

# WEB DESIGN AND MASTERY

**We undertook an accessibility audit of [www.abnormallyfunnypeople.com](http://www.abnormallyfunnypeople.com) on 11 April 2007.**

At present, your website does not meet the minimum standards for accessibility. As such it cannot be used by many users and contravenes the Disability Discrimination Act 1995. This has other disadvantages, for example you may be less effectively indexed by search engines.

## **The Web Accessibility Initiative (WAI)**

The Disability Discrimination Act requires that websites are accessible to all irrespective of the type of browser they use. For example a blind user may use special software which translates websites into speech or Braille so that they can understand them. Accessibility standards have been set out by the "W3 Consortium" who have defined three levels of compliance ranging from A to Triple-A under their Web Accessibility Initiative (WAI). WAI-AA is the EU recommended standard and it is this level which I recommend you achieve. Failure to do so may mean that your company would contravene the Disability Discrimination Act, and can mean that you are losing business from many user groups. Should you wish to attain the higher rating, we can provide further information on request.

## **Problems with your website**

Although your website works satisfactorily to someone with no impairments when viewed using a normal graphical browser, this is not always the case in a text or voice browser. It has been simply made, which in some ways aids accessibility but also suggests that it was done without sufficient attention to detail. Many basics have been missed which will cause problems to different user groups:

- Images do not have text alternatives
- Text is set at fixed sizes
- Character codes are not used correctly
- The use of frames creates an inaccessible / illogical layout

## **What does this mean to a person with disabilities?**

- The meaning of images is lost to a voice or text browser – this also affects your Time Out review
- People with visual impairment cannot adjust the text size to suit their needs
- Confusion as, for example, a hyphen displays as â in a text only browser
- Content is rendered in an illogical order, for example links to different sections come after each article but before "read more" – it should be article, "read more", and then the links elsewhere

## **All is not lost!**

Your website also had some good points, for example the contrast means it's very clear, and the text is simple and easy to understand, which helps those with learning difficulties or people who speak English as an Additional Language (e.g. sign language users).

## **Next Steps**

At Web Design & Mastery, we specialise in making websites accessible to all. Usually this can be done without changing the existing look and feel of your site as many alterations can be made in "behind the scenes" code. As a member of the Guild of Accessible Web Designers, we have already demonstrated that we can create websites which meet accessibility standards.

For a website such as yours, prices start from as little as £300. For this we guarantee that your website meets WAI-AA standards and that you meet your obligations under the Disability Discrimination Act.

If you would like to discuss this audit further or to request a full quote please do not hesitate to contact me.

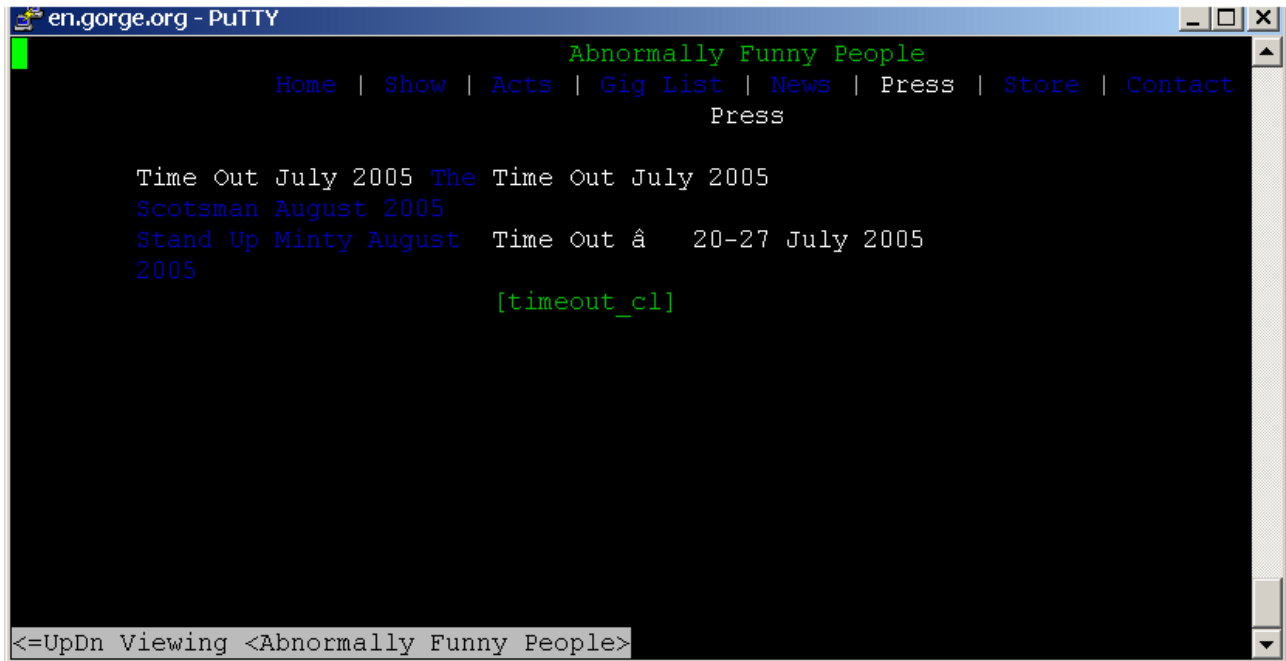
**Flash Bristow**  
**Accessibility Consultant**

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## Results of Accessibility Audit of [URL]

This is how your press page appears in a text browser:



As you can see, there are many issues – the links on the left are not separate, a hyphen has become â and the page content is an image, so your intended content cannot be accessed at all.

***This is also how Google and other search engines see your page. If the content isn't available in text form, they can't index it. Increasing accessibility also improves your rankings in search engines and makes your site easier to read for many user groups, not just those with disabilities.***

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## Technical Information

For more information on accessibility guidelines see <http://www.w3.org/WAI>

### Summary of the basic corrections needed

**These are W3 Web Accessibility Initiative criteria, provided as an example of issues with your site.**

- Provide a text equivalent for every non-text element (e.g., via "alt", "longdesc", or in element content). This includes: images, graphical representations of text, video

*The images, such as the Flash movie on the front page, and the scan of Time Out, do not have this.*

- Use relative rather than absolute units in markup language attribute values and style sheet property values

*Your text sizes are defined in fixed sizes so users are unable to adjust the text size for their needs.*

- Create documents that validate to published formal grammars *and* identify the primary natural language of a document

*Your site is missing some technical declarations, which means that your HTML code is invalid.*

- Provide summaries for tables

*Your site does not do this. Summaries aid understanding of website layout.*

- Until user agents (including assistive technologies) render adjacent links distinctly, include non-link, printable characters (surrounded by spaces) between adjacent links

*Your navigation links are not separated other than by whitespace, which means that it is hard to distinguish between them in many browser types.*

There are other issues which relate to accessibility but do not come under a specific rule, for example:

- Your website design has a fixed width, which could be a problem when used with very large text.
- You do not state the format of links – two of your press links unexpectedly call up a PDF while the third goes to a regular website. This behaviour will confuse many users
- You use a Flash movie on the front page, when it does not do anything (for example you cannot click on the people depicted) – a normal image would suffice and be less confusing

**This audit provides an indication of many of the issues with the website in its current state.**

**To guarantee accessibility, each of the WAI checkpoints must specifically be reviewed and obeyed.**

***However, your website can easily be repaired! Just contact Flash Bristow on 07939 579090.***