

# The Why, What and How of ADA Digital Compliance

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**MOLLY FISHER**  
ILLUSTRATION  
& DESIGN

# Why are we here today?

We'll review:

- Background on the Americans with Disabilities Act (ADA)
- Legal Guidelines
- Best Practices Guidelines
- Benefits to Your Business

*This is an information-only seminar, and is not in place of seeking legal advice.*

1 in 4 people have some form of disability.

These people are customers and potential customers, who you want to accommodate when they visit your location, and when they go to your websites.

## Primary Types of Disabilities

- Physical/Mobility
- Learning/Cognitive/Reading
- Hearing
- Visual



On July 26, 1990, The Americans with Disabilities Act (ADA) was put in place. That was almost 32 years ago.

- The ADA was the nation's first comprehensive civil rights law addressing the needs of people with disabilities, prohibiting discrimination in employment, public services, public accommodations, and **communications**.
- Title III of the ADA states a person owning, leasing, or operating a "place of public accommodation" may not discriminate against an individual with a disability regarding the "full and equal enjoyment" of **goods and services**.

Title III of the ADA covers websites, and prohibits discrimination on the basis of disability.

This regulation is in place to protect someone who “has a physical or mental impairment that substantially limits major life activities only as a result of the attitudes of others toward such impairment.”

This means websites need to make sure they accommodate people with:

- Blindness or low vision
- Hearing impairment
- Learning disabilities
- Cognitive limitations

Web Content Accessible Guidelines (WCAG) were published 23 years ago. Today WCAG 2.1 is considered the gold standard in website accessibility.

It is not a law or regulation, but the WCAG 2.1 is the accessible web standard used by litigators, so it is important to understand it.

There are three levels of WCAG:

- A (minimal), AA (significant) & AAA (perfect)

The legal community recommends aiming to meet level AA to avoid lawsuits and be in compliance.

WCAG is broken into four guiding principles, which state that web content must be:

- Perceivable – the information on a website can be perceived by everyone regardless of their disability
- Operable – you should be able to navigate the website using the keyboard only without relying on a mouse
- Understandable – must use clear terms and simple instructions
- Robust – compatible with screen readers

Initially the wave of lawsuits were focused on physical locations that didn't accommodate people with disabilities.

About four years ago, there was a wave of new lawsuits, this time focused on websites. That is when businesses, including wineries, started to pay attention and changed their websites to be compliant.

However, many businesses, including wineries, didn't do enough, if anything, to ensure their website was accessible to all.

# What does it mean to be in compliance with the ADA law, to be accessible to all?

- No legal guidelines to spell out what it means to be in compliance.
- Use the WCAG 2.1 as your best practices guideline.
- Software available to test your website.
- Software is also available to make your website more compliant.

# Best practices to make a website compliant:

- Be sure your website avoids poor color contrasts and difficult to read fonts.

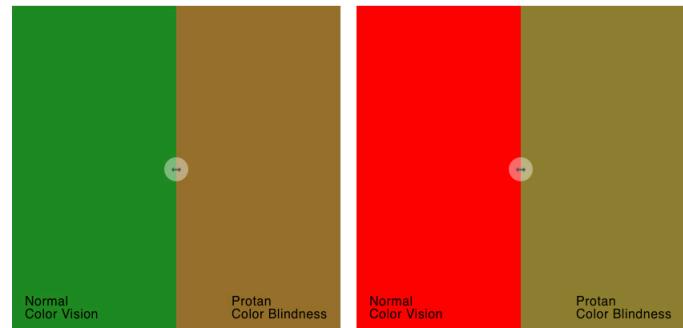
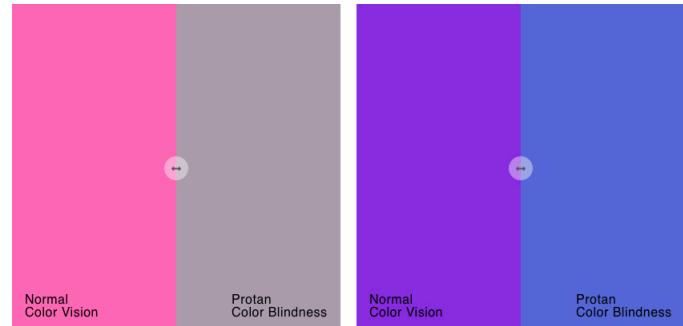
The quick brown fox jumps over the lazy dog.  
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Good Contrast	Good Contrast	Good Contrast
Bad Contrast	Bad Contrast	Bad Contrast

Bad Examples	Good Examples
Blue on black is bad	Yellow on black is good
Green on orange is bad	Black on orange is good
Red on green is bad	Black on green is good
Grey on purple is bad	White on purple is good

- Never use color alone to give information. According to Prevent Blindness, 1 in 12 men (8%) and 1 in 200 women (1%) are colorblind (approximately 4.5% of the world population).



- Label your photos with words and make sure they also have “alt tags.”



## What does good alt text look like?

Let's take a look at a couple examples of alt text in action:



Okay alt text: ``

Better alt text: ``

Best alt text: ``

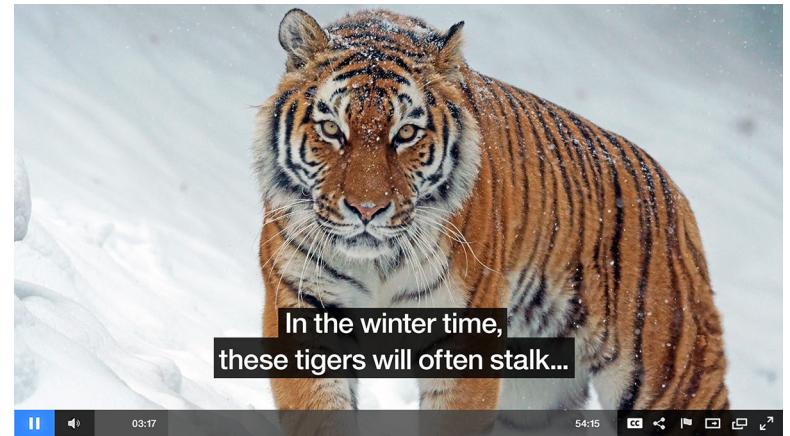


Okay alt text: ``

Better alt text: ``

Best alt text: ``

- Make sure videos have captions

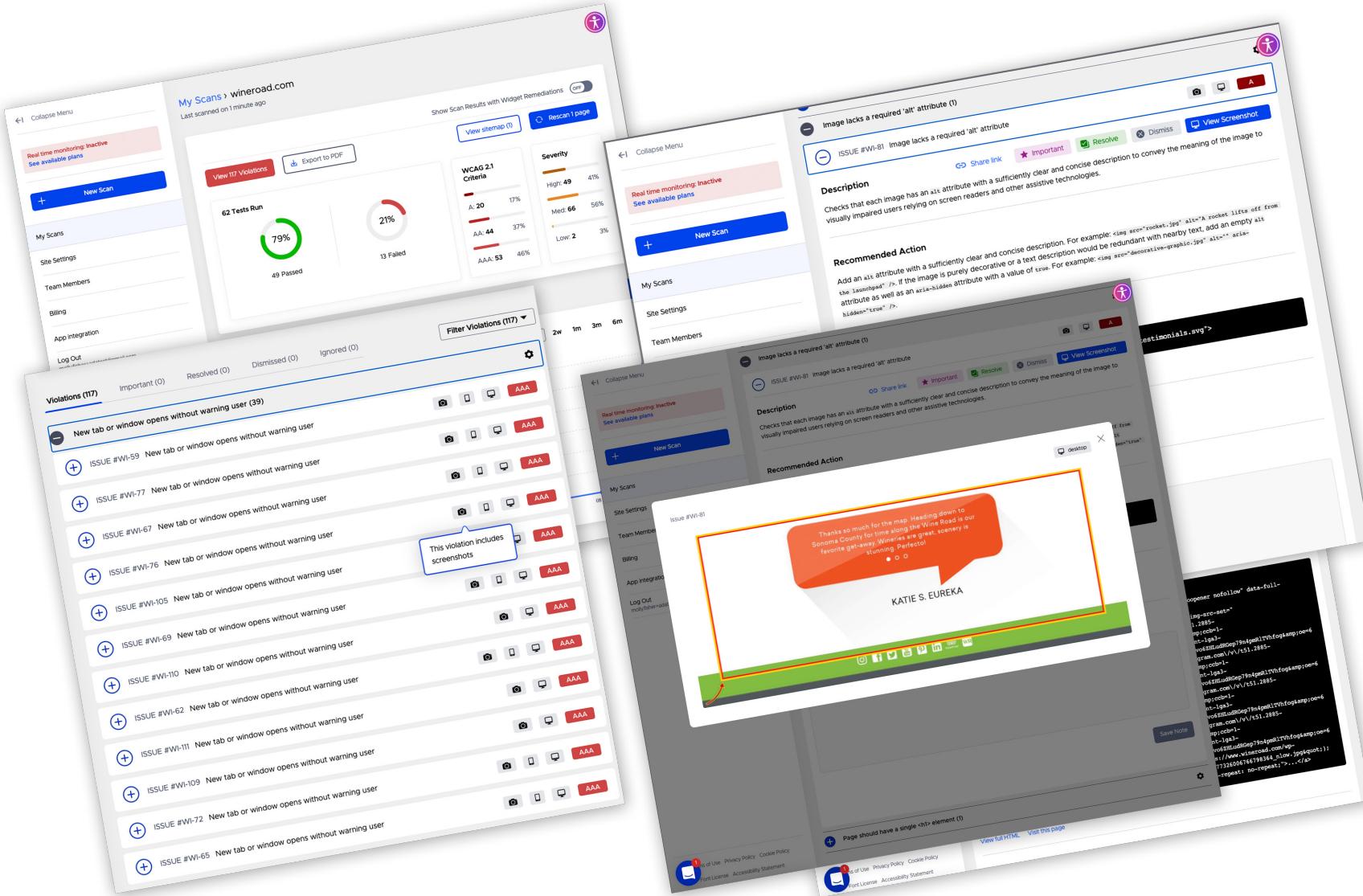


- Make sure all your online forms are accessible. This is the biggest issue for visually impaired folks. They need to know what needs to be filled in and why, especially if they can't read the form.
- Make sure your website isn't built using mouse only navigation.
- Post an accessibility statement and make sure there is an easy way for users to get in touch with you.

- Add on a widget or plugin like User Way to help enhance your website.



- Use an auditing tool like User Way or WAVE to test your website for ADA compliance violations.



- Try doing a manual audit using a screen reader, or having someone with a disability try using your site, especially the shopping cart.



# What should you do next?

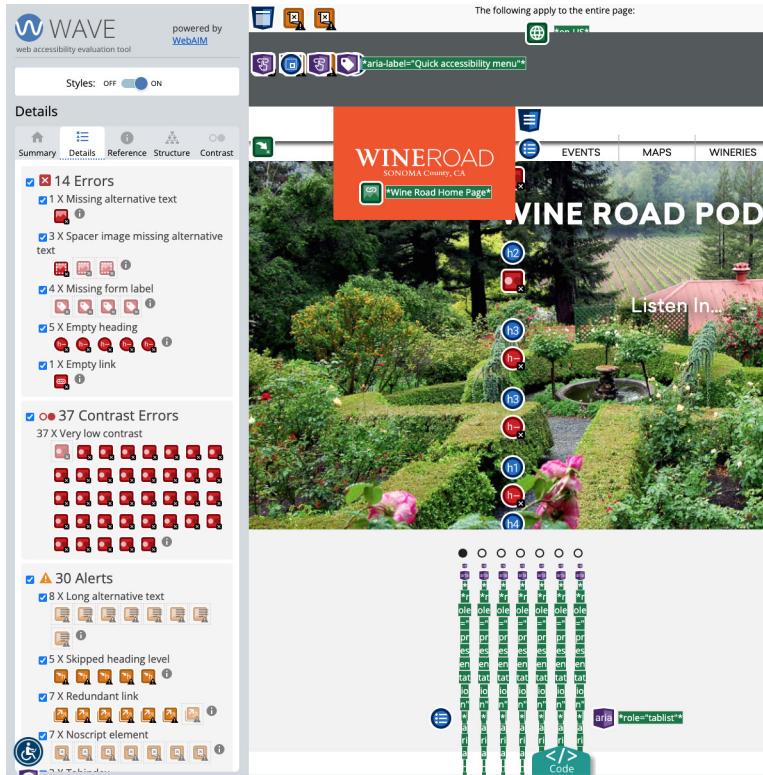
The goal is “reasonable accessibility.”

That means work toward removing access barriers, enhancing accessibility and optimizing features.

- Run one or more audits on your website using one of the free or subscription tools. These are the same tools used by plaintiffs who sue businesses for not having a compliant website.

# Audit results from the scanning tool WAVE.

The following apply to the entire page:



Styles: OFF  ON

Details

Summary  Details Reference Structure Contrast

**14 Errors**

- 1 X Missing alternative text
- 3 X Spacer image missing alternative text
- 4 X Missing form label
- 5 X Empty heading
- 1 X Empty link

**37 Contrast Errors**

37 X Very low contrast

**30 Alerts**

- 8 X Long alternative text
- 5 X Skipped heading level
- 7 X Redundant link
- 7 X Noscript element

**14 Features**

- 4 X Alternative text
- 2 X Null or empty alternative text
- 5 X Linked image with alternative text
- 1 X Skip link

WAVE web accessibility evaluation tool

powered by WebAIM

WINEROAD SONOMA County, CA

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Events Maps Wineries

Virtual Tastings ~ Wine Specials ~ Shipping Deals

VIRTUAL TASTINGS WINE SPECIALS SHIPPING DEALS SOMETHING DIFFERENT!

Bodega Bay Staycation - Weekend Getaway - Apr 28, 2022 - May 01, 2022

Saini Vineyards Rosé Release Party with Lunch Box Pop-up and Live Music - May 01, 2022

Live Music Series - Featuring Tyler McCourtney - May 07, 2022

Epicurean Alfresco Lunch - May 13, 2022

Live Music Series - Featuring Anthony Presti - May 14, 2022

Epicurean Alfresco Lunch - May 14, 2022

Food & Wine Dinner - May 14, 2022

Art Show: Thomas Burgard Paintings & Prints - May 14, 2022 - Aug 05, 2022

Epicurean Alfresco Lunch - May 15, 2022

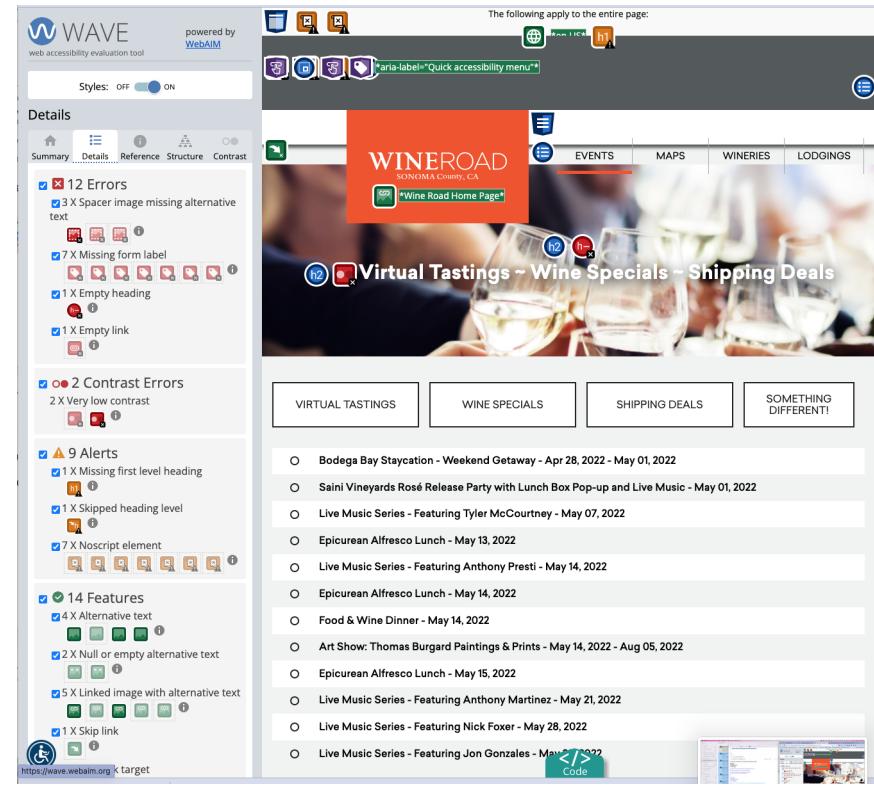
Live Music Series - Featuring Anthony Martinez - May 21, 2022

Live Music Series - Featuring Nick Foxer - May 28, 2022

Live Music Series - Featuring Jon Gonzales - May 28, 2022

Code

The following apply to the entire page:



Styles: OFF  ON

Details

Summary  Details Reference Structure Contrast

**12 Errors**

- 3 X Spacer image missing alternative text
- 7 X Missing form label
- 1 X Empty heading
- 1 X Empty link

**2 Contrast Errors**

2 X Very low contrast

**9 Alerts**

- 1 X Missing first-level heading
- 1 X Skipped heading level
- 7 X Noscript element

**14 Features**

- 4 X Alternative text
- 2 X Null or empty alternative text
- 5 X Linked image with alternative text
- 1 X Skip link

WAVE web accessibility evaluation tool

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Code

# Audit results from the scanning tool PowerMapper.

The PowerMapper interface displays audit results for the website <https://mirocellars.com/>. The results are categorized as follows:

- Overall Quality:** 1 pages with quality issues, 0 pages with broken links or other errors, 1 pages with accessibility problems, 1 pages with browser specific issues, 1 pages with search, 1 pages with standards, 41 pages with usability.
- Errors:** 1 pages with broken links or other errors.
- Accessibility:** 1 pages with accessibility problems.
- Compatibility:** 1 pages with browser specific issues.
- Search:** 1 pages with search.
- Standards:** 1 pages with standards.
- Usability:** 41 pages with usability.

**Key:**

- Level WCAG 2.1, Section 508 - 2017
- Pages with level A issues are unusable for some people
- Pages with level AA issues are very difficult to use
- Pages with level AAA issues can be difficult to use

**Level A**

- An element with role=button must not appear as a descendant of an element with role=button
- An element with the attribute tabindex must not appear as a descendant of an element with role=button
- ARIA role=button element is empty and has no accessible name.
- Each a element must contain text or an img with an alt attribute.
- The a element must not appear as a descendant of an element with role=button

**Level AA**

- Ensure that text and background colors have enough contrast.
- The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

**Level AAA**

- Don't use CSS animations or transitions in interactions without giving the user a way to turn them off.
- Ensure that text and background colors have a 7:1 contrast ratio.

**Guideline and Line#**

Guideline and Line#	Count
HTML5 WCAG 2.1 A4.1.1 Section 508 (2017) A4.1.1	1 page
HTML5 WCAG 2.1 A4.1.1 Section 508 (2017) A4.1.1	1 page
WCAG 2.1 A4.1.2 Section 508 (2017) A4.1.2	1 page
WCAG 2.1 A.F89 Section 508 (2017) A.F89	1 page
HTML5 WCAG 2.1 A4.1.1 Section 508 (2017) A4.1.1	1 page
WCAG 2.1 AA 4.3 Section 508 (2017) AA 4.3	1 page
WCAG 2.1 AA F78 Section 508 (2017) AA F78	1 page
WCAG 2.1 2.3.3 WCAG 2.1 AAA 1.1.6	1 page

- Inventory your website to make sure all of the best practices listed above are in place.
- After you get your website to a point of reasonable compliance, continue to maintain all the best practices.
- Reach out for assistance if you don't know what to do. Be careful and make sure whoever you hire knows all the necessary changes needed for your site to be in compliance with WCAG 2.1 level AA.

“There is no clear-cut way to measure accessibility; incorporating of all these measures is the best way to deter lawsuits.”

# Benefits of making your website more accessible:

- Higher ranking in a Google search
- Improves your SEO by adding descriptive words to all your images through filenames, alt tags and captions
- Increase your potential client base, and sales.

# Plugins and Widgets to Assist with Accessibility and Perform ADA Website Audits

WAVE (web accessibility evaluation tool) – free tool; <https://wave.webaim.org/>

Power Mapper

<https://www.powermapper.com/products/sortsite/checks/accessibility-checks/>

Google Lighthouse - <https://developers.google.com/web/tools/lighthouse/>

User Way - <https://userway.org/>

Audioeye - <https://www.audioeye.com/>

EqualWeb - <https://www.equalweb.com/>

# Additional Resources

Web Accessibility Standards/Guideline

<https://www.w3.org/WAI/standards-guidelines/wcag/>

WCAG 2.1 at a Glance

<https://www.w3.org/WAI/standards-guidelines/wcag/glance/>

WCAG 2.1 A/AA Principles and Checkpoints

– lists the 50 checkpoints, categorized by 4 principles

<https://www.boia.org/wcag-2.1-a/aa-principles-and-checkpoints>

Free WCAG 2.1 AA Compliance Summary of Your Website

<https://www.boia.org/products/free-wcag-2-0-aa-report/>

Bureau of Internet Accessibility – multiple resources available at this site

<https://www.boia.org/>

Is Your Website ADA Compliant? – video from 4-22-22

[https://www.youtube.com/watch?v=VgsDaij\\_o3nY](https://www.youtube.com/watch?v=VgsDaij_o3nY)

How to make PDFs WCAG compliant

<https://langsolinco.com/how-to-make-pdfs-wcag-compliant/>

# Additional Resources (cont.)

Web Accessibility Criteria – Color Contrast

<https://www.csun.edu/universal-design-center/web-accessibility-criteria-color-contrast>