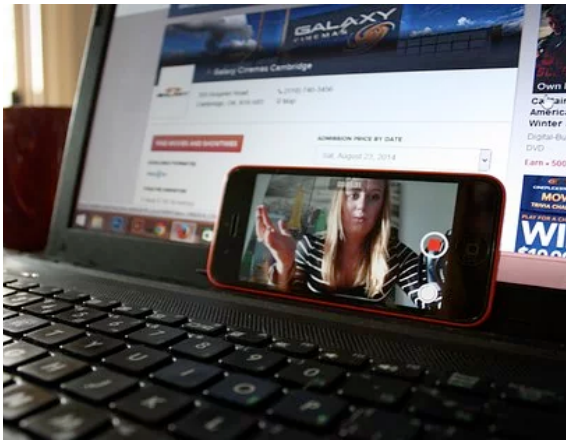
Operable

The navigation and features must be easy and not require special effort to use them or navigate through the technology.

Robust

The technology and content must be able to be interpreted by screen readers or other assistive technologies.

Accessible websites & portals have many benefits for the user and organization.



Accessibility for those with disabilities is all around us from ramps to get into buildings to improved bathroom access. However, online websites and portals have lagged behind in being accessible for those with disabilities. According to the U.S. Census Bureau, 20% of our population has some type of disability that may compromise their ability to access the web. Lack of web accessibility can subject organizations to expensive litigation, fines and missed opportunities to serve customers and a boost to the bottom line.

Web Accessibility is Important

Expand Your Web Presence

Just under 60 million people in the United States have a disability. If your website or portal doesn't allow those with visual and other impairments to see it, you are missing a large audience

Comply with the Law

The American with Disabilities Act (ADA) mandates that organizations accommodate those with handicaps. If you do business with the federal government, your web presence must be accessible.

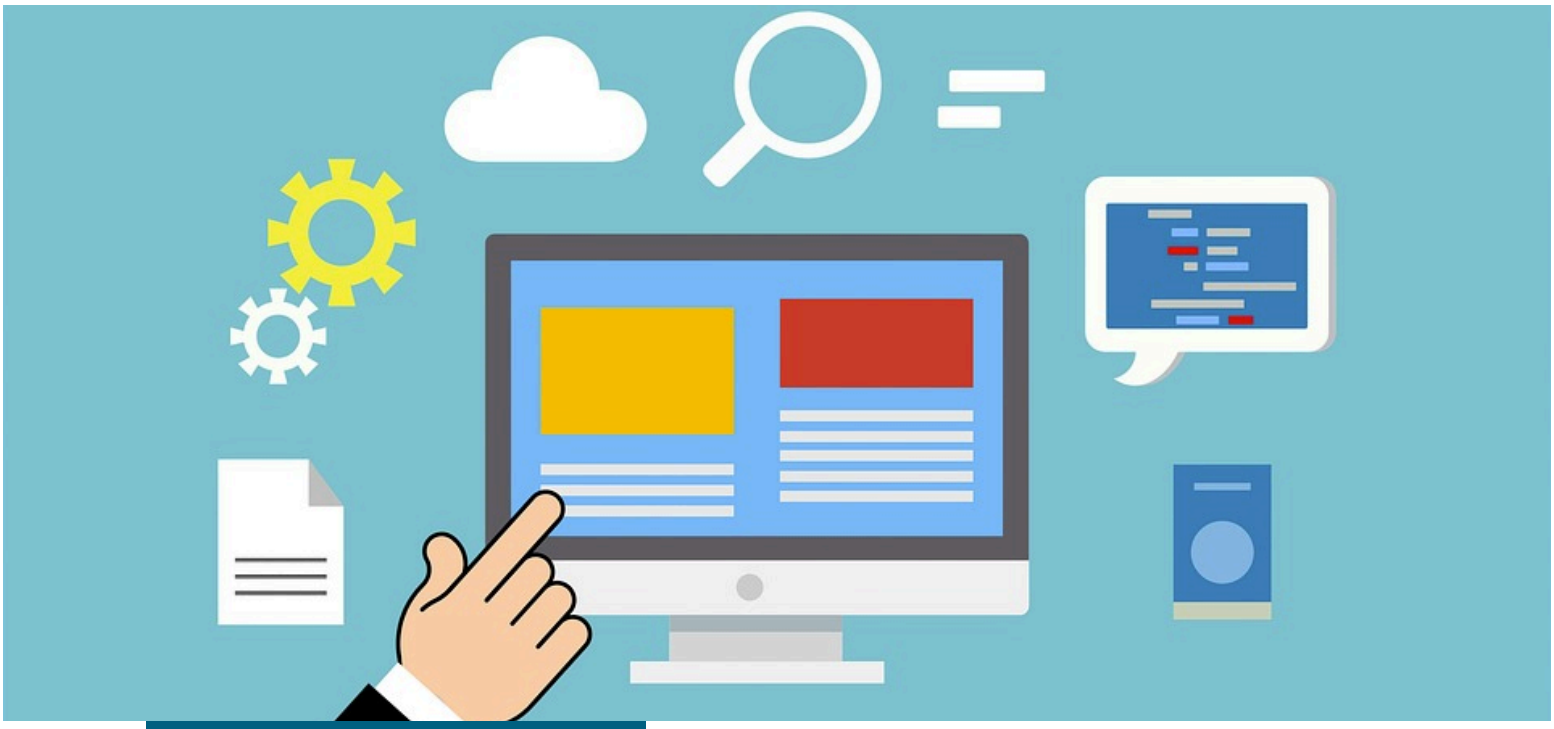
Generate Revenue

If your site is not accessible, people will click away and those with disabilities will buy from other companies that support them. Those with disabilities have trillions of dollars of disposable income creating a tremendous opportunity to generate more revenue from this population.

Avoid Fines & Litigation

Federal web accessible lawsuits **tripled in 2018 with companies paying millions in fines and legal fees.** Law firms have latched on to web accessibility filing a staggering number of lawsuits costing millions in fees and settlements.

Best Practices & Compliance



- No Reliance on color
- Use of Alt Text
- Accessible functionality
- Transcripts
- Accessible videos
- Skip Navigation
- 508 Testing

Convey Services Best Practices

- We do not rely on **color** as a navigational tool or as the sole way to differentiate items.
- Images include **alt text** to describe the image and summaries are built into a neighboring paragraph when images appear with content.
- **Functionality** is accessible through mouse and keyboard control systems.
- **Transcripts** are provided for audio content.
- **Videos** have visual access to the audio information through **in-sync captioning**
- We have a **skip navigation** feature.
- We use **508 testing** to assure portals are in compliance.

Convey's Compliance Statement

We aim to comply with the Americans with Disabilities Act (ADA) and meet the guidelines of:

1. Section 508 of the Rehabilitation Act
2. Level AA of the Web Content Accessibility Guidelines (WCAG) 2.0

How Convey Complies

Compatible with Screen Readers

Our technology is accessible and able to be navigated by screen reader software programs.

- A text alternative is added for visual items on the portal including photos, illustrations, icons, and animations
- There is the ability to skip past site navigation to main page content
- The text for internal hyperlinks make it clear where you are navigating to.
- External hyperlinks make it clear that following the link will result in leaving the portal.
- Form fields have descriptive labels
- Errors in filling out forms are clearly described.
- Page titles and headers clearly describe the content under them.
- Header and section titles are logical and descriptive.

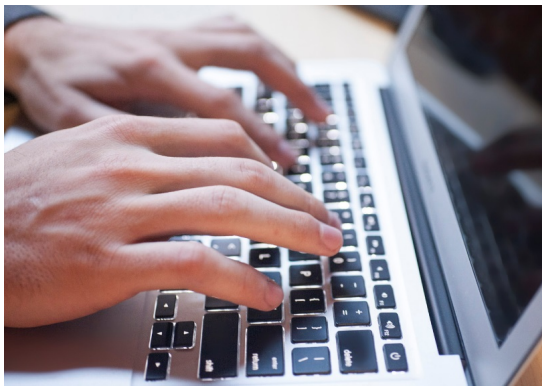
Keyboard Compliant

Our technology can be navigated using keyboard controls including pages, content, navigation elements, forms, and slider elements.

Graphic Design

The graphic design takes creates an accessible visual experience.:

- Buttons are larger
- There is adequate contrast between text and background
- There is adequate color contrast



Content Compliant

Content posted on our technology is designed for accessibility.

- Titles & subtitles describe the content.
- Posts have descriptions that indicate the nature of the content.
- If a file is uploaded, the viewer can enlarge the view or go full screen.
- The content description or buttons let you know the purpose and destination of a hyperlink.

ConveyOne

ConveyOne, launching this spring, provides low cost, high quality websites and portals for telecommunications and insurance agencies.

The technology is fully managed, mobile optimized, **web accessible**, helps you get found on Google, is regularly refreshed and managed by Convey, and makes sure you look impressive when customers and prospects find you in their online buying journey. **ConveyOne** goes beyond a simple website and adds marketing, messaging and organizational tools, all in one easy to use and fully managed service.

ConveyOne will help your business make the right first impression, get rid of the expensive and surprising gotchas and keep you accessible to serve all audiences regardless of disability.

Glossary of Terms

Section 508 (Rehabilitation Act)
Section 508 of the Rehabilitation Act was enacted to eliminate barriers in information technology, to make available new opportunities for people with disabilities, and to encourage the development of technologies that will help achieve these goals.

Accessibility (AnY)
This is the measure of any page on the web's ability to be used by a person that has one or more disabilities. AnY is shorthand for accessibility.

Alternative Text or ALT Text
Text added to the HTLM code that describes an image or visual. ALT Text is usually 125 characters or less.

Alternative Equivalents for Content
Content that functions the same for individuals with or without a disability.

AODA
(Accessibility for Ontarians with Disabilities Act) A Law establishing and enforcing accessibility standards for government, businesses, nonprofits, and public-sector organizations. Web/Internet content must meet WCAG 2.0 AA compliance levels by January 1, 2021.

Assistive Technologies
Software or hardware that increase, maintains or improves the capabilities of individuals with disabilities when interacting with technology.

Audio Browsers
Web browsers that provide a text to speech capability.

Clickability Cues
Clues such as underlining, color, bullets or arrows that text or images are clickable links.

Closed Captioning
Taking the spoken word in a video and providing text or providing transcripts.

Color contrast
Taking colors that appear next to each other and ensuring that they are different enough for those that are visually impaired.

Hierarchy
Displaying pages on the portal in such a way that presents a logical organizational structure.

HTML
Short for Hypertext Markup Language, a standardized system for tagging text files to achieve font, color, graphic, and hyperlink effects on World Wide Web pages. HTML site maps are a bulletized version of the organization of the site.

Screen Reader
A software program used to allow reading of content and navigation of the screen using speech or Braille output.

Tab Order
A software program used to allow reading of content and navigation of the screen using speech or Braille output.

Title Tags
Text that appears in the browser or search results that tells you what is on the page or where to link.

Transcript
A text version of the spoken word in a video or audio file.