What are some things designers overlook when trying to make their work accessible for users with disabilities?

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One of the most important things to remember when making a site that's going to be accessible is to make sure you start with semantic HTML. And semantic HTML, of course, means that we're using the right tag for the right job. We need to make sure that we are identifying our content appropriately. That's the first thing that you need to do in order to make things work well for screen readers. Don't skip your heading levels. Make sure your images have alt tags. Things like this are really, really important so that--just well-formed HTML will address a lot of accessibility concerns.

But the best thing that you can do when you're building an accessible website is to be sure to test it. Get yourself a screen reader. Run it with your monitor turned off. See what it's like to try surfing a web page with the monitor turned off and you'll very accurately mimic what happens when someone with visual difficulties is looking at a particular website. So, give that a try. You will learn so much and you will instantly turn yourself into an advocate for accessible websites if you try. Spend a few hours trying to surf the web with your monitor turned off.