

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/>

h2 160
h3 EXPERTS
Motivated, experienced and awarded several times
More

h2 7
h3 LOCATIONS
Six times in Germany and once in Romania
More

h2 1000+
h3 CUSTOMERS
Have we brought to success - soon you as well?
More

h3 Awarded:

Data Privacy and cookie settings

Some of the cookies we use are necessary to ensure the functionality of the website, while others help us to improve this website and the user experience (statistical cookies). You can decide for yourself which cookies you allow.

Please be aware that if you decline, you may no longer be able to use all the functionalities of the website.

Individual settings

Decline

Accept

+ 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 than 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



+ ANY QUESTIONS ?

[+]pluswerk

THANK YOU FOR YOUR
INTEREST!

Jens Krumm
+Pluswerk AG
CEO +Pluswerk AG

jens.krumm@pluswerk.ag

