

# Improving Website Accessibility

**Website accessibility** refers to the degree to which all people, regardless of disability or impairment, are able to easily use a website. Not every user is able to see images on a webpage, or use a keyboard, or mouse, or touch screen to interact with a page.

**People with a range of vision problems**, for instance, may use technology such as screen magnification, text-to-speech programs, screen readers and computer braille display to read a webpage and navigate through a website.

**Individuals with degrees of cognitive impairment** benefit from pages that are designed to be read easily, with minimal distraction, animation, or clashing colors. Pages that use bullet points and short paragraphs – instead of long blocks of text – also help.

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**Here are some basic steps that anyone who works in our web content management system (CMS) can do to improve accessibility:**

## Adding Alternate Text to Images

Images are a very common element on most webpages -- but they serve no purpose for visually impaired users if there is no description of the image. Without a description (also known as an “alternate text” or “alt attribute”) a screen reader may announce the image’s file name and path instead. This fails to communicate the content of the image.

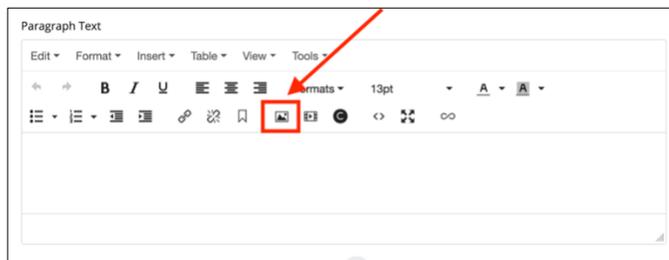
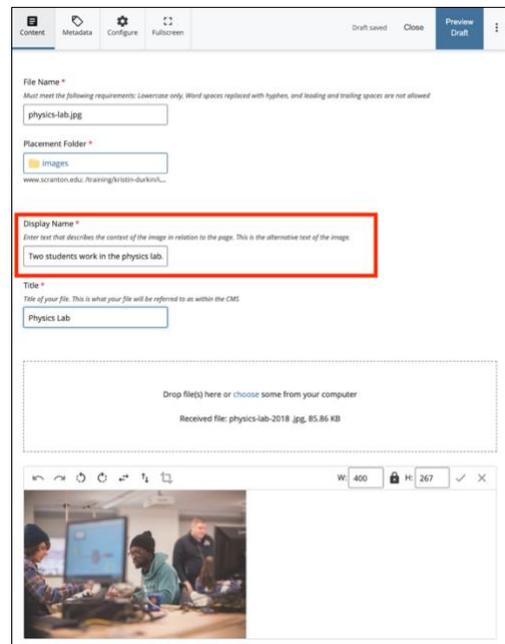
To address that problem, we must add **alternate text** to all photos, graphics, and other types of images we put on a webpage. **There are two ways to add alt text to your image:**

**1. Upload an image into your Image folder in the CMS, then add the ALT text.**

- Open your “images” folder and have click on “Add Content” and then “Upload a File.” The box to the right will appear.
- Enter a description of the image in the “Display Name” field in the red rectangle. That will be the alternate text for the picture.

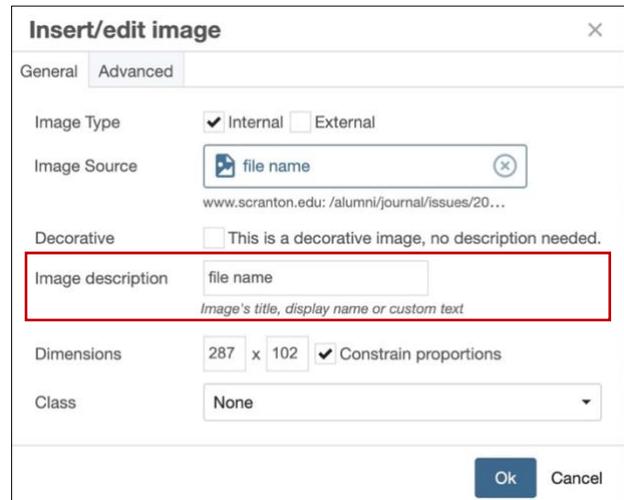
**2. Upload an image into the paragraph text box. (Also known as the “WYSIWYG,” an acronym for “What You See Is What You Get”)**

- Click on the “image” icon to insert a photo.



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- This dialog box will appear:
- You'll notice a field called **Image Description**. That is what becomes the **alt text** for the image.
- If this is the first time you are uploading this image, this field might be blank.
- Fill in this field by describing the image as if the user is unable to see it themselves.



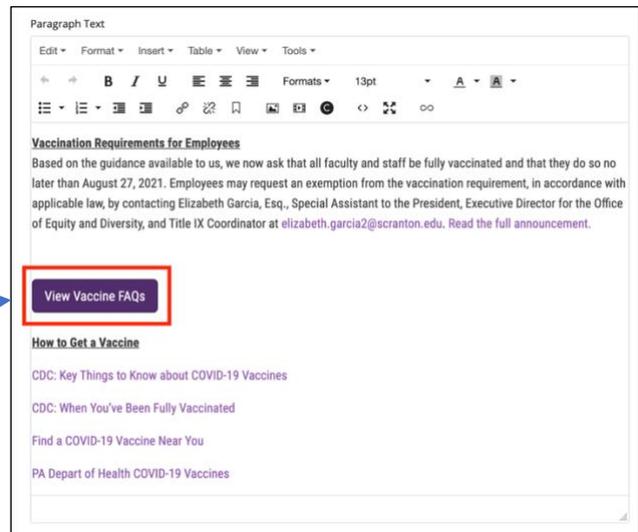
## Other Types of Images

- **Provide a text alternative for complex images such as charts, graphs, and maps.** Follow the same directions as you would for uploading images.
- **For images containing text (such as a logo or graphic), make sure the alt description includes the image's text.** For example, the **University of Scranton logo** should have alternate text that says, "The University of Scranton."

## Proper Use of Links and Buttons

**Links and buttons should be as descriptive as possible**, so that screen readers can accurately communicate where they will take the user. **Avoid using the phrases "click here" and "learn more."** They are too vague for screen reader software.

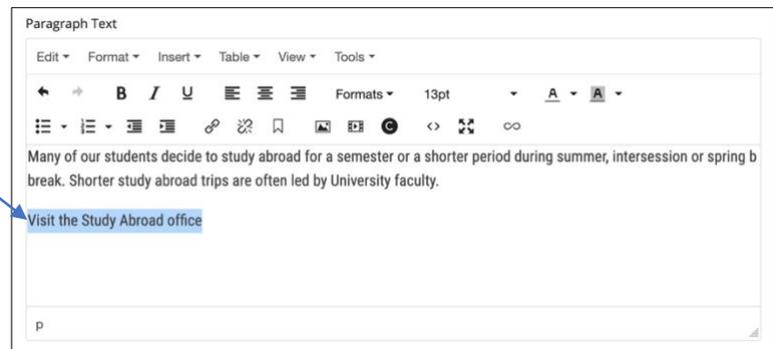
Here's an example. The purple button uses a descriptive phrase ("View Vaccine FAQs"). Screen reader software will read "View Vaccine FAQs" and recognize that this is a link to a page of frequently asked questions about vaccines.



### To create a button in a paragraph text box:

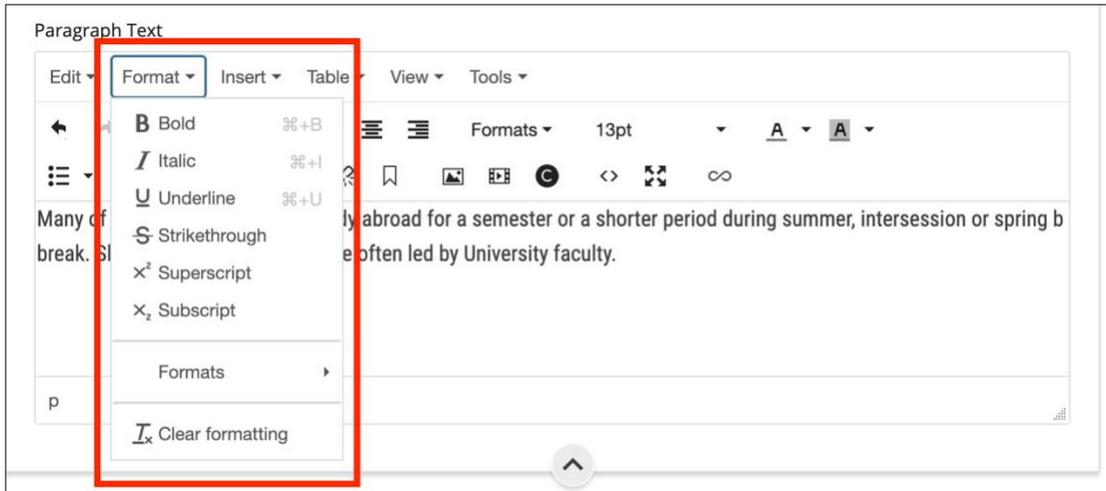
Enter the text you want in the button and highlight it with your cursor.

*Notice that the text is descriptive and gives a specific direction (also known as a "Call to Action")*

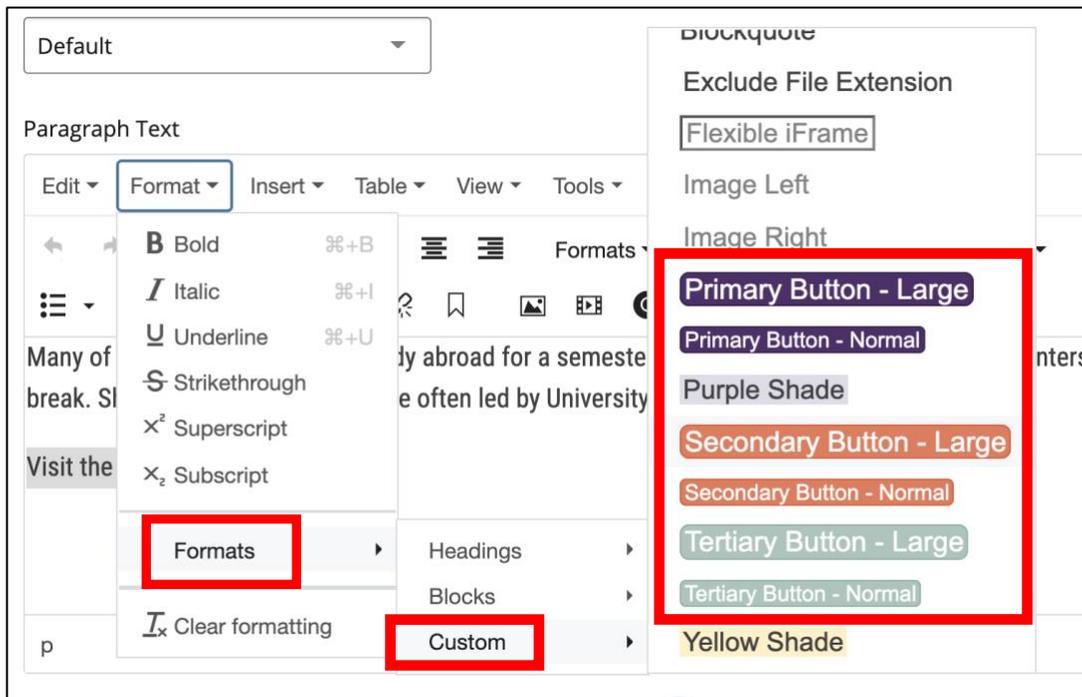


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Then click on “**Format**” in the top menu and open the drop-down menu:



Scroll down and select “**Formats**,” and then “**Custom**,” and then one of the **button options** in purple, orange, or green (see below):



Selecting one of the button options will place the text you entered in a button icon.

**Next you add the link.:**

- With your cursor, highlight the text again.
- Click on the “insert link” icon. 

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That will open the “Insert Link” dialog box.

The "Insert link" dialog box contains the following fields and options:

- Link Type:** Radio buttons for "Internal" (selected) and "External".
- Link Source:** A button labeled "Choose File, Page, or Link".
- Anchor:** An empty text input field.
- Text to display:** A text input field containing "Visit the Study Abroad office".
- Title:** An empty text input field.
- Target:** A dropdown menu currently set to "None".
- Styling:** A section titled "Custom Formats" with a list of options: "Exclude File Extension", "Tertiary Button - Large", and "Tertiary Button - Normal". A small note below reads "Ctrl/Cmd + click to select multiple formats".
- Buttons:** "Ok" and "Cancel" buttons at the bottom right.

In the “Link Source” field, click on “Choose file, page or link” to open a slide-out menu.

Use the “Browse” function to find the page, document or link that you want to embed in the button and select that item.

Click “Choose” in the upper right corner, and then click “OK.” Whatever asset you want to embed in the button will appear in the Link Source field.

Click “Ok” in blue at the bottom of the dialog box. The button is now complete.

For more information on creating accessible content in the CMS visit our [Knowledge Base](#).