Web Accessibility Essentials

Web accessibility ensures all users, including those with disabilities, can use your website. It's important for inclusivity, legal compliance, and overall user experience.

Key principles (WCAG):

1. Perceivable

2. Operable

3. Understandable

4. Robust

Essential practices:

1. Provide alt text for images

   ```html
   <img src="logo.png" alt="Company Logo">
   ```

2. Use proper heading structure (H1, H2, H3)

3. Ensure sufficient color contrast

4. Make site keyboard-accessible

5. Use ARIA landmarks

   ```html
   <nav aria-label="Main Navigation">
     <!-- Navigation items -->
   </nav>
   ```

6. Provide captions and transcripts for media

7. Create accessible forms with clear labels

8. Use descriptive link text

Testing methods:

- Automated tools (WAVE, aXe)

- Screen reader testing

- Keyboard navigation testing

- User testing with people with disabilities

Implementing these practices creates a better web experience for everyone.