



The easiest way to making triple A accessible sites

By reading and putting into action EVERYTHING taught in this course, you WILL be able to boast a fully AAA accessible site. The information contained here may seem basic to some, advanced to some, and may even sound like common sense to some...

I tell you from experience that everything I'm about to teach you works very well, and will set a solid foundation to build your AAA accessible site and sites thereafter.

So, I highly suggest you print out this material, grab a cup of coffee and spend 30 minutes, over the next 7 days, really soaking up everything I'm going to teach you.

Enjoy!
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The easiest way to making Triple A accessible sites - Day 1

Chapter 1 : Why the accessible fuss?

Note: Before you begin, if you're NOT 100% serious about getting your website to meet accessible guidelines, don't read another word. Only read on if you plan to put into action, everything I will be teaching you. It's best to print this blueprint off, highlight areas and take notes as you learn the exact steps needed for an accessible web site.

Ok, on to chapter 1...

If you're anything like me, you've probably created a website or two, either for yourself or clients and then been shocked to hear that the law says "your site must be accessible"

So what does it mean – "your site must be accessible"

Well the law actually says that all businesses either on-line or in the high street should not discriminate against and potential customer. Well actually that is putting it extremely simply as I guessed you probably don't want to sit down and read a 500 page document at this point.

At this point we are keenly aware that it's the "on-line business" fraction of this document that interests us.





But actually the thought of using a shop to illustrate the importance of on-line businesses is a powerful line of reasoning. Let me illustrate...

I have freckles and like to shop at large DIY stores. I am working on my home and desperately need a spirit level. So I drive to my local DIY superstore and have in mind the spirit level I wish to purchase.

As I get to the door a security guard stops me and says "sorry you can't come in! " Sorry did I hear that right, so you ask him to repeat it.
"Yes" I said "you can't come in...You have freckles!"

What! How dare they do such a thing! What extreme discrimination, and yet as other customers are seen being let in to make their purchases, no matter how hard you try, he refuses to allow you entry.



It may sound an extreme situation, but if your site isn't accessible then this could be the very situation visitors find themselves in. They visit your site, they know what they want to purchase or what information they require, but if they can't use a mouse the way you require or can't see the same visuals on their monitor or hear the interactive sounds, then they are blocked from entry, or limited to what areas they can access.

This makes the point well. This is why making accessible sites is common sense. 15% of visitors could be discriminated if your site hasn't been built to accessibility guidelines.

Ok so you can see the importance of making sites accessible for all, but what a minefield of information out there and how do you ever start to learn what's needed.



Well I have made this course just for you. Over the following chapters you will be given all the resources you need to make an accessible site - easily.

A History lesson in 2 minutes – I promise.

Who sets the standard?
<http://www.w3c.org/> does.



Tim Berners-Lee, the inventor of the Web, established the World Wide Web Consortium (W3C) in October 1994. W3C is committed to lead the technical evolution of the Web by promoting interoperability and encouraging an open forum for discussion.

The purpose of W3C

One of the main goals of W3C is to promote technologies to make the Web accessible to all. W3C is committed to bridge the vast differences in culture, education, ability, material resources, and physical limitations of users across continents.

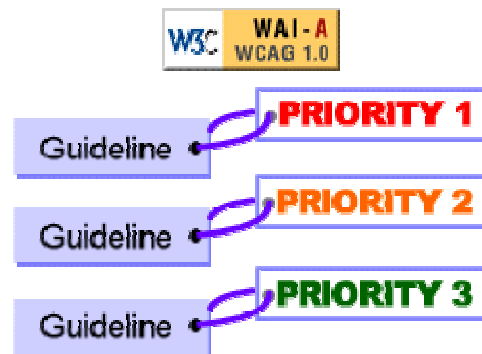
To this day W3C continues to develop more and more guidelines, and this has been off putting for many web designers. At there site you will find pointers to there specifications for HTML/XHTML, guidelines on how to use HTML/XHTML to the best effect, and pointers to related work at W3C. When W3C decides to become involved in an area of Web technology or policy, it initiates an activity in that area and makes awareness for the policy via the web site, so you really need to have it bookmarked, believe me.

Things you need to know

W3C then set up some guidelines and split them into 3 levels. With me so far?

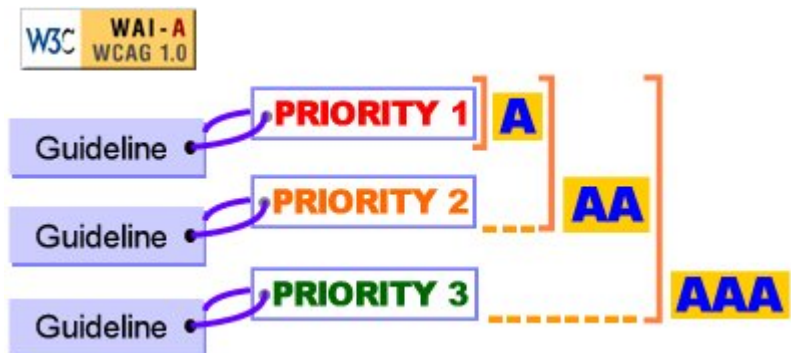
Each guideline is assigned a priority from one to three.

- Priority one has been assigned to checkpoints that a developer must satisfy. These are basic checkpoints without which some groups of people cannot access information on a site at all.
- Priority two has been assigned to checkpoints that a developer should satisfy. These checkpoints address the difficulties that some people face while accessing information on a site easily.
- Priority three has been assigned to checkpoints that a developer may satisfy so that people can access information, on a site, with ease.



The guidelines have been assigned three conformance levels to help refer to accessibility guidelines published by other organizations.

- Conformance level "Single-A" includes checkpoints related to priority one checkpoints.
- Conformance level "Double-A" includes checkpoints related to priority levels one and two.
- Conformance level "Triple-A" includes checkpoints related to priority level one, two, and three.



Link to Web page with information on W3C <http://www.w3c.org/TR/WCAG10/>



Because a person's disability can be varied from visitor to visitor, Triple A or Priority 3 ensures that all guidelines are met and therefore the maximum effort possible is made to help the visitor access the entire site with ease.

- So you have seen the reason why accessibility is the buzz word on the web.
- You know that there are 3 accessibility standards to meet
- You are aware of the advantages of making your site accessible
- But the million dollar question is how? How do I know if my site is accessible?
How can I make it accessible?

Well in Chapter 2 that is exactly the question to be answered.

We will show you how you can check to see whether your current site is accessible, and how to make it fully accessible.

That wraps up chapter 1 – Why the accessible fuss?

Next instalment is called:

How do I know my accessible rating?

All the best,
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