



Design Suggestions for an Accessibility-Friendly Website

All users, including those with disabilities, should be able to access and use modern company websites. Accessible websites are no longer the exception, as they previously were. An accessible website protects you from potential litigation and ensures that your company reaches the largest possible audience, making it a competitive difference. The procedures below will ensure that your business is accessible and functional for all potential guests, regardless of disability.

For images and media, add Alternative Text (also known as "Alt Text").

When you use alternative text for photos on your website, it improves the readability of those elements for users who use text-to-speech software to listen to your material. Furthermore, alt text improves your website's search engine rankings by allowing search bots to more effectively crawl and index photos for keyword relevancy. Videos can also be made available in a variety of formats to make them more accessible. Make sure that videos with captions are available for people who are deaf or hard of hearing.

Use fonts that are easy to read.

Fonts with a lot of style or design are sometimes inaccessible to disabled visitors. While screen readers can assist in the conversion of text to aural output, the best answer is to use a simple and uncomplicated font. Complex fonts can also give some visitors migraines or eye discomfort. Use more simple fonts that are black and contrast well with the background of your web pages instead of fonts depending on personal preference. Times New Roman, Verdana, Arial, Tahoma, Helvetica, and Calibri are the most popular fonts.

Sufficient Color Contrast

The color contrast is defined by how distinct each of the colors on a website is from one another. The colors of menu buttons, headers, footers, and banners on various pages are examples. If your website's colors are too similar and lack distinctiveness, impaired visitors may find it difficult to navigate. When you employ enough color contrast on your website, your content stands out, making it easier for users with limited vision to find and comprehend the

information they need.

Easy Site Navigation

Popups on a website can be a useful marketing tool, but they can also be one of the most aggravating elements for visitors. Any component of your website that is bothersome to non-impaired visitors will be amplified several times for impaired users, forcing them to depart the site quickly. Keep your navigation simple with simply discernible buttons and page links instead of employing flashy, distracting styles that provide no added value. Furthermore, arrange your text into logical sections and paragraphs so that visitors always know where they are on the page and on your website.

The essence of good [website design](#) is to make your audience as accessible as possible. There are numerous tools available to assist you in testing your website and correcting any issues with accessibility. It's critical to cover all necessary components for creating an accessible website, from font styles to images and captions. As you collaborate with your design team to create your company's website, be sure you prioritize these areas in your project plan.

