**HIGHLAND LEADER PROGRAMME 2014 – 2020**

**DEVELOPING WEBSITES and WEB CONTENT**

**FAIRER HIGHLAND – ACCESSIBLE CHECKLIST**

This is a checklist that organisations and businesses can use to assess and improve their services in relation to developing accessible and inclusive websites and web content. Whether you are creating your own or asking a web developer to build a site for you there are steps you can take.

**Please note these are intended as a guideline only, and may or may not be relevant depending on the nature of your activity.** For more information, please see reference section below.

In the context of the web, accessibility is about trying to ensure that the electronic information you produce is accessible to the widest possible audience. The key to accessibility is to make the presentation of your content flexible, so that users can change it to suit their own needs. Many people browse the web using screen reading software, magnifying software, braille printers, keyboard only software, switches and other assistive devices.

* Adhere to the guidelines provided by the World Wide Web Consortiums (W3C) Web Accessibility Initiative (WAI) – see References below.
* Include options to change the size and colour of the text, they type of font used, and background colours – these can all help people with visual impairments or dyslexia.
* Ensure your content is clear and well structured, this will help someone using a screen reader to produce synthesised speech from text
* Ensure your website is easy to navigate, well-organised and use clear language in plain English.
* Provide text equivalents for all non-text objects on the page – speech synthesisers can’t read graphics, and graphic text can’t be enlarged in the same way as ordinary text.
* Use descriptive Titles for every page.
* Avoid using ‘Click here’ as a link to further information.
* Ensure photos/images are inclusive and reflect the diversity of the highland population .
* Use formatting tool in MS Word documents to help accessibility for people using interpretive technology.
* Consider content in Easy Read where appropriate for people with learning disabilities.
* If appropriate, include information on accessible facilities and provide links to other websites as appropriate.
* Provide contact number for your organisation, so that people can contact you for information in alternative formats, for example large print, Braille, audio.
* Monitor usage of site, for example using Google Analytics, and make changes where necessary.
* Where there is a target audience, ensure content is relevant.
* Provide links to other websites for audience-specific information.

You could also consider use- testing of your site, for example by blind and partially sighted users. Accessible websites can be well designed, attractive and interactive, while at the same time providing access for everyone.

References

**World Wide Web Consortiums (W3C) Web Accessibility Initiative (WAI)** [**www.w3.org/WAI/**](http://www.w3.org/WAI/)

**SAIF, Making websites accessible**[**http://www.saifscotland.org.uk/information-and-advice/publications/making-websites-accessible/**](http://www.saifscotland.org.uk/information-and-advice/publications/making-websites-accessible/)

RNIB How do I ensure my website is accessible?

https://help.rnib.org.uk/help/daily-living/technology/accessible-website

**Producing Publications and Printed Materials – Fairer Highland Accessible Checklist**