The term "Web Accessibility" refers to the relatively new practice of making sure that websites, tools, and technologies are designed and developed so that less-able people can use them with ease. Web accessibility includes considerations for a broad range of disabilities: from visual and auditory to cognitive and motor dysfunction, thus ensuring that all users have an equal opportunity to use the digital content irrespective of their abilities. The Web Content Accessibility Guidelines provide a framework for web accessibility based on four key principles: Perceivable, Operable, Understandable, and Robust. These can be known as POUR. These principles ensure access to digital content by all users, irrespective of disability.

The term perceivable means that users can become aware of and identify the content presented to them. This is pertinent mainly to those who are visually impaired. The BBC News websites provide alternative texts to images ensuring that screen readers can describe the content to visually impaired users. As well as, providing transcripts of broadcast for the hearing impaired.

Operable websites should be designed so that all users can navigate and interact with them using different input methods, such as keyboards, or assistive technologies. Google's search engine allows users to navigate using only the keyboard, which benefits people who cannot use a mouse due to motor impairments.

Web content should be easy to read, understand, and interact with regardless of the user's cognitive ability. To further the cause, clear language, headings free from jargon, and a constant logic of navigation are employed in www.gov.uk, who thereby give assistance to individuals with cognitive disability or low literacy.

For the purpose of a website, compatibility with a broad spectrum of assistive technologies is evaluated, with functional assurances provided across a variety of devices and browsers. The websites, like Wikipedia, advocate web standards to make accessibility dependent upon different screen readers, different browsers, or several mobile devices.

When developing my project, I intend to incorporate several key aspects of web accessibility to ensure that all users, including those with disabilities, can access and interact with the content effectively.

1. **Alternative Text for Images:**
    - Ensuring that all images have meaningful alt text so that screen readers can convey the information to visually impaired users.
2. **Keyboard Navigation:**
    - Designing the website so that users can navigate through all interactive elements (such as menus, buttons, and forms) using only a keyboard.
3. **Readable and Simple Text:**

- Using clear and concise language with proper headings and bullet points to make content easier to understand.

4. **Colour Contrast and Font Size:**
    - Implementing high-contrast colour schemes and allowing users to adjust font sizes to improve readability for individuals with visual impairments.
5. **Accessible Forms:**
    - Ensuring that all input fields have clear labels and error messages are easy to understand for users with cognitive disabilities.
6. **Responsive Design:**
    - Making sure the website adapts to different screen sizes and works well on both desktop and mobile devices.

By incorporating these accessibility features, my project will not only be more inclusive but also improve the overall user experience, leading to better engagement and usability for all visitors.