

First steps in Web accessibility

There are many simple Web accessibility improvements that you can implement and check right away, even when you are new to this topic. Two example excerpts are provided below on this page but you can find more tips and information from W3C/WAI:

- [Tips for Getting Started with Web Accessibility](#)
- [Easy Checks - A First Review of Web Accessibility](#)

EXAMPLE 1: PAGE TITLE

Good page titles are particularly important for orientation — to help people know where they are and move between pages open in their browser. The first thing screen readers say when the user goes to a different Web page is the page title. In the Web page markup, they are the `<title>` within the `<head>`.

Check #1: There is a title that adequately and briefly describes the content of a page, and that it distinguishes the page from other Web pages.

Example:

```
<head>
...
<title>Web Accessibility Initiative (WAI) - home page</title>
...
</head>
```

EXAMPLE 2: IMAGE TEXT ALTERNATIVES ("ALT TEXT")

Text alternatives ("alt text") are a primary way of making visual information accessible, because they can be rendered through any sensory modality (for example, visual, auditory or tactile) to match the needs of the user. Providing text alternatives allows the information to be

rendered in a variety of ways by a variety of user agents. For example, a person who cannot see a picture can have the text alternative read aloud using synthesized speech.

Check #2: Every image has alt with appropriate alternative text.

Example: See the W3C logo below. It contains a link that points to the W3C Web site. The text alternative is going to be a brief description of the link target.



```
<a href="http://w3.org">  
  
</a>
```