



Google — A CODA Story

Grow with Google

Make Your Small Business More Accessible

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#GrowWithGoogle



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Welcome!

Agenda:

- What is accessibility?
- Design best practices
- Email accessibility
- Physical accessibility
- Be inclusive

What is accessibility?

- Accessibility ensures people with disabilities can **perceive, understand, navigate,** and **interact** with products, services, and tools.
- **Assistive technologies** help overcome barriers.

Accessibility impacts over one billion people

The World Health Organization estimates over **one billion people** worldwide live with some form of disability.

15%

of the world's
population

26%

one in four
adults in the U.S.

\$6 trillion

spending power

Building for accessibility

Developing accessible digital content, called

Universal Design :

- Allows people with disabilities to engage without barriers.
- Expands your market.
- Improves the experience for all users.
- Lessens your company's legal risk.



Universal Design

Design elements and features for digital content

Techniques to clearly communicate :

- 1 Image descriptions
- 2 Alt text & descriptions
- 3 Color contrast
- 4 Design techniques
- 5 Text formatting and headers
- 6 Text links
- 7 Video captions and transcripts



Activity

How would you describe this image?



Alt text and descriptions

Alt text describes images to screen readers.

- Without Alt text, a screen reader will miss that content.
- The written description may help with SEO.

Descriptions are visible on the page.

- They help sighted people, too.

Alt text:

```

```



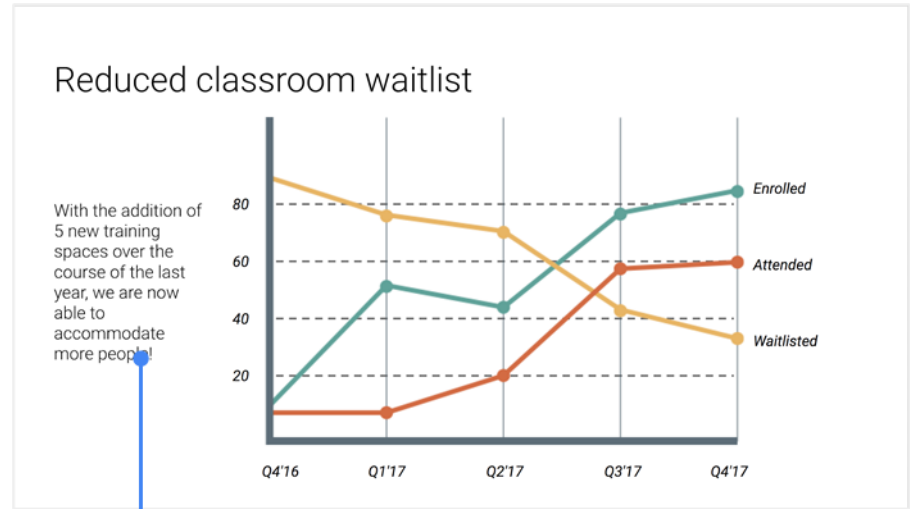
Description:

All meals are served with coffee.

Image descriptions for charts and graphs

- **Alt text:** write a **short description** image summary.
- **Captions:** write a **longer description** of key info and trends.

For complex data, you can provide info in spreadsheet format.



Caption

Color and contrast

Use text colors that stand out from background colors for readability.

 Low contrast



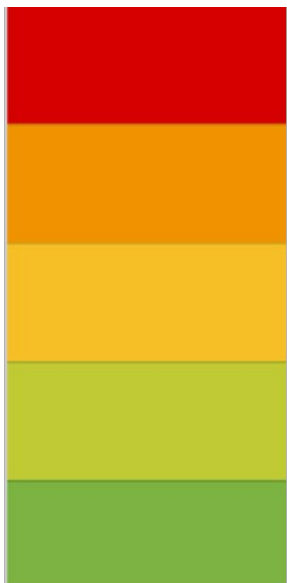
 High contrast



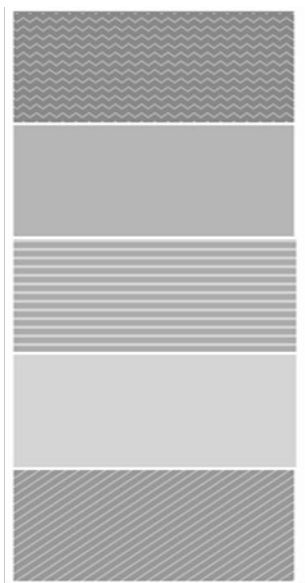
Beyond color: design techniques

- Use high contrast, hue, saturation, and brightness
- Use thick lines
- Use various patterns of dashed lines
- Don't assume color conveys a specific meaning
- Use textures
- Add patterns or labels for contrast in charts
- Label elements like titles, legends, and axes

Examples



In color



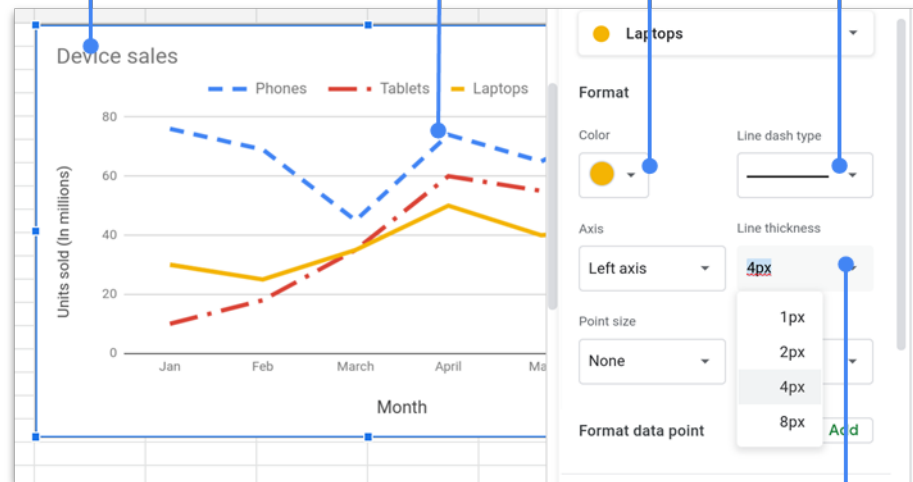
In grayscale

Label elements

Dashed lines

Line-dash type

Color



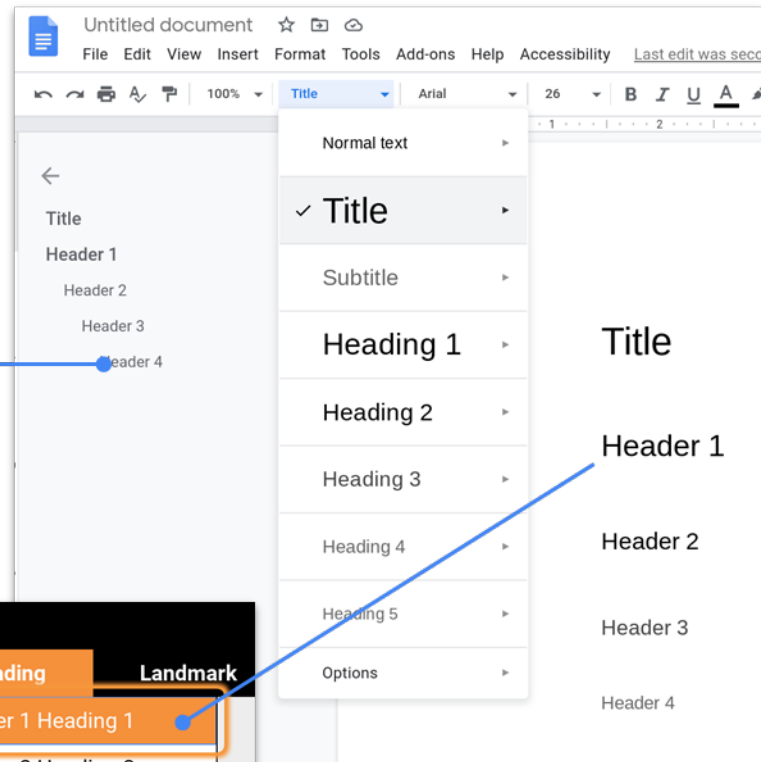
Line thickness

Text formatting & headers

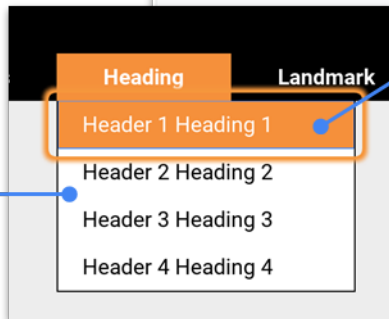
Use formatting tools to organize content in documents.

Assistive technology uses this to help people interpret the content.

Document outline



Assistive technology



Detailed text links

When adding links, include words that describe what a person will access when they click the link.

Example:



Well-written text link implementation

Visit the [Grow with Google homepage](#) for free training, tools, and resources to help you grow your skills, career, or business.



Poorly written text link implementation

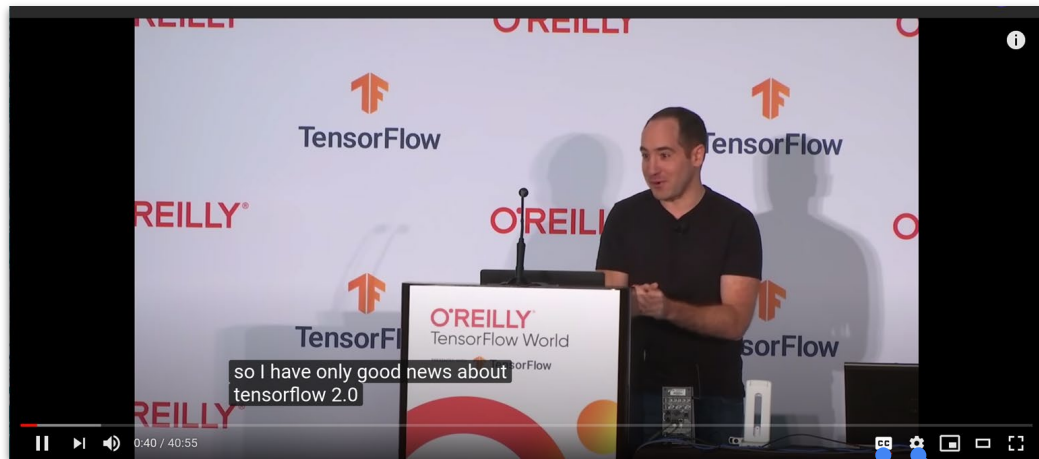
Visit [this link](#) for free training, tools, and resources to help you grow your skills, career, or business.

Video captions and transcripts

Options to create video captions and transcripts:

- 1 Use automatic captioning
- 2 Use automatic transcripts
- 3 Create your own
- 4 Have a vendor create for you

Automatic captioning: YouTube

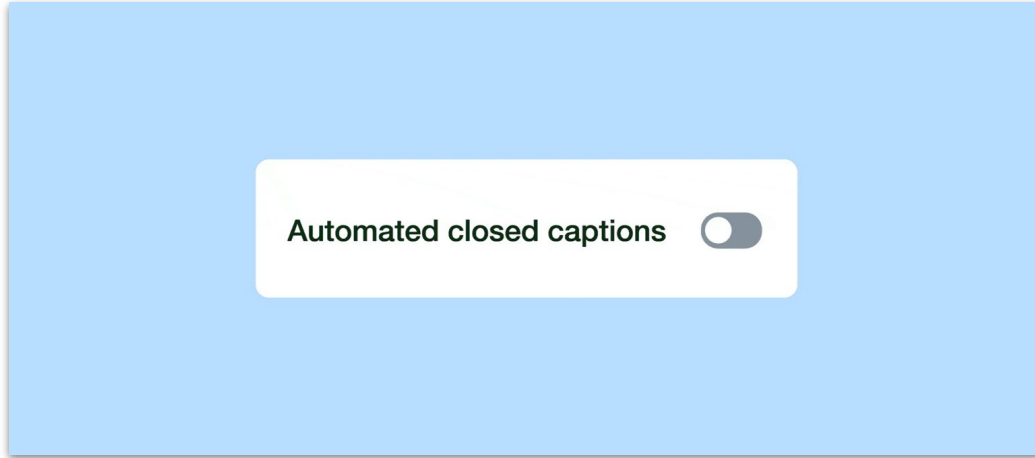


Enable the auto translate feature and closed captioning.

Settings: Auto translate

Closed captioning (CC) toggle

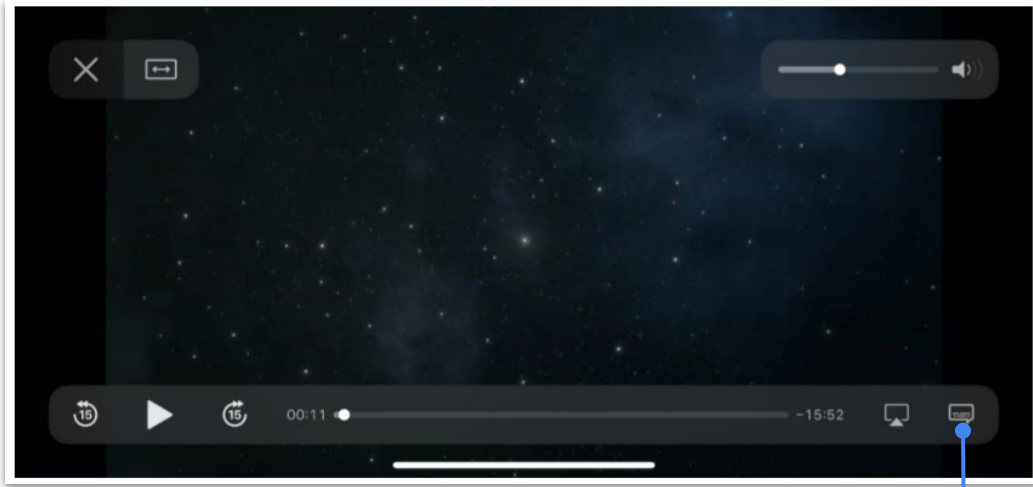
Automatic captioning: Vimeo



Vimeo allows users to toggle auto-captioning on and off during an event.

Source: [Live Closed Captioning](#), Vimeo, 2021

Automatic captioning: Ted X



Subtitles

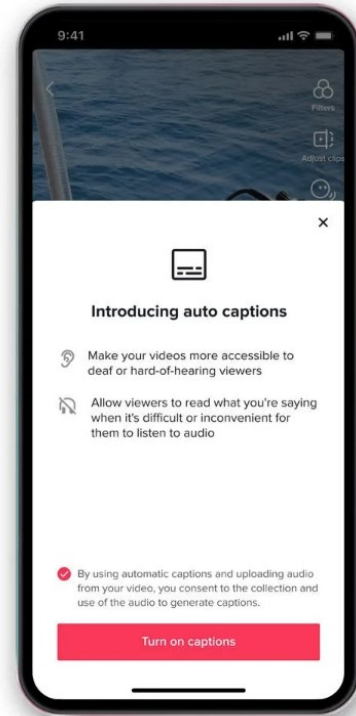
TedX allows you to select a language for subtitles.

Subtitles play after a person selects their language.

Automatic captioning: TikTok

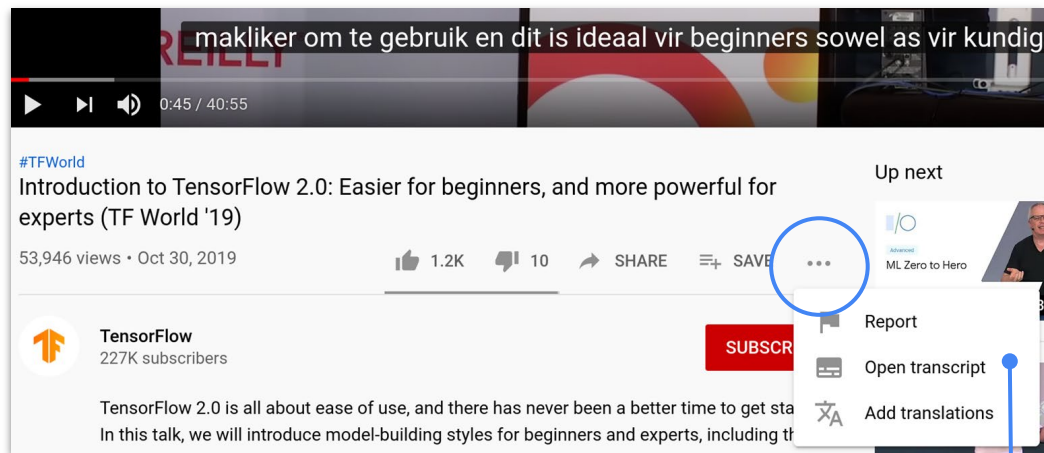
TikTok can automatically generate captions for videos with audio.

Creators can turn this on and off.



Source: [TikTok Launches Auto Captions](#),
Yahoo! Sports, 2021

Automatic transcript for YouTube



A transcript can be accessed from the menu.

Open transcript

Creating and sharing PDFs

PDF documents require effort to make accessible.

- PDFs with images and diagrams are generally not accessible.
- Even text-only PDFs can be difficult to interpret.
- In general try to avoid PDFs.



Email accessibility



Best practices (Slide 1 of 3)

- Be mindful of logical reading order
- Use a one column layout
- Make the purpose of hyperlinked text clear
- Avoid emojis in the email subject line or to convey critical information



Best practices (Slide 2 of 3)

- Maintain a 60/40 text-to-image ratio
- Avoid overusing links
- Maintain a minimum 14pt font size
- Maintain good contrast
- Avoid visual cues based on colors
- Include closed captioning for all videos



Physical accessibility



Best practices (Slide 3 of 3)

- Remove obstacles from physical space
- Confirm access (elevators, wheelchair entrance, parking spots, etc.)
- Understand ADA regulations and comply
- Welcome service animals
- Publicize your support for accessibility

Be inclusive



Be inclusive (Continued)

- Don't make assumptions
- Speak normally
- If you aren't sure, ask
- Respect an individual's requests and personal space

Learn more about accessibility

- [ADA Accessibility Standards](#)
- [ADA Accessibility Primer for Small Businesses](#)
- [Americans with Disabilities Act Small Business Guide](#)
- [Google's Accessibility Resources](#)
- [Google Disability Support](#)
- [W3C's Business Case for Accessibility](#)
- [Web Content Accessibility Guidelines](#)
- [WebAIM contrast checker](#)
- [Preparing InDesign Files for Accessibility](#)
- [Create and verify PDF accessibility and Acrobat](#)
- [Material Design Guidelines](#)

Thank you!

Share your feedback
g.co/grow/feedback



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