



Make Your Elementor Website Accessible in 2023



Make Your Elementor Website Accessible

What we will cover

- What is Digital Accessibility
- Accessibility Conformance Levels
- What you can do to build accessible websites
- How to evaluate your website's accessibility with WAVE (Web Accessibility Evaluation Tools)
- Lots of Resources and Tools
- Let's Talk About Accessibility Plugins



Make Your Elementor Website Accessible

What is Digital Accessibility?

Digital accessibility is the practice of building digital content, applications, and websites that can be used by anybody, including individuals who have visual, motor, auditory, speech, or cognitive disabilities.

Accessibility means that people with a disability can do what they need to do in a similar amount of time and effort as someone that does not have a disability.

Common Disabilities/Impairments



Visual

People who are blind need alternative text descriptions for meaningful images and use the keyboard and not a mouse to interact with interactive elements.



Hearing

People who are deaf or hard of hearing will need captioning for video presentations and visual indicators in place of audio cues.



Motor

People with motor impairments may need alternative keyboards, eye control or some other adaptive hardware to help them type and navigate on their devices.



Cognitive

An uncluttered screen, consistent navigation and the use of plain language would be useful for people with different learning disabilities/impairments.



Make Your Elementor Website Accessible

Understanding WCAG & Conformance Levels

What is WCAG?

The Web Content Accessibility Guidelines (WCAG) is a set of guidelines created by the World Wide Web Consortium (W3C) designed to ensure that websites are accessible to everyone, including those with disabilities. The guidelines help business avoid ADA (Americans with Disabilities Act) lawsuits.

WCAG is currently at version 2.1. Version 2.2 is in the works with 9 new requirements and version 2.3 has substantial requirements.

- A: The minimum requirement for accessibility; rules with which you must comply
- AA: The medium or good level of accessibility; rules with which you should comply
- AAA: The gold standard of accessibility; rules with which you may comply



Make Your Elementor Website Accessible


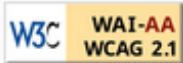
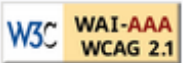


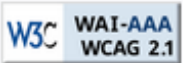
Understanding WCAG & Conformance Levels - continued

Who is Responsible for the Accuracy of Conformance Claims?

According to WAI (W3C Web Accessibility Initiative), content providers are solely responsible for the accuracy of conformance claims. Before adding a conformance claim to a site, the content provider should evaluate their site's accessibility to ensure that web pages meet the conformance level claimed.

Providers should also ensure updates to the site still meet a specified conformance level.

Logos are available that can be added to a site to display conformance level.

WCAG 2.1 Logos			
	A	AA	AAA
Gold	 (png , gif , svg , eps)	 (png , gif , svg , eps)	 (png , gif , svg , eps)
Blue	 (png , gif , svg , eps)	 (png , gif , svg , eps)	 (png , gif , svg , eps)

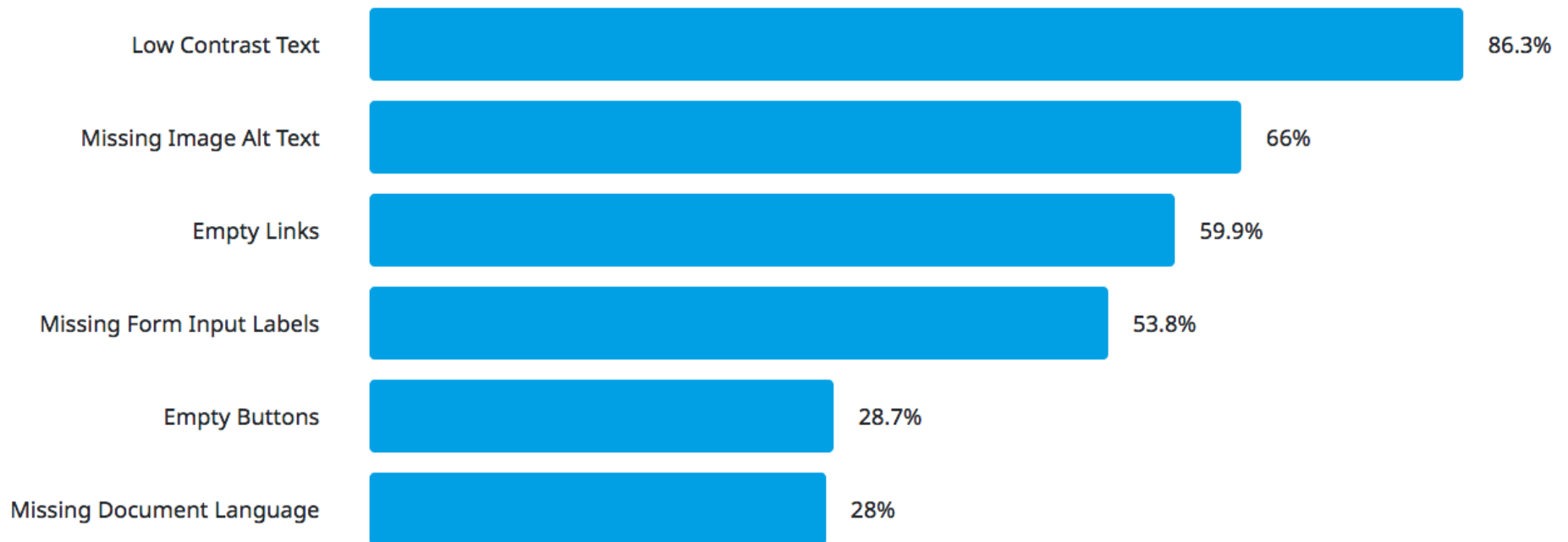
<https://www.w3.org/WAI/standards-guidelines/wcag/conformance-logos/#scope>



Make Your Elementor Website Accessible

Understanding WCAG & Conformance Levels - continued

Causes of Most Common Accessibility Failures (% of Home Pages)





Make Your Elementor Website Accessible

What we can do to build accessible websites

Color Contrast

I am Batman

Lorem ipsum dolor sit amet, an nam mutat vitae dolore, in [HTTP](#) qualisque cotidieque has, at pri enim appareat. Facer tractatos ei usu. Alii erat tacimates in usu, ea elit adversarium delicatissimi sea. Virtute gloriatur mea ne, quis gloriatur qui eu.

I am Batman

Lorem ipsum dolor sit amet, an nam mutat vitae dolore, in [HTTP](#) qualisque cotidieque has, at pri enim appareat. Facer tractatos ei usu. Alii erat tacimates in usu, ea elit adversarium delicatissimi sea. Virtute gloriatur mea ne, quis gloriatur qui eu.



Make Your Elementor Website Accessible

What we can do to build accessible websites

Don't use color only to convey information

Color should not be the only way information is conveyed. When using color to differentiate elements, also provide additional identification that does not rely on color perception.

<input type="radio"/> Color only	<input checked="" type="radio"/> Color and symbol
Required fields are in red	Required fields are in red and marked with an *
Name <input type="text"/>	Name <input type="text"/>
Email <input type="text"/>	Email * <input type="text"/>



Make Your Elementor Website Accessible

What we can do to build accessible websites

Interactive elements are easy to identify

Provide distinct and consistent styles for interactive elements, such as links and buttons, to make them easy to identify.



Focus indicators/outlines depend on the theme you use. Focus indicators are included with the Elementor Hello theme. Use css to change style - visit link below.

https://blog.logrocket.com/why-you-should-use-css-focus-styles/?fbclid=I-wAR05CHT7tZFsZ_8S70gLHAg_fE81pN5V3V9NxxKIb0HT6uQICaJvJJ9EbK



Make Your Elementor Website Accessible

What we can do to build accessible websites

Include Textual Labels for Inputs and Form Elements

Ensure that form fields and elements have clear textual labels associated with and positioned adjacent to them.

<p>Label 1</p> <input type="text"/>	<p>Label</p> <input type="text"/>
<p>Label 2</p> <input type="text"/>	<input type="text"/>
<p>Place a label for each input element so users know what kind of input is needed.</p>	<p>Don't have input elements without labels, otherwise users won't know what kind of input is needed for the second input field.</p>



Make Your Elementor Website Accessible

What we can do to build accessible websites

Provide Clear and Consistent Options for Website Navigation

- Navigation should have consistent naming, styling, and positioning.
- Provide more than one method of website navigation, such as a site search or a site map.
- Help users understand where they are in a website or page by providing orientation cues, such as breadcrumbs and clear headings.

The screenshot shows the top section of the W3C Web Accessibility Initiative (WAI) website. The header is dark blue with white text. On the left is the W3C logo and the text 'Web Accessibility Initiative WAI'. To the right of the logo is the tagline: 'Strategies, standards, resources to make the Web accessible to people with disabilities'. Further right are links for 'Get Involved' and 'About W3C WAI', followed by a search box with the text 'Search' and a magnifying glass icon. Below the header is a horizontal navigation menu with six items: 'Accessibility Fundamentals', 'Planning & Policies', 'Design & Develop', 'Test & Evaluate', 'Teach & Advocate', and 'Standards/Guidelines'. At the bottom of the screenshot, a breadcrumb trail reads: 'Home / Design & Develop / Tips for Designing'.



Make Your Elementor Website Accessible



What we can do to build accessible websites

Give Clear and Informative Feedback

Your users should receive clear feedback from their interactions. IE, show confirmation messages for key actions, such as when a form is completed or a payment is processed.

Additionally, alerts can be helpful for informing users about an error in the system. Use error list, icon, and background color to make errors stand out.


Please correct the following errors:

1.  [Email address is invalid](#)
2.  [A Comment is required](#)


Add a comment

Required fields are in red and marked with an *

Name

 E-mail *

Website

 Comment *



Make Your Elementor Website Accessible

What we can do to build accessible websites

Styling and identifying links

- Any link that opens in a new tab should show a warning. Like this: **Elementor (opens in new window)**. This way a user will know that clicking on the link will open a new tab, and the screen readers will also read the warning to the user.
- Describe the link, ie “click here for job application”, instead of “click here”
- Underline and change the appearance of the link when hovered.
- Ensure that links are not broken.

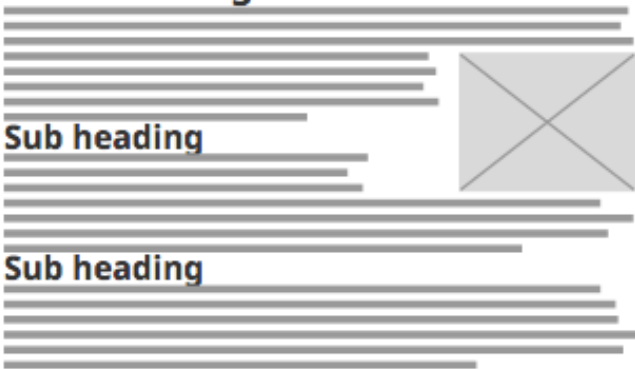
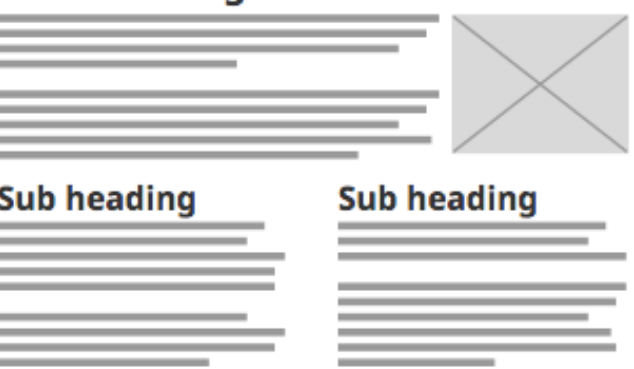


Make Your Elementor Website Accessible

What we can do to build accessible websites

Organize Content - use headings and spacing to group related content

- Use whitespace and proximity to make relationships between content more apparent.
- Style headings and use heading structure (H1, H2, H3, etc.) to group content, reduce clutter, and make it easier to scan and understand.
- Compose well-written page titles

✘ Little spacing and unclear relationship	✔ More spacing and clearer relationship
<p data-bbox="126 1096 378 1136">Main heading</p>  <p data-bbox="126 1250 325 1291">Sub heading</p> <p data-bbox="126 1380 325 1421">Sub heading</p>	<p data-bbox="1071 1096 1323 1136">Main heading</p>  <p data-bbox="1071 1315 1270 1356">Sub heading</p> <p data-bbox="1407 1315 1606 1356">Sub heading</p>



Make Your Elementor Website Accessible

What we can do to build accessible websites

Make Your Design Responsive

Text size and line-height are often different on mobile vs. desktop.

On larger displays, you can use small text, multiple columns for your main content, and navigation options that are always visible. Smaller screens might benefit from larger text, single columns for the primary content, and navigation such as the hamburger icon.



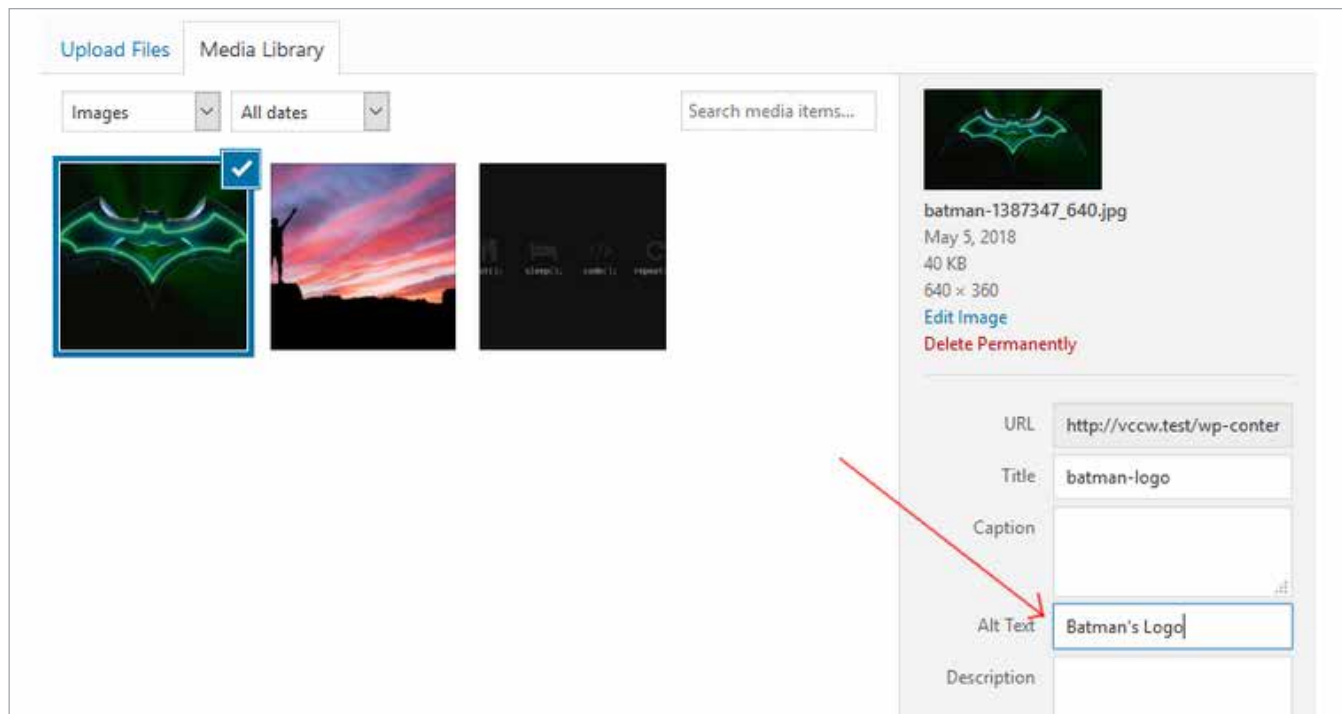


Make Your Elementor Website Accessible

What we can do to build accessible websites

Include Alt Text for Images

- Use image Alt tags - Screen Readers read out the alt tags of images. This also increases SEO of your images in Image results.
- Use image descriptions. They are also read out by screen readers.
- Add captions to images, which Screen Readers can also read out loud.





Make Your Elementor Website Accessible

What we can do to build accessible websites

Provide controls for content that auto-plays

Have visible controls to allow users to stop any animations or auto-playing sound. This applies to carousels, image sliders, background sound, and videos.

- Auto-playing media may cause stress to people with cognitive and neurological impairments. Remove auto-play.





Make Your Elementor Website Accessible

What we can do to build accessible websites

Font Size

I am Batman

Lorem ipsum dolor sit amet, an nam mutat vitae dolore, in [HTTP](#) qualisque cotidieque has, at pri enim appareat. Facer tractatos ei usu. Alii erat tacimates in usu, ea elit adversarium delicatissimi sea. Virtute gloriatur mea ne, quis gloriatur qui eu.

Dictas iisque impetus vis ne, pri veritus admodum partiendo ad. Habemus deseruisse sed no, duo cibo dicta ut, alterum saperet eleifend no mea. Dicat

13px



I am Batman

Lorem ipsum dolor sit amet, an nam mutat vitae dolore, in [HTTP](#) qualisque cotidieque has, at pri enim appareat. Facer tractatos ei usu. Alii erat tacimates in usu, ea elit adversarium delicatissimi sea. Virtute gloriatur mea ne, quis gloriatur qui eu.

16px





Make Your Elementor Website Accessible

What we can do to build accessible websites - continued

Font Type

Some fonts look beautiful but long texts become difficult to read in these fonts.



Widely used Serif and Sans Serif fonts are best for readability.





Make Your Elementor Website Accessible

What we can do to build accessible websites - continued

Post the Transcripts of Video and Audio content

Possible solutions:

- VEED - <https://www.veed.io/> *** Free for short, small videos. See YouTube tutorial at <https://www.youtube.com/watch?v=8wZARTDbNmc>
- Google Android app for audio
- YouTube Transcript option
- Third Party vendors



Make Your Elementor Website Accessible

Missing Document Language

WAVE adds the Missing Document Language error at the top of the website in the section that applies to the entire page.

Missing Document Language means there is no defined language for the the web page. When a screen reader processing a page with a Missing Document Language error it could significantly change the language read out.

If the screen reader incorrectly reads a website text in German to an English speaker, it would become impossible to understand. Identifying the language can also help with the automatic translation.

Easy Fix

Opening html, with language added:

```
<html xmlns="http://www.w3.org/1999/xhtml" lang="en">
```

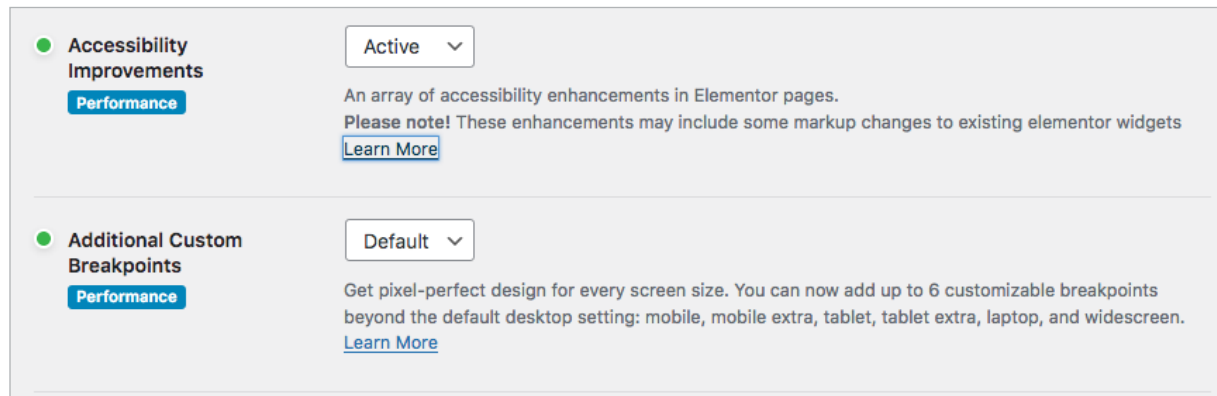
<https://blog.pope.tech/2020/03/17/document-language-missing-example/>



Make Your Elementor Website Accessible

Using Elementor to make your site accessible

Elementor has made enhancements to achieve accessibility.



These enhancements need to be activated; they are found under Elementor / Settings / Features Tab. From the drop down menu, choose Active.

- Improved the Tabs widget accessibility by removing empty <a> tags (Elementor Tabs widget creates empty anchor tags which conflicts with accessibility guidelines)
- Improving keyboard navigation

Visit <https://elementor.com/help/accessibility-improvements-experiment/> .



Make Your Elementor Website Accessible

e-Commerce and Accessibility

Unfortunately, a lot of eCommerce sites are a part of the targeted group getting sued by predatory lawsuits.

What you can do as an e-commerce web dev/designer:

- Stay on top of WCAG Guidelines and new versions.
- Follow good practices.
- Start accessibility at beginning of project, not at the end.
- Put into your contracts and your service agreements that you are not liable for the client's website accessibility. Anytime new content is added and anytime plugins or themes that affect the front end display are updated, the website can go out of compliance. Also, there is no such thing as 100% compliant.**

<https://woocommerce.com/posts/building-for-web-accessibility/>

<https://woocommerce.com/posts/woocommerce-accessibility-tips/>



Make Your Elementor Website Accessible

Evaluate your website's Accessibility using the WAVE Tool

WAVE is an accessibility evaluation tool created by WebAIM - Web Accessibility in Mind.

You can use this tool to evaluate your website's current accessibility by entering your website's URL.

This tool evaluates a number of factors that we discussed and some more. If you change your website's theme, use this tool after to see if the selected theme is more accessible than others. **

WAVE Web Accessibility Evaluation Tool

<https://wave.webaim.org/>



Make Your Elementor Website Accessible

Resources & Tools

Tips for Getting Started **

<https://www.w3.org/WAI/tips/>

WAI Easy Checks – A First Review of Web Accessibility **

<https://www.w3.org/WAI/test-evaluate/preliminary/>

How to Meet WCAG (Quick Reference) - A customizable quick reference to WCAG 2 requirements (success criteria) and techniques **

<https://bit.ly/3qb9312>

ELEMENTOR How to Design for Web Accessibility – Key Principles & Tips

<https://elementor.com/blog/web-accessibility-design-guide/>

ELEMENTOR Improve Accessibility of your Wordpress Website

<https://elementor.com/blog/wordpress-accessibility/>

ELEMENTOR How to make your Website Accessible with Elementor

<https://elementor.com/blog/wordpress-accessibility-elementor/>



Make Your Elementor Website Accessible

Resources & Tools

Elementor Hello Theme Skip Links

https://developers.elementor.com/docs/hello-elementor-theme/hello_elementor_enable_skip_link/

Introduction to Web Accessibility Designing for Web Accessibility

<https://www.w3.org/WAI/tips/designing/>

WAI-ARIA Overview

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

Website Accessibility Under Title II of the ADA

<https://www.ada.gov/pcatoolkit/chap5toolkit.htm>

Free Code Camp - How to design website layouts for screen readers

<https://bit.ly/3rbgdDY>

California Community Colleges - Keyboard Focus

<https://cccaccessibility.org/resources/htctu/81/>



Make Your Elementor Website Accessible

Resources & Tools

WAVE Web Accessibility Evaluation Tool **

<https://wave.webaim.org/>

WebAim Contrast Checker

<https://webaim.org/resources/contrastchecker/>

Web Accessibility Tools to Make WordPress Inclusive

<https://bit.ly/3kFnx7>

ColorShark - tool that tells colors pass the contrast guidelines

<https://colorshark.io/>

Color Contrast Analyzer - Sketch plugin that calculates the color contrast

<https://github.com/getflourish/Sketch-Color-Contrast-Analyser>

Pa11y - Create Accessible Color Palettes

<https://pa11y.now.sh/>



Make Your Elementor Website Accessible

Resources & Tools

Accessible color palette builder

<https://toolness.github.io/accessible-color-matrix/>

Button Contrast Checker

<https://www.aditus.io/button-contrast-checker/>

Google Color Tool - choose accessible color combination

<https://material.io/resources/color/#!/?view.left=0&view.right=0>

Broken Link Checker

<https://wordpress.org/plugins/broken-link-checker/>

Video editing - add captions, transcribe audio and more

<https://www.veed.io/>

Descript editing - adds timed captions to podcasts.

<https://www.descript.com/>



Make Your Elementor Website Accessible

Resources & Tools

How to make your keyboard accessible for keyboard only visitors

<https://digital.com/how-to-create-a-website/how-to-make-your-website-accessible-for-keyboard-only-visitors/>

Workflow for creating accessible PDFs

<https://helpx.adobe.com/acrobat/using/creating-accessible-pdfs.html>

Amherst College - Make Your Webpages Accessible

https://www.amherst.edu/help/web-tips/make_accessible



Make Your Elementor Website Accessible

Overlay Plugins

Accessibility plugins, called overlays, use JavaScript to try to fix accessibility issues.

- They only fix about 30% of issues.
- They imply that they got your back; if sued, that is actually not in the fine print, so they're not going to stand with you in terms of the lawsuit.
- They also cause a lot of problems for people with disabilities. If a person with disabilities needs some tools for using websites, they probably already have them installed on their computer. Then, JavaScript from the overlay will conflict and renders the tool and the overlay useless.
- Additionally, there is some question about privacy. The overlay tools save information about how it is used (ie magnify text for someone who may be sight impaired) and this protected HIPAA information.

Learn more about overlays here: overlayfactsheet.com