



Why accessibility is crucial for websites (And how to do it right)

22 November 2023



Why accessibility matters

There are 16 million disabled people in the UK

- 11% of children are disabled
- 23% of working age adults are disabled
- 45% of pension age adults are disabled

Source: [UK Government FRS](#) via [Scope](#)



Among adults, dyslexia is the most common type of neurodivergent condition

HARVARD UNIVERSITY HARVARD.EDU

HOME /

Dyslexia Simulator

Read the following quote from Wikipedia ("Dyslexia," 2021, para. 1). This simulation represents what a learner with dyslexia might experience when reading.

Dyilexxa, also kwonn as rdaieng ddoirser, is crarhziteecad by tlorbue wtih [randieg](#) dpieste nomral [illcnnetgeie](#).^{[1][6]} Difrfenet poeple are acfeetfd to dnefifert dgerees.^[3] Pomlerbs may iucndle duefflitiics in [sliepnlg](#) wodrs, raneidg qkiulcy, [wrnitig wrods](#), "sunodnig out" words [in the head](#), pninonurcog wodrs when rinaedg aould and udiasdnnterng what one reads.^{[3][7]} Otfen tsehe dftciiuelfs are fsrit ntioecd at sohocl.^[2] Wehn somoene who pilusorvey cluod read loess tiher albtiiy, it is knwon as "aeixla".^[3] The duclifteifis are itrnuavnoly and poplee wtih this dosirder have a namrol drisee to [laren](#).^[3] Ppolee with dyilsxea have hhiegr retas of [aontettin deicfit hicaevttpyiry dsdreior](#) (ADHD), [dloevptnemel laagguae dodsriers](#), and [dluieitciifs with nuerbms](#).^{[2][8][9]}

Dyslexia, also known as reading disorder, is characterized by trouble with [reading](#) despite normal [intelligence](#).^{[1][6]} Different people are affected to different degrees.^[3] Problems may include difficulties in [spelling](#) words, reading quickly, [writing words](#), "sounding out" words [in the head](#), pronouncing words when reading aloud and understanding what one reads.^{[3][7]} Often these difficulties are first noticed at school.^[2] When someone who previously could read loses their ability, it is known as "alexia".^[3] The difficulties are involuntary and people with this disorder have a normal desire to [learn](#).^[3] People with dyslexia have higher rates of [attention deficit hyperactivity disorder](#) (ADHD), [developmental language disorders](#), and [difficulties with numbers](#).^{[2][8][9]}

- Approximately [10% of adults are diagnosed with dyslexia](#).
- Around [4-5% of the population has attention deficit hyperactivity disorder](#) (ADHD).
- A further [1-2% of people has an autism spectrum disorder](#) (ASD).

Source: [BetterUp](#)

97.4% of homepages had detectable accessibility errors

Source: [WebAim survey of 1m homepages](#) via [Scope](#)

The screenshot shows the WAVE web accessibility evaluation tool interface. At the top, it says "WAVE powered by WebAIM" and "web accessibility evaluation tool". Below that, there is a toggle for "Styles: OFF ON". The main section is titled "Details" and has a navigation bar with tabs for "Summary", "Details", "Reference", "Order", "Structure", and "Contrast". The "Details" tab is selected. The interface displays a list of detected issues:

- 6 Errors**
 - 6 X Broken ARIA reference (represented by 6 red 'ARIA' icons with an 'x')
- 7 Contrast Errors**
 - 7 X Very low contrast (represented by 7 red circular icons with an 'x')
- 47 Alerts**
 - 12 X Redundant alternative text (represented by 12 yellow speech bubble icons with an 'x')
 - 1 X Suspicious alternative text (represented by 1 yellow speech bubble icon with a question mark and an 'x')
 - 8 X A nearby image has the same alternative text (represented by 8 yellow speech bubble icons with an 'x')

Why it matters for Articulate

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We're a B Corp

Since 2018. Audited against the highest standards for environmental and social impact



We build beautiful websites

We have built dozens of websites. We are one of the world's leading HubSpot CMS website development agencies.



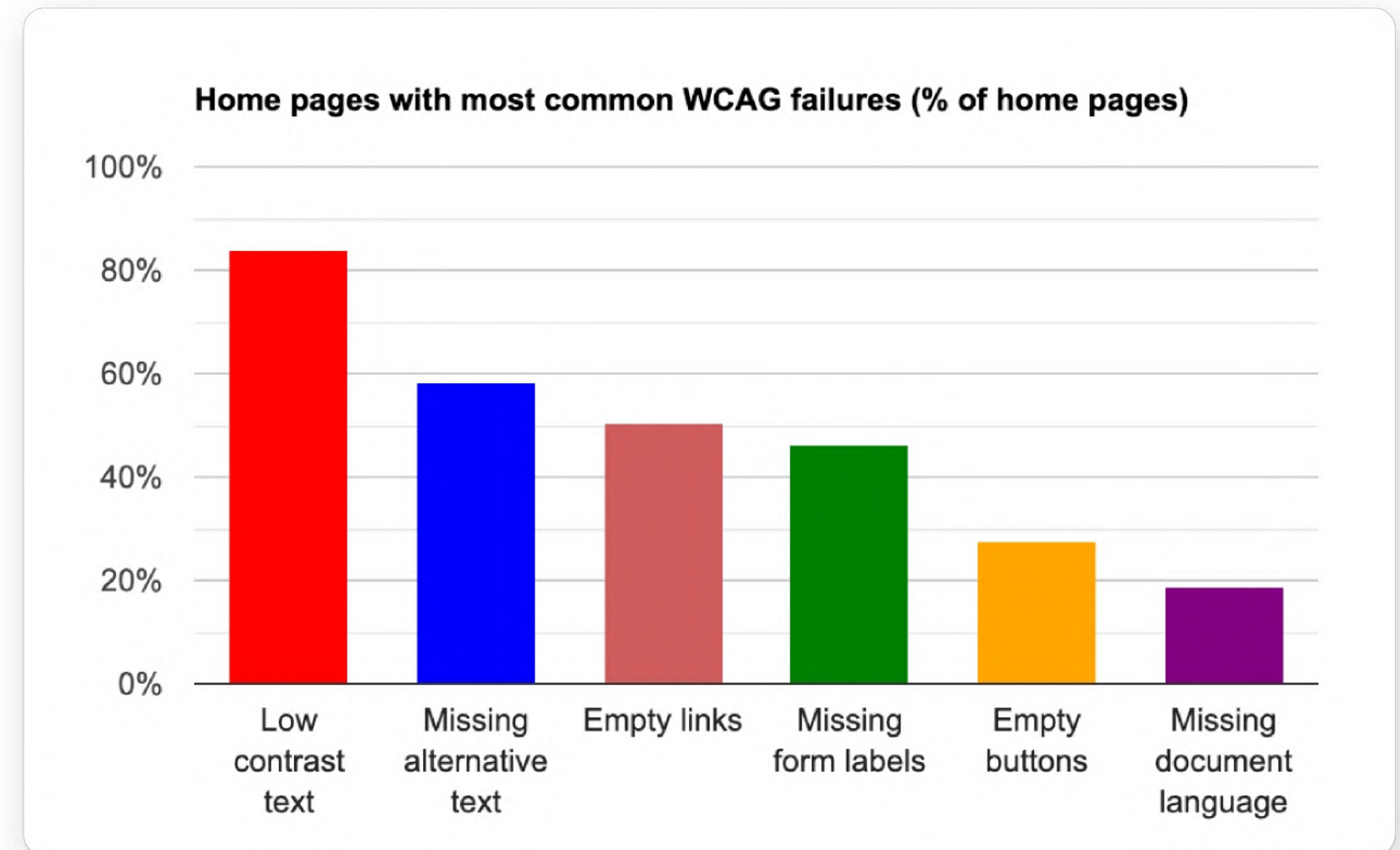
Our commitment

We're not perfect but we want to learn, improve and over the next year our ambition is to build a world-class practice around website accessibility.

Getting started with website accessibility

Most common accessibility issues

- **Low contrast** (86% of homepages)
- **Missing alt text for images** (61% of homepages)
- **Empty links** (51% of homepages)
- **Missing form input labels** (54% of homepages)
- **Empty buttons** (27% of homepages)



Source: [WebAim survey of 1m homepages](#) via [Scope](#)

Additional recommendations

- Easy navigation
- Logical structure
- Standards-compliant code
- Clear, readable text
- Alt tags for images
- Captions on videos
- Avoid blinking or flashing images, sounds



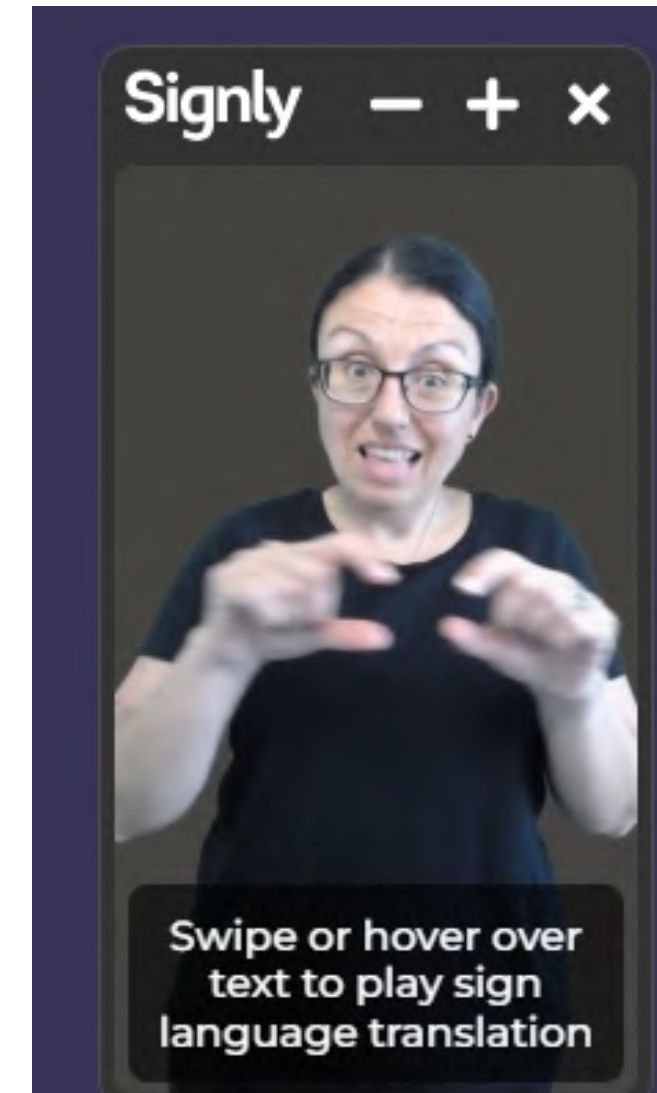
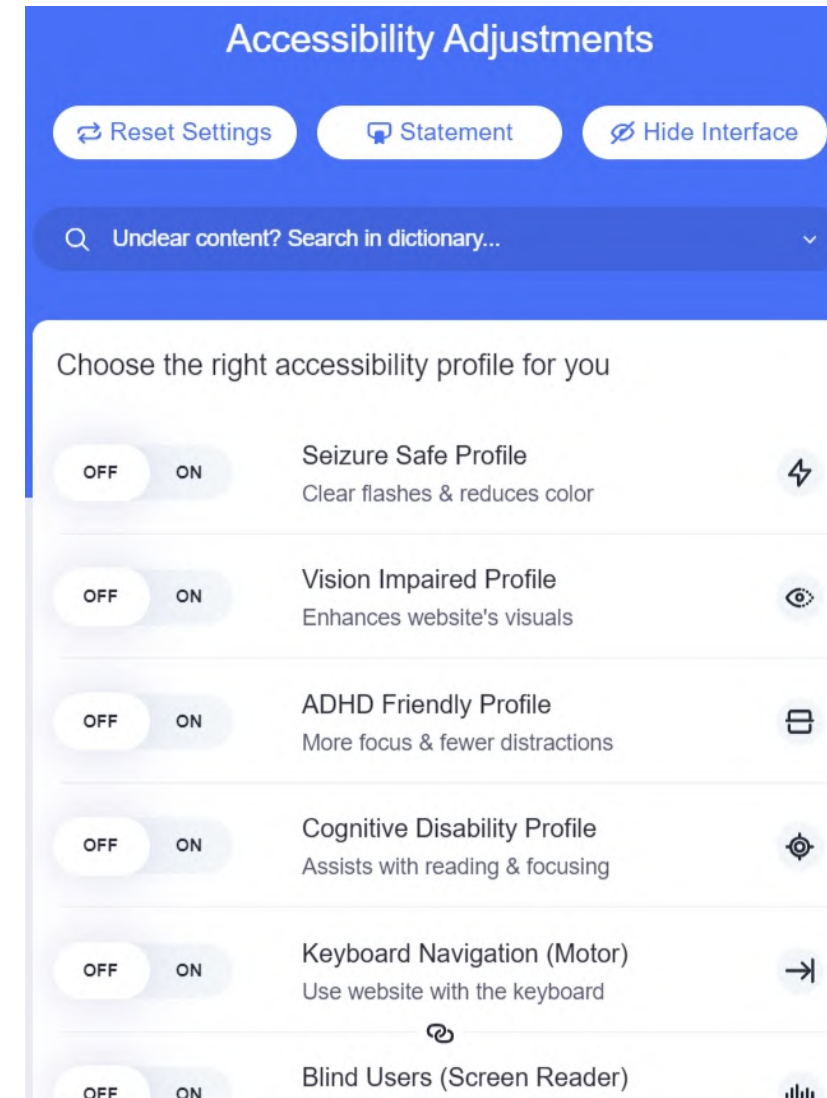
<https://www.angelfire.com/super/badwebs/>

Consider add-ons

e.g. Accessibe

But this won't 'solve' accessibility on its own but it might offer additional affordances and facilities

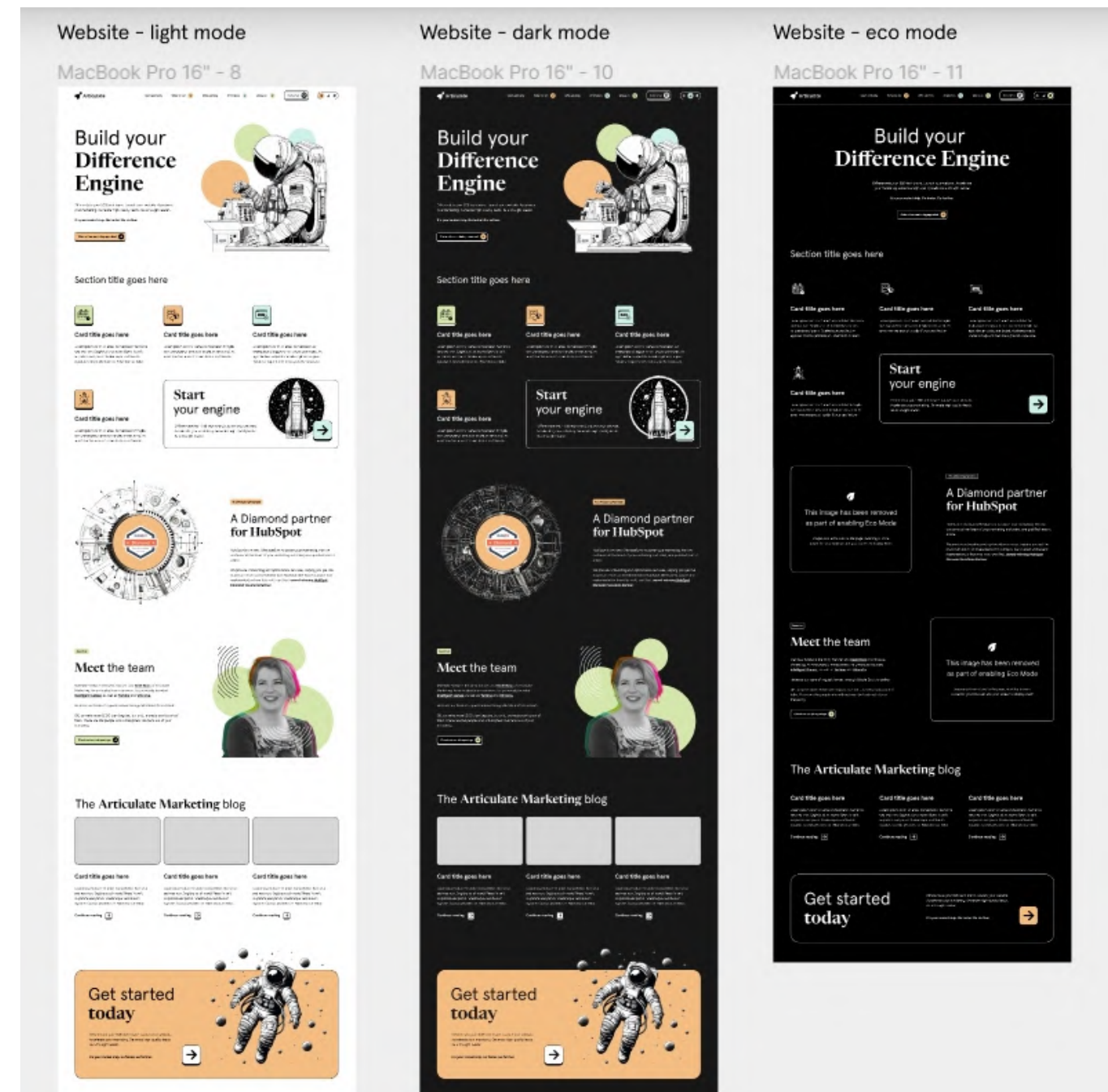
Also, Signly is an interesting plugin for people who are deaf and favour sign language over written English.



Give people options

A sneak peak onto our new website design (still in development)

We want to give people more control over their experience, including eco mode and bionic reading mode.



Yay! Bionic-style mode - live this week



Read this article in our brand new **Bionic** mode

'Employer branding' is the very specific work you do to position your business to employees – past, present and (crucially) future.

Plus, it says something about how you work, your talent acquisition and level of skill in the company, and **your culture**, all of which *tend* to matter to customers as well.

In that sense, it can be thought of as a subset of your **main brand**. It is perhaps most effective if there *is* some kind of connection between the two, though there doesn't *have* to be.

The way we think about it, employer branding is an easier 'in' if you want to reposition your whole brand but don't know where to start. There's less risk. You can afford to experiment. It's also something many businesses are more ready to try, and less likely to have already. There's a shorter, clearer feedback



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Where we are today

...and where we are heading

Where we are today

Site: articulatemarketing.com

Measurable

- Clickables - 54
- Titles - 100
- Menus - 100
- Graphics - 61
- Document - 100
- Readability - 87

Source: accessibe.com scanner

Harder to measure

- Carousels - Neutral
- Orientation - Neutral
- Forms - Neutral
- Tables - Neutral
- General - Neutral

Improvements made this week

- **Elements Mimicking Buttons:** Corrected CSS hack causing accessibility flags. Ensured proper labeling and accessibility of clickable elements.
- **Elements Opening in New Tab:** Added **aria-label** to links with **target="blank"** to inform users about links opening in a new tab.
- **Keyboard Navigation:** Improved tab index for buttons/links. Planned to add comprehensive keyboard navigation in future updates.

Visual Indicators for Focus: Implemented clear visual outlines for focused elements.

Skip Links: Added hidden skip links accessible to screen readers.

Image Alt Texts: Addressed missing alt texts, providing fallbacks where necessary.

Contrast Ratio: Verified and confirmed the color combinations meet contrast standards.

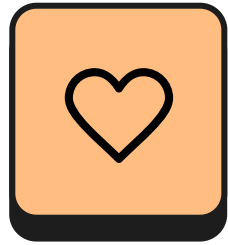
Bionic-style reading mode: Easier and faster to read


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  <stop stop-color="#06101F" offset="0%"
  <stop stop-color="#1D304B" offset="100%"
</linearGradient>
<rect width="800" height="450" rx="8" fill="url(#media-control)"/>
class="media-control"
width="96" height="96" viewBox="0 0 96 96"
<defs>
  <linearGradient x1="87.565%" y1="15.1%"
    <stop stop-color="#FFF" stop-opacity="1"
    <stop stop-color="#FFF" offset="100%"
  </linearGradient>
  <filter x="-500%" y="-500%" width="1000%"
    <feOffset dy="16" in="SourceAlpha"/>
    <feGaussianBlur stdDeviation="24"/>
    <feColorMatrix values="0 0 0 0 0"/>
  </filter>
  <rect fill-rule="evenodd" cx="48" cy="48"/>
```



Our commitment

- Immediate improvements to our website
- Build Nucleus 2.0 accessible by default
- Share what we learn, without charge, including code
- Publish our website accessibility in our ESG report



Thank you



Matthew Stibbe

CEO

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