

Measuring Up: Accessible Web Guidelines



... How does your website Measure Up?

In today's world more and more information is available through the Internet, including details about community programs and services on municipal and organizational websites. With this in mind, it is particularly important that web material be presented in a way that is inclusive of the whole community, including persons with a wide range of disabilities.

Having web material available in an accessible format not only supports increased access to information for persons with disabilities, but also encourages the whole community to actively participate in community life. Here are some tips to think about when making your website accessible:

- An accessible website depends upon on a wide variety of factors, such as:
 - » The type and amount of content (text, images, video, etc.);
 - » The size of the site; and
 - » The tools used in its development.
- It is important to consider accessibility early, either in the redevelopment of an existing website or in the initial design and building of a new website. By thinking about accessibility early you will be able to deal with issues as they arise and when they are easier to address.
- To make sure that all future web material for your municipality or organization is accessible it may also be helpful to create a web accessibility policy, either as a new policy or as an addition to any existing web policies. It is recommended that this policy include both a general statement of commitment to accessibility and a more specific statement outlining how web accessibility will be implemented, including possible training opportunities for appropriate staff.

For more information, including technical guidelines for building an accessible website, please visit:

[W3C - Web Accessibility Initiative.](#)

[WebAIM - Web Accessibility In Mind.](#)