

Web accessibility allows websites to be accessed by everyone, including people with disabilities. This is achieved by developing websites in a manner that makes it easy for users with visual, hearing, motor, or cognitive disabilities to access and utilize content without complications.

Accessibility is not only for people with disabilities but also for everyone as it improves the user experience. The Web Content Accessibility Guidelines have established four basic principles of accessibility: perceivable, operable, understandable, and robust.

The first of these, which is perceivable, is that the users must be able to perceive or hear the content. There must be text alternatives for the images, video captions, and enough contrast between the text colour and the background colour. For example, the **BBC** website makes sure that there is descriptive text for all images so that visually impaired users can experience their content by using screen readers. On my own website, I will add alternative description for images and captions to all videos to make my content accessible.

The second principle, operable, is about making sure that users can navigate a website in various ways. There are people who cannot use a mouse and will be able to only use a keyboard or voice to go through a webpage. A good example of this is **WebAIM**, where users can navigate entirely with the assistance of a keyboard.

The third principle, clear, insists that a website should be easy to read and navigate. This is obtained through the use of simple language, easy instructions, and organised layouts. The **GOV.UK** site applies the principle through the use of simple language so that everyone, including those with intellectual disability, can read the information easily. In my work, I shall be using simple language, headings, and organised paragraphs so that my site becomes easy to navigate through.

The final principle, robust, makes websites accessible across different devices and assistive technologies, such as screen readers.

Apple website does this through the application of properly structured HTML so that the site becomes friendly to different devices that the disabled use. I shall apply proper HTML tags, such as headings, navigational areas, and labels, so that my assistive technologies shall be able to read my information easily.

In essence, making a website accessible to all, including those with disability, is known as web accessibility. If websites comply with the four major principles to be perceivable, operable, understandable, and robust, the websites become more accessible as well as easier to navigate through. My website, shall comply with these principles by having an operable website with the keyboard, using simple language, and complying with correct HTML hierarchy. Knowing about accessibility on the web now can definitely help me with how I need to design my website.