



CREDIT UNION
Web Design

From SK Advertising

Building Accessibility

WEB ACCESSIBILITY CHECKLIST

Understanding what goes into an accessibility solution and what you should consider as part of the implementation.

There are several items to consider when making your credit union website accessible. What is the best way to conduct an accessibility auditing? Will it fit our budget? What is the risk of potential litigation if we do nothing?

Performing accessibility audits using automated and manual testing with code remediation provides comprehensive website accessibility. Ongoing monitoring with monthly reporting ensures your website will remain accessible and compliant as it is updated and expanded.

Increased Access = Increased Member Satisfaction, Increased Market Share and Increased Revenue

Checklist of what you will need to know:

ACCESSIBILITY GOALS



- What are your credit union's web accessibility goals?
- How will you assign roles and responsibilities?
- How will an accessibility solution work with your credit union's marketing plan?
- What's your timeline for implementing your solution?

IMPLEMENTATION AND TESTING



- Do you have an internal process to identify accessibility issues?
- Do you have experts in accessibility to review your audit results?
- Do you have developers, experienced in web accessibility, to implement accessibility solutions?
- Do you have the capability to conduct manual testing with people in the disability community?

ONGOING COMPLIANCE



- How often will we need accessibility audits?
- Do you have a process in place to stay up-to-date with accessibility laws and standards?
- Are you able to continuously evaluate the level of accessibility of your website through re-audits and user testing?
- Do you have the resources to ensure accessibility is maintained after every update to your website?

Taking into account the amount of resources needed to produce web accessibility efforts in-house, most organizations work with third party sources that have the resources and expertise to effectively plan, develop and maintain a web accessibility program. When it comes to selecting a resource that best fits your needs, there are many considerations to think through.

Checklist of what you will need to select a provider:

EXPERIENCE



- How many years of web experience does the provider have?
- Does the suggested accessibility solution fit into your credit union's culture?
- Is the provider's own site accessible?
- What accessibility standards can the provider support for their clients?

AUDITING AND TESTING CAPABILITIES



- Is the primary audit conducted by an accessibility expert, or just with free automated tools?
- Does the auditing company offer manual testing?
- Does the provider use expert accessibility developers to support addressing accessibility issues found?

ACCESSIBILITY SUPPORT



- Can the provider take on a project of your size?
- Can they support on-going monitoring help you maintain accessibility?
- Will staff members receive sufficient training?

Five most common coding errors for accessibility

1. *USE ALT="" TAGS DESCRIPTION ON IMAGES*
2. *GET TO THE POINT! SKIP TO #CONTENT*
3. *<H1>, <H2> RIGHT TAG, RIGHT MEANING AND RIGHT PLACE*
4. *USE COLOR WITH CARE*
5. *HEADINGS AND LABELS DESCRIBE TOPIC OR PURPOSE*

CUWD Accessibility Solutions

Site Audit and Developers Report,

- Pre and Post accessibility audits with developers report. Current web development company performs remediation.
- Additional and ongoing accessibility - see ongoing remediation

Site Audit, Remediation & Monitoring

- Accessibility audit
- Website code remediation - requires access to current providers servers and coding
- Manual testing

Website Migration to Simplicity CMS 5.0, Remediation & Accessibility Auditing

- Migration of current website content & design to the New Simplicity 5.0 CMS platform
- Migrated website code will comply to latest WCAG 2.0 AA standards
- Responsive design for viewing on mobile devices
- Manual Testing

Website Redesign with the Simplicity CMS 5.0, Remediation & Accessibility Auditing

- Develop new website designed on the Simplicity 5.0 CMS platform with current functionality
- New website will comply to latest WCAG 2.0 AA standards
- Responsive design for viewing on mobile devices
- Manual Testing

Ongoing Remediation

Monthly website audits with remediation of new or updated content.
Requires annual contract after website is launched.

On-Demand accessibility audit with up to 2 hours remediation after initial remediation

**Interested in a free web accessibility consultation?
Let's talk [click here](#)**



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Read more about web accessibility and the WCAG 2.0 standard here.

Planning and Managing Web Accessibility