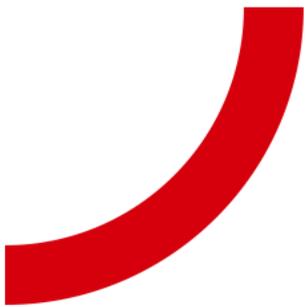QUEEN'S UNIVERSITY BELFAST

ESTD 1845

Siteimprove / CMS Accessibility Training

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30th September 2020

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Training Overview

Microsoft Teams - Meeting Etiquette

- **Training Session Recording** - Does anyone have any objection to this training session being recorded? If you do could you use the 'Raise Your Hand' functionality in Teams to make me aware? The recording will be stopped before the Q&A section of the session.

- **Video and Audio** – I am going to ask everyone to turn their video and audio off within this session. Primarily to ensure that the quality of everyone's connection is stable.

- **Format of the Session** – Will be a demonstration of how to use the Siteimprove Platform and Dashboard Reports, how certain accessibility issues can be fixed within the CMS and provide advice on other accessibility issues.

- **Q&A Section** - There will be a chance to engage at the end of the session via Q&A. The Q&A will be based on the content within the training session today.

- **Support Calls** - If you require some advice on a specific issue, or something relating specifically to your website or Siteimprove Platform, please log it through the IT Helpdesk providing as much detail as you can. A member of the Web Support Team will review it and contact you.

What's it all about?

- **Accessibility Regulations – Web Content Accessibility Guidelines (WCAG) 2.1**
  - Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018.
  - Came into force on 23 September 2020 for existing websites.
  - Any new websites must be compliant from the moment they are published.
  - Websites must conform to 'AA' level of WCAG 2.1 to be compliant.
  - WCAG 2.1 has four main areas (P.O.U.R) and 78 success criteria.
  - Websites must have an [Accessibility Statement](#).

- **Roles regarding the Content Management System (CMS) (Technical, Governance and Content)**
  - **Technical & Governance –** Responsibility of the Web Support Team and Strategic Marketing and Communications. Referring to the CMS assets and usage.
  - **Content** – CMS Users who are responsible for content creation and editing. Everything between the header and the footer (well almost!).

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What's it all about? (2)

- **Background to Siteimprove**
  - A digital governance platform containing a suite of website modules for Accessibility, Quality Assurance and SEO amongst others.
  - The WST have been using the platform now for around nine months.
  - We have implemented a range of technical changes and continue to work on a number of projects that have contributed to the common goal of making CMS based websites technically accessible.
  - Siteimprove have made a number of significant improvements in the last six months to their platform to enhance accessibility coverage. This includes a more accurate website crawler and a 'new' Accessibility Module.
  - The WST and SMC have been working in the last few months to test and implement the facility for content owners to access and use the platform.
  - **Next Generation Accessibility Module:**
    - Introduces a lot of improvements and the WST are using this currently for technical updates.
    - It will be released for content editors in the near future and we will adapt the dashboards and dashboard reports accordingly.
    - The work being undertaken in the current Accessibility Module

Siteimprove – Platform and Reports

- **Sign-up Reminder**
  - Can be completed via the welcome email from Siteimprove, sent following the registration process.

- **Two methods of access:**
  - Directly via the platform at: https://my2.siteimprove.com/
  - Through the Scheduled Dashboard Reports issued via email.

- **An Introduction to the Platform (Screen Share)**
  - **Accessibility Role**
    - A newly created and niched role with access primarily centred around the accessibility module and resources.
  - **Dashboard**
    - Accessibility – Editor Role set up to enable content editors to focus on specific issues.
    - Created based on a review of the top five accessibility errors related to content.
    - Dashboard can be edited to add or remove accessibility issues as the need arises.
    - The other dashboards are not configured for your websites, so please ignore those at present.

Siteimprove – Platform and Reports (2)

- **Groups**
  - If as part of the registration process you advised that you required access to more than one website then you will more than likely have access to one group.
  - They are called Groups because they can be set up to match a hybrid of website URL's
  - <u>Please Note:</u> Some groups have not yet been created due to further work required. These are sites that are behind logins or that use separate domain name. We have to assess these on a case by case basis but we will be in contact.

- **Access**
  - Siteimprove Platform has been locked down as much as possible to make the process streamlined.
  - Accessibility Overview – Radial graph not accurate due to crossover in modules.
  - Focus on 'Accessibility – Editor Role' Dashboard. Do not

- **Crawls**
  - The schedule is automatic and defined by the system.
  - A crawl lasts for three days. When complete, the next crawl takes place five days later.
  - Example: **Crawl Starts** 30/09/2020 – **Crawl Completes** 03/10/2020 – **Next Crawl** 08/10/2020

Siteimprove – Platform and Reports (3)

- **Dashboard Reports**
  - The 'Accessibility – Editor Role' Dashboard Reports are scheduled for delivery to the email defined when you completed the sign up process.
  - The reports will be issued on a fortnightly basis and each report will show the progress made against the accessibility errors listed.
  - It is recommended to use the 'Log in to view live dashboard' link within the report, so that you can log in and access the dashboard directly within Siteimprove.
  - Some accessibility errors included in the dashboard reports may contain the text at the bottom of the table stating 'No issues found'.

Siteimprove / CMS Demonstration and Guidance

2.4.4 Link Purpose (In Context)

- **Link text is too generic in its current context.**
- **Link Text Used for Multiple Different Destinations.**

Link Text is too generic in its current context

- Link text should be as descriptive as possible.

- Generic link text such as '**Click Here**' and '**Read More**' are not accessible because they depend on their visual context to understand them.

- Examples of how to make links more descriptive:
  - **Example 1**
  [Click here](#) to download our Equality and Diversity Policy.

    Change to: [Download our Equality and Diversity Policy (PDF).](#)

  - **Example 2**
  Go to [this web page](#) to search the list of undergraduate and postgraduate courses available at the University.

    Change to: Our [combined course search page](#) has a full list of the undergraduate and postgraduate courses available at the University.

- Information provided as part of the WST guidance: [Accessible Content Guidance – Using Links Effectively](#)

Link Text Used for Multiple Different Destinations

- Siteimprove will highlight any instances of the same 'link text' being used but that have underlying links that go to different destinations.

- This applies to multiple links on the same web page that use generic text.
  - **Example:** So there may be two instances of a link with the link text 'Click here to find out more' – but the link may go to different areas of a website.
  - **Solution:** Change the link text to be more descriptive which will help identify that these links go to different destinations.

- Another aspect of this issue is down to link consistency:
  - **Example:** Two instances of the same link text linking to the same webpage / resource is being flagged by Siteimprove.
  - **Solution:** Check the links in both cases and ensure they are exactly the same.

    For links to websites, please use the secure protocol and include a trailing slash
    i.e. **https**://www.qub.ac.uk/sites/web-support-team**/**

    For links to documents such as PDFs, please use the secure protocol, the trailing slash is not required:
    i.e. **https**://www.qub.ac.uk/directorates/HumanResources/hr-filestore/Filetoupload,866894,en.pdf

Link Text Used for Multiple Different Destinations (Cont…)

- If you do need to include multiple links to the same webpage or online resource, please ensure the link text is not generic and that the same link is used for each instance.

- Information provided as part of the WST guidance: Accessible Content Guidance – Using Links Effectively

4.1.2 Name, Role, Value

- **iFrame is missing a title**

iFrame is missing a Title

- When an iFrame is given a meaningful title, people using screen readers and other assistive technology, can identify the content and its purpose.

- Without a title for the iFrame, a screen reader user may just hear "frame", the file name, or the path of the iframe.

- Many CMS Users make use of iFrames to embed a range of resources from different providers:
  - Video (Mediasite, Youtube, Vimeo)
  - Forms (Microsoft Forms, Google Forms, CRM)
  - Social Media (Twitter, Facebook)

- Unfortunately these platforms do not automatically include / generate a 'title' attribute as part of the iFrame embed code. Users will need to include descriptive titles to describe the content for every iFrame they use.

- Examples of including Title Text:
  - Youtube Video Embed using the Content Type 'DTP – Video Embed'
  - Embedding a Microsoft Form using the Content Type 'DTP – Code Only'

- Information provided as part of the WST guidance: Accessible Content Guidance – Embedding iFrames

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1.3.1 Info and Relationships

- **Heading is missing text**

Heading is Missing Text

- Headings allow content creators to determine the structure and hierarchy of their content.

- They are important for both the accessibility and general readability of your content.

- They help people using screen readers and other assistive technology to logically navigate content structure.

- **Heading elements are for grouping and adding hierarchy to your content, not for styling.**

- More guidance on how to structure headings can be found in the WST guidance: [Accessible Content Guidance – Page Titles and Headings](#)

- The specific issue of a heading missing text has a few possible occurrences, with the most consistent being in the use of the Content Type 'DTP – General Content'. There are also user issues with other Content Types that contain HTML Editors.
    - Example 1: DTP – Accordion
    - Example 2: DTP – General Content

1.1.1 Non-text Content

- **Image with no alt Attribute**

Image with no alt Attribute

- Images can make content more pleasant and easier to understand for many people including those with cognitive and learning disabilities.

- However, the requirement for alt text to be specified depends on the purpose of the image. For example:
  - **Decorative Images** – They don't add information to the content of the page and is most cases they are included to make the website more visually attractive, in this case null alt text (alt="") is used. This is so they can be ignored by assistive technologies.
  - **Informative Images** – If the image is a photograph, drawing or painting, the alt text needs to describe the image as concisely as possible.
  - **Images with Text** – According to the WCAG, images of text are not allowed. If it cannot be avoided, the same text must be included in the alt text.

- The decision as to whether alt text is required for an image or not, is down to the judgment of the content creator, and the purpose of the image.

- Further guidance on the use of text alternatives for images and how they are added to media using the CMS can be found in the WST guidance: Accessible Content Guidance – Text Alternatives for Images

Accessibility Tested PDFs

Existing PDFs

- Siteimprove will index existing PDFs relevant to your website and run them through a number of [fully automated checks](#).

- [Guidance from GOV.UK](#) provides the following information for things you may not need to fix: *'PDFs or other documents published before 23 September 2018 - unless users need them to use a service, for example a form that lets you request school meal preferences'*

- Advice from the WST based on the first two points:
  - Date order the PDFs and remove those no longer required from your CMS File Store. They will drop off the index following the next crawl.
  - Review the remainder of the PDFs and define which of those before 23 September 2018 you do not need to fix.
  - Edit those PDFs created after 23 September 2018 and fix highlighted issues within Siteimprove. Start with the most important documents first.
  - There are a range of PDF Editors that you can use, but the pro versions tend to have more capability included, such as accessibility modules.

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Accessibility Tested PDFs (2)

New PDFs

- Do you need them? Can your content be structured and published as an HTML webpage via the CMS? If so, it is the best way to reach as many people as possible.

- If you need to create a PDF there are some steps to be considered when writing accessible documents
  - Keep the language simple
  - Keep the document simple
  - Give the document a structure

- Many PDFs are created from within Microsoft Word, so making sure the [Word Document is formatted and checked for accessibility](#) as it is drafted will help compliance.

- There is also guidance from WebAIM on how to convert [Microsoft Office Documents to an Accessible PDF](#).

- Further information on document accessibility can be found in the WST guidance: [Accessible Content Guidance – Document Accessibility](#)

Accessibility Tested PDFs (3)

New PDFs

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Thank You

Any questions?

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30th September 2019

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