

Title:

The Secret Benefit Of Accessibility Part 1: Increased Usability

Word Count:

1326

Summary:

Popular article outlining how a website optimised for accessibility also improves its usability

Keywords:

usability, accessibility, web usability, web credibility, web accessibility, css, website, acco

Article Body:

Web accessibility has so many benefits that I really do wonder why such a large number of webs

At which point you must surely be asking, "So if I make my website accessible its usability wi

1. Descriptive link text

Visually impaired web users can scan web pages by tabbing from link to link and listening to t

Equally, regularly sighted web users don't read web pages word-for-word, but scan them looking

Link text such as 'Click here' has poor accessibility and usability as both regularly sighted

the paragraph will take no meaning from this link text by itself. Link text that effectively d

2. Prompt text assigned to form input

In order to make forms accessible we need to assign the prompt text to its form item. THis is

3. Large chunks of information divided up

There are a number of techniques that can be taken to increase the usability for visually impa

Methods to accomplish this can include using sub-headings to break up body content, grouping f

4. Site map provided

Site maps can be a useful accessibility tool for visually impaired users as they provide a str

5. Simple and easy language

>From an accessibility point of view, this one's important for people with reading and/or cogn

6. Consistent navigation

Having consistent navigation across pages is also important for maximising accessibility to pe

By having a consistent interface across a website we can instantly locate the navigation and p

7. No unannounced pop-ups

For web users utilising screen readers pop-ups can be a real accessibility nuisance. Screen re

So, pop-ups are bad for accessibility. As for usability, well I'm sure you hate pop-ups as muc

8. CSS used for layout

CSS-based sites are generally have a greater ratio of content to HTML code so are more accessible. As well as improved accessibility, CSS-based websites have one large usability benefit: increased content density.

9. Transcripts available for audio

One group of web users with special accessibility needs that doesn't get much press is hearing impaired. By providing a transcript, broken up by sub-headings and with the key terms highlighted, non-disabled users can benefit as well.

10. Screen flickering and movement avoided

Some epileptic web users must be careful to avoid screen flicker of between 2 and 55 Hz. Web users with epilepsy should avoid scrolling text and flickering images. In addition to being a bad idea for accessibility, neither flickering nor scrolling text are good for usability. The other disadvantage of scrolling or changing text is that you might see something you want to click on and it scrolls away.

Conclusion

With all this overlap between web usability and web accessibility there's no excuses for not improving your website.

This is a demo version of txt2pdf v.10.1
Developed by SANFACE Software <http://www.sanface.com/>
Available at <http://www.sanface.com/txt2pdf.html>