



# Tips for ADA Compliance

ADA Compliance is a broad outline of requirements that websites must meet in order to be considered accessible to those with disabilities. This includes providing ways for assistive software to read all content on your site so individuals with disabilities have equal access to your information. Ultimately, it is difficult to maintain 100% compliance as the foundation for what compliance means is somewhat vague. Considering this, site owners should continually work toward being as compliant as possible.

Below are some tips for maintaining an ADA compliant website that will be much more accessible to your public. Begin by formulating a game plan to update existing non-compliant content. eSchoolView offers ADA Scanning services that will identify items across your site that are not compliant which will help solidify a reasonable update timeline. Keep in mind, updating your site with ADA compliance will need to be part of your processes moving forward.



## Alternative Text

Images must have Alt Text. These describe what is captured in an image, or the text an image may contain so those with visual impairments can understand the photo or infographic in context. Example Alt text: "Group of students gathered in hallway."



## Color Contrast

Be cautious when using colors on your site. Text on a colored background can cause issues for those with certain visual impairments. Text, and images that contain text, must have a contrast ratio of 4.5:1 or greater. A font that is 18-point or larger is required to have a contrast ratio of 3:1.



## Video Clips

Videos that have audio need to be supplemented with Closed Captioning or a transcript so those who are hearing impaired can better understand the content. YouTube offers a built-in option for adding Closed Captioning to videos automatically. YouTube's computer-generated captions are also manually editable should you need to make updates.



## Audio Clips

Audio recordings (such as mp3 files) must include transcripts so hearing-impaired individuals can access the information contained in the recordings.



## Descriptive Links

Links need to be uniquely labeled and must be descriptive. Do not use "Click Here." Use "learn more about our company" instead. This will ensure those with assistive software know where the link will take them when clicked.



## PDF & RTF Files

Downloadable files must include accessible file formats. Simply adding a PDF is not compliant because assistive software cannot reliably read this format. Always include a RTF (Rich Text Format) version of files in addition to the PDF format to ensure regular visitors to your site and those who require assistance can access your content. RTF files can be exported from PDF files in Adobe Acrobat Pro.