



Accessibility Bites: Introduction to Web Accessibility

August 28th, 2025

Facilitated by Nora Loyst

Welcome

We acknowledge with respect the unceded territories of the WSÁNEĆ (Saanich) and the Kosapsum and Songhees Nations of the Ləkʷəŋən (Lekwungen) Peoples.

We extend thanks, honour, and respect to our hosts.

Accessibility for this session

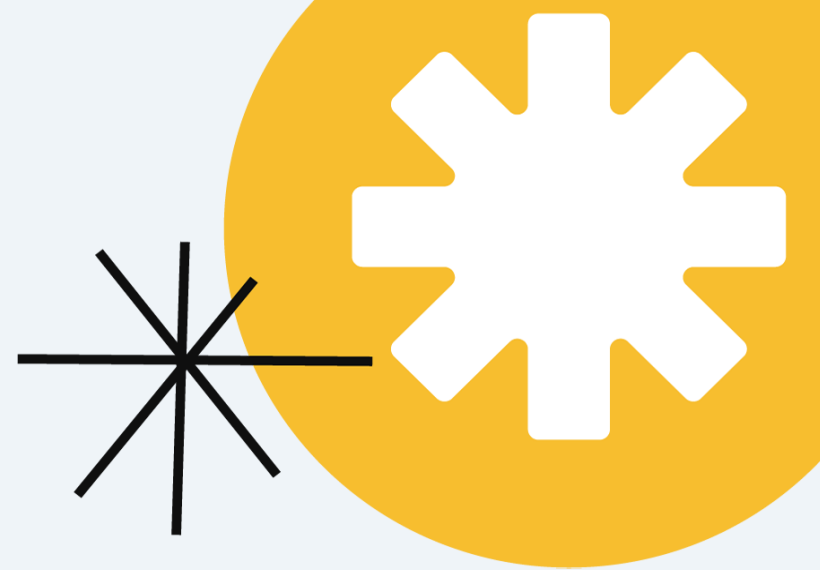
- Accessible slides shared in advance
- Auto captions are enabled in Zoom
- Participate in the discussion in whatever way feels best to you!

Something we missed? Email us at
info@untappedaccessibility.ca



Agenda

- Introductions and access information – **2 minutes**
- Key definitions – **5 minutes**
- Overview of the WCAG and common inaccessibility issues – **10 minutes**
- Understanding your audience – **5 minutes**
- Actionable items – **3 minutes**
- Q+A – **5 minutes**



Key definitions

Accessibility

- The work we do to ensure that people with disabilities can participate in society on an equal basis with others.
- In the case of digital accessibility, it means that people with disabilities can engage with and contribute to the web on an equal basis with others.

Digital accessibility

→ Means that websites, digital tools, and technologies are designed and developed so that people with disabilities can perceive, understand, navigate, interact, and contribute on an equal basis with non-disabled people.

Source: [WCAG What is Accessibility](#)



Who needs web accessibility?

- **Essential for some, useful for all**
- Digital accessibility encompasses all disabilities that affect access to digital communication and website, including:
 - auditory
 - cognitive
 - neurological
 - physical
 - speech
 - visual

Source: [WCAG What is Accessibility](#)



Assistive technology

- Software and hardware that people with disabilities use to improve interaction with the web.
- These include screen readers that read aloud web pages for people who cannot read the text, screen magnifiers for people with some types of low vision
- Other examples include:
 - * 🌟 Accelerators
 - * 🌟 Animations blockers
 - * 🌟 Alternative keyboard and mouse
 - * 🌟 Speech recognition
 - * 🌟 Eye tracking
 - * 🌟 Artificial intelligence (AI)

The WCAG and common accessibility issues

The Website Content Accessibility Guidelines (WCAG)

- The W3C Web Accessibility Initiative (WAI) provides an international forum for collaboration between industry, disability organizations, accessibility researchers, government, and others interested in web accessibility.
- This international collaboration produces the WCAG, an internationally recognized technical standard for web accessibility.

Current WCAG versions

- WCAG 2.2 was published in October 2023, and a draft version of 3.0 version is now available for review.
- Canadian Government has adopted 2.0 AA.

WCAG levels

→ A: Essential

If this isn't met, assistive technology may not be able to read, understand, or fully operate the page or view.

→ AA: Ideal support

Required for multiple government and public body websites. The A11Y Project strives for AA compliance.

→ AAA: Specialized support

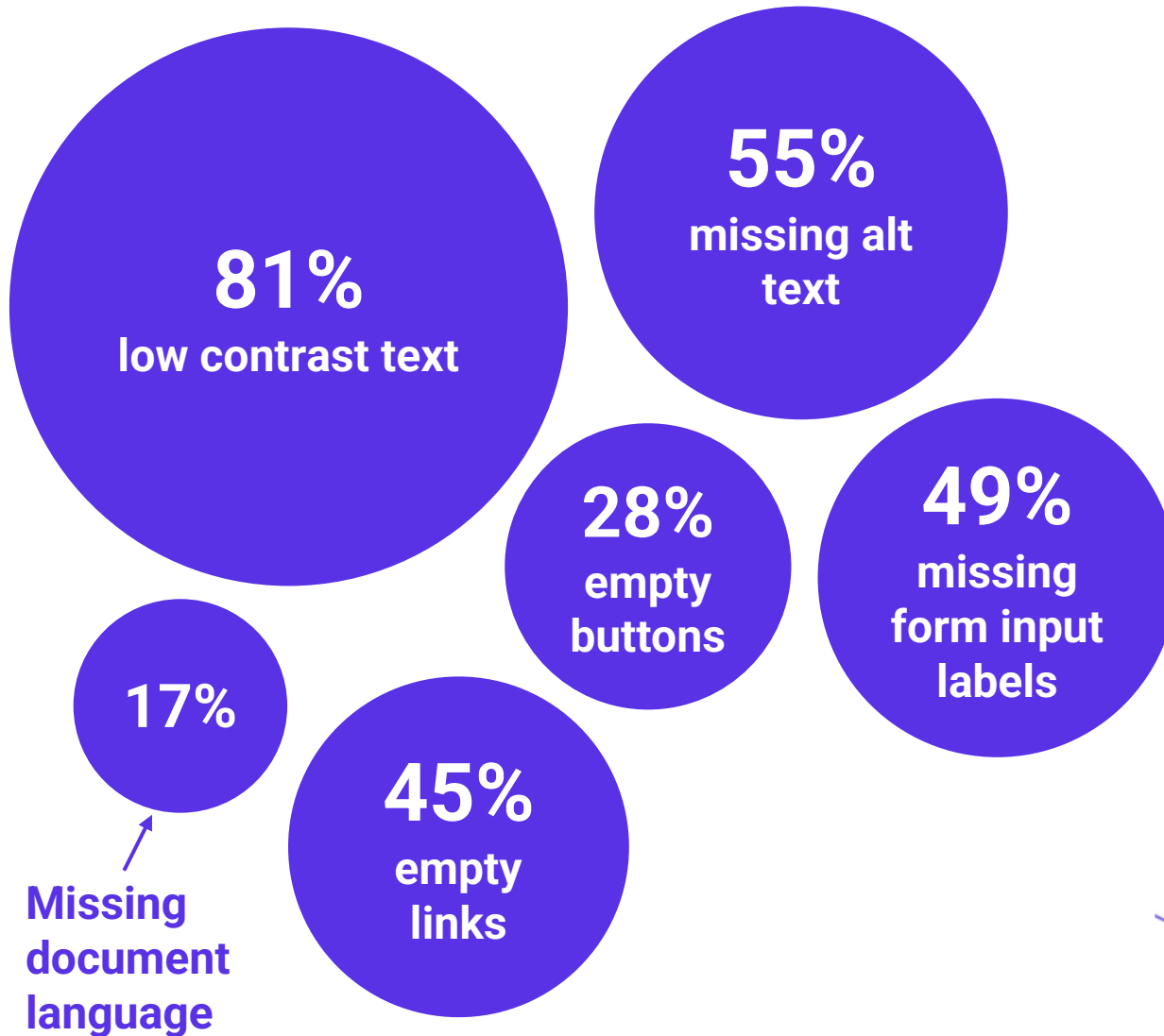
This is typically reserved for parts of websites and web apps that serve a specialized audience.

Example: to comply with AA, you need to have captions available on all pre-recorded media. Including an ASL interpretation or ASL only-videos must be provided. Even the W3C website is not AAA compliant.

W3C

WAI-AA
WCAG 2.2





2024 – WebAIM 1 Million: most common errors

The six most common
home page errors

Source: [WebAIM 1 Million report](#)



Understanding your audience



Accessibility is about *people*



Ade, reporter with limited use of his arms

Ade was involved in an accident that caused a spinal cord injury, leaving him with limited use of his arms. He often relies only on the keyboard to navigate websites and other digital content.



Ian, data entry clerk with autism

Ian is autistic. He has difficulty understanding online content and layouts that change often, including carousels, pop-up ads, and videos that play automatically.



Lakshmi, senior accountant who is blind

Lakshmi is blind. She uses a screen reader on her computer and mobile device to interact with online content, including images, form controls, and navigation.

Source: [WCAG User Stories](#)



Audience analysis

- Consider who you are expecting to be speaking to in your content
- Consider who you are expecting **not** to be speaking to in your content

Key questions to ask:

- Language and literacy
- Background knowledge
- Cultural background
- Access needs



Inclusive language

- Use up to date language
- Plain language
- Accessibility statements and active offer of support
 - Add an authentic statement about why accessibility matters to you in your web content
 - Include a feedback form or direct contact for reporting accessibility issues

Involving users in testing and design

When you understand how people use your site or your products, you can:

- plan accessibility into appropriate project phases from the beginning
- more quickly develop accessibility solutions
- make informed decisions between different options, and avoid wasting time guessing
- limit having to go back and fix problems

Source: [WebAIM 1 Million report](#)



Actionable items



Take action

- **Review** W3's [intro to Web Accessibility Principles](#)
- **Bookmark** this [Web Accessibility for Designers infographic](#)
- **Watch** [this 10-minute intro video](#) to the WAVE tool from WebAIM
- **Start using** accessibility checkers (not a replacement for manual testing)
 - axeDev Tools – Firefox
 - Lighthouse – Chrome
 - [WAVE](#) from WebAIM
- **Use** the [A11y Project checklist](#) while in development to guide manual testing



More resources

- The A11y Project - a11yproject.com
- WebAIM - webaim.org/resources
- World Wide Web Consortium (W3C) - w3.org
- The International Association of Accessibility Professionals - accessibilityassociation.org
- Disability:IN accessible procurement toolkit - disabilityin.org/procurementtoolkit
- The Partnership on Employment & Accessible Technology (PEAT) - peatworks.org



What's your “one thing”?





Thank you!

Get in touch

Info@UntappedAccessibility.ca

UntappedAccessibility.ca