ClerksWell.

Memberwise Webcast

Digital Inclusion and web accessibility.

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CIO
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Sensitivity: General

Agenda.

What is Digital Inclusion and web accessibility?

Three ways to make your website more accessible

Case study

QA

Digital inclusion and web accessibility.

Digital inclusion is about ensuring the benefits of the internet and digital technologies are available to everyone.

Web accessibility is about making sure that digital content can be accessed, understood and used by everyone.

Sensitivity: General

Types of Disabilities.

- Auditory
- Cognitive
- Neurological
- Physical
- Speech
- Visual

WCAG.
The web content accessibility guidelines

Internationally recognized recommendations for improving web accessibility – www.w3.org

WCAG success criteria: Level A (Minimum), Level AA (Intermediate), Level AAA (Advanced)

WCAG has evolved over time. WCAG 2.2 was published in 2023. www.w3.org/TR/WCAG22

Adhering to WCAG ensures that your digital content is inclusive and usable by all, regardless of their abilities or disabilities

Why it is critical towards your organisation's success.

- At least 1 in 5 people in the UK have a long-term illness, impairment or disability. Many more have a temporary disability.

- There are laws requiring digital accessibility.

- Positive impact on SEO.

- Increase your market reach and enhance your brand.

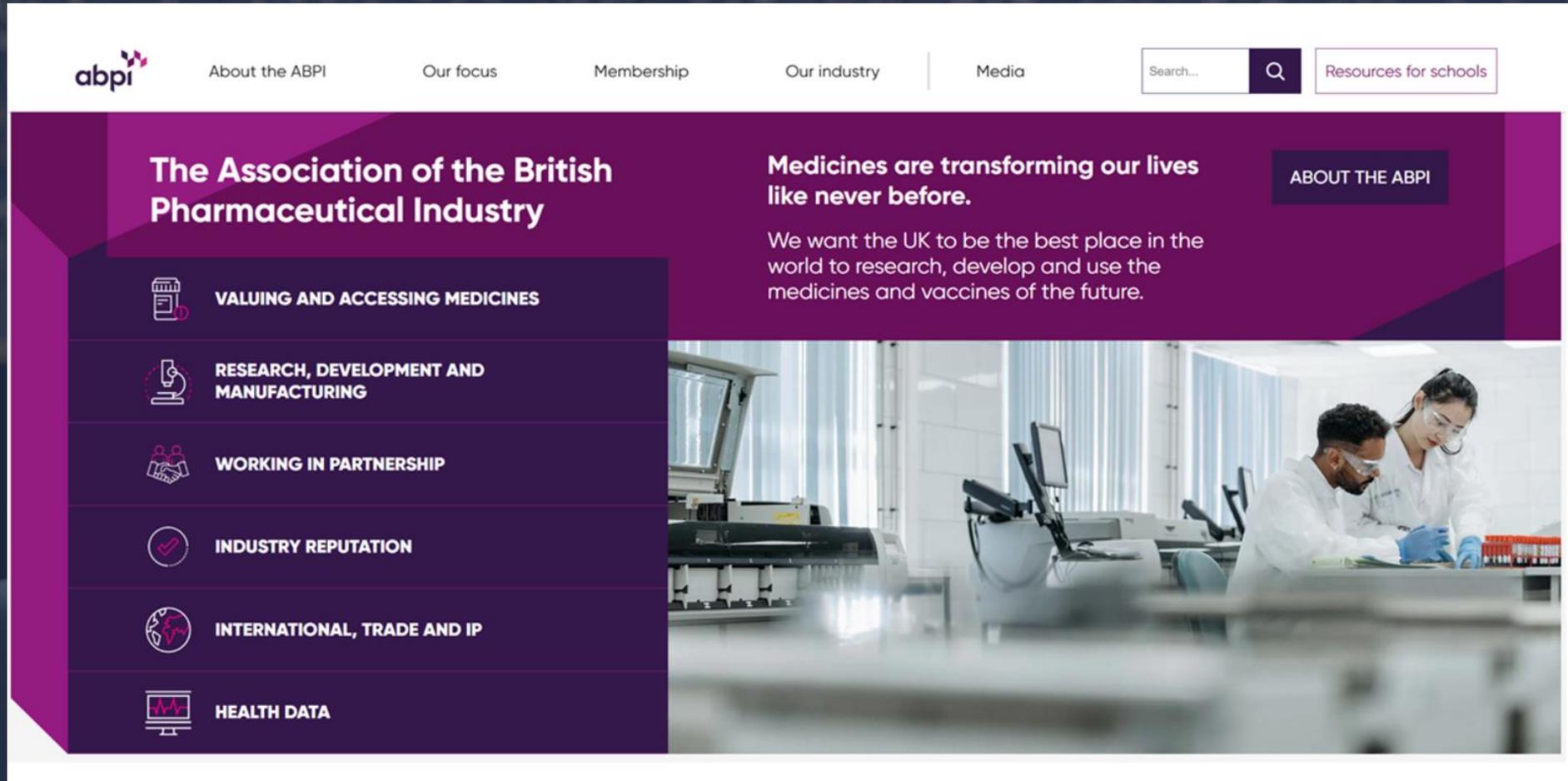# Four ways to make your website more accessible.

Keyboard Accessibility - Ensure that all content can be accessed with the keyboard alone.

Make video and multimedia accessible to visually impaired and deaf users - closed captions to all video and audio tracks on your website.

Keep the visual aspects of your website in mind - Font size and colour contrasts.

Add alt text to any images - screen readers will be able to read the alt attribute if you include one

The Association of the British Pharmaceutical Industry.

Smart Energy GB

Thank you.

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Q&A.