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Accessibility of websites

Legal background, technical solutions, organisational problems - and what do we actually want to achieve with it.

TYPO3 University Days 2022, 14.09.2022 Jens Krumm, +Pluswerk AG MORE THEN 20 YEARS EXPERIENCE

7 LOCATIONS - MORE THEN 160 EMPLOYEES

SOPHISTICATED DIGITAL SOLUTIONS

FOCUS ON OPEN SOURCE FRAMEWORKS

OVERALL APPROACH: DIGITAL EXPERIENCE

Legal background. EU Directive 2016/2102 -> in national law

Finding

Reading

Understanding

Navigating information

Everyone should be able to use a digital product without outside help, at any time, without spending too much additional time and with the same result.

Problems/barriers:

Not seeing - screen reader / See less / (Not) hearing / Motor disabilities / Cognitive and neurological disabilities

Technical aspects

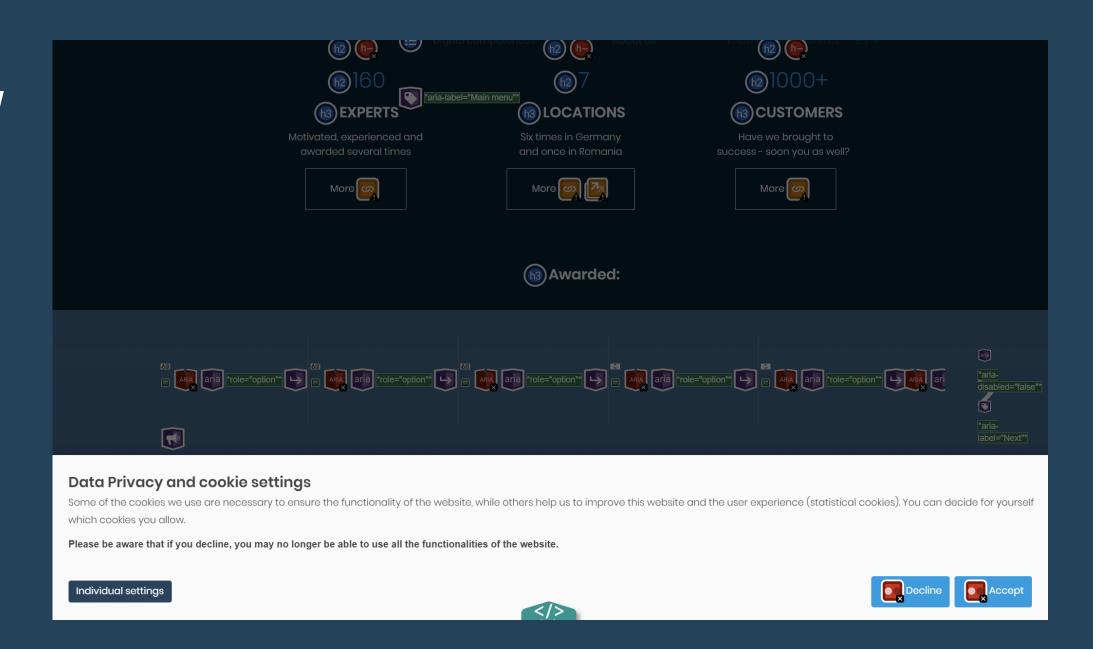
Strong focus on technical aspects creating code

Compatibility with WCAG 2.1 AA (AAA creates problems because of design and colour usage)

Technical tools to verify the implementation:

- WCAG checker like AXE (browser extension...)
 -> https://www.deque.com/axe/
- Google Lighthouse (Google browser console)
- WAVE Web Accessibility Evaluation Tool
 -> https://wave.webaim.org/

H W A V E



Target of Accessibility



Strong focus on project result

External Reviewers - attestation / audit report of the actual state of the joint effort of supplier and editors shortly after relaunch.



Do we want more?

Taking accessibility seriously?

More then regular audits every some years but continuous process?

Organisational issues

Continuous process needs constant reminder of all participants in the project.

Manpower of these Reminders

Regular training all editors

Organisational -> relevant for all online sources

Support by tools like Siteimprove (central dashboard, per page information for editor)

https://www.siteimprove.com/de/education/



Accessibility and SEO / Google

Search engines are the most disabled users on the web

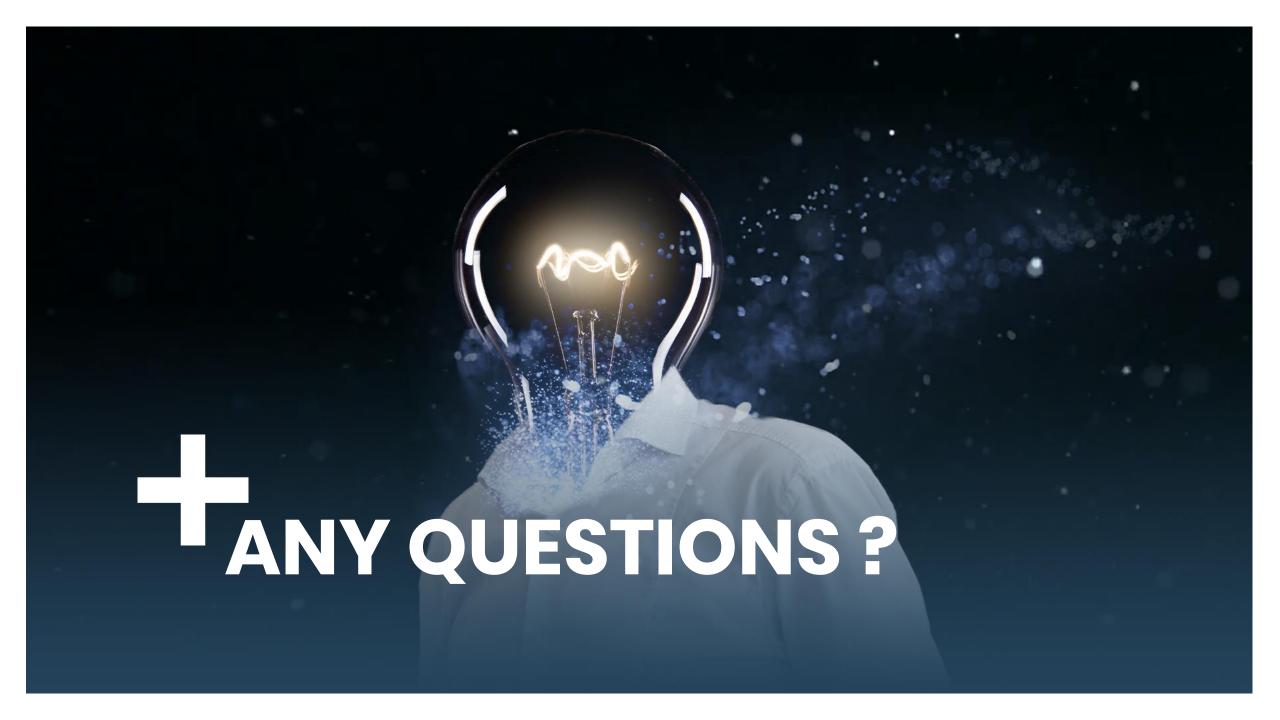
- Can't see, hear, understand, think
- ⇒Search engines have to estimate content and value from reading the code

Accessibility not only is a ranking factor these days but clear structure and "readability" by technical systems is improving ranking too





ACCESSIBILITY HELPS SEO



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THANK YOU FOR YOUR INTEREST!

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