

Ac Accessibility

About accessibility

Accessibility allows online users to perceive, understand, navigate, and interact with websites and apps, as well as contribute to them.

When looking at how accessible your website is, we need to take various audiences into consideration including mobile users, the elderly, those with long-term or temporary disabilities, people with slow internet connectivity and also those with situational limitations.

Why it's important?

With everything we do becoming more online-focused, it's important that content on websites and apps are accessible by everyone.

New regulation means that every public sector website or app will need to meet specific accessibility standards by 2020, providing a benchmark for all other web owners (except public sector).

Web Content Accessibility Guidelines (WCAG) have been developed to provide a single shared standard that meets the needs of individuals, organisations and governments.

WCAG 2.0 guidelines are categorised into three levels of conformance to meet the needs of different groups and situations with A being the lowest, AA mid-range and AAA the highest.

At Four, we can help you to reach and obtain accessibility standards through design and development of your website as well as auditing.



How do we audit your site or app?

We use approved tools and human evaluation to provide a detailed report on your site or app's accessibility and suggestions for how areas that don't meet standards can be remedied.

Typical areas that we analyse

- **Page titles:** These help users understand a web page's content and purpose. Also, screen readers reference the page title first so they need to be understandable.

We check titles are in place and provide a list of pages that do not include them or are incorrect.

- **Image text alternatives ("alt text"):** Alt text describes the appearance and function of an image. Visually impaired users using screen readers will use an alt attribute to better understand an on-page image.

We check all images on your site include alt text and provide a list of those that are missing/need amending.

- **Headings:** Are used to break up pages but are also a way for users who cannot use a mouse to navigate to areas within a page.

- **Contrast ratio ("colour contrast"):** Some people cannot read text if there is not sufficient contrast between the text and background. Users need to be able to change the colour of text and background according to their needs.

- **Resize text:** Some people need to enlarge web content in order to read it. Some need to change other aspects of text including font and line spacing.

We check headings are used correctly, how contrast can be best included and whether a user can change according to their needs. We then provide guidance on if and how they can be included.

Interaction:

- **Keyboard access and visual focus:** Some users rely on keyboard or additional technology. Therefore, elements of functionality should be accessible via logical tabbing and so on.

- **Forms, labels, and errors:** Users need to be able to complete forms using only the keyboard, voice input or screen readers. They also need to be able to understand if an error occurs.

We check that elements of interaction are working and, where not, provide guidance on how they can be improved.

General:

- **Moving, flashing, or blinking content:** Users need to be able to control moving content, especially some people with attention deficit disorder or visual processing disorders.

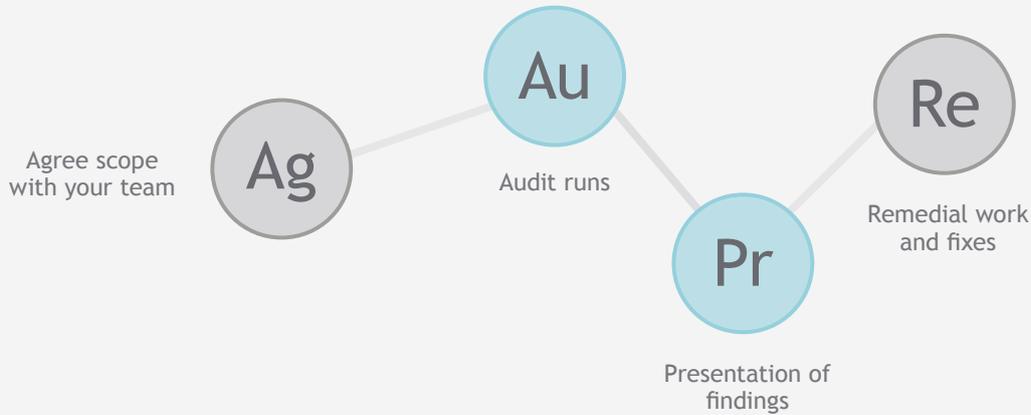
- **Multimedia alternatives:** Where audio or video is used, an alternative should be provided for those who can't hear or see.

- **Basic structure check:** As various audiences will need to view sites without imagery, video and so on, it's important that we check the structure without any styling.

We look at all areas where multimedia content is used and provide guidance on how they can be improved.

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How it works



Pricing

A - £2,500

The cost includes the audit itself as well as a comprehensive document that includes suggested areas for improvement, as well as a follow-up call or meeting to discuss findings in detail.

B (includes PEN test) - £3,500

For an additional £1,000 (usually £1,495), we can include a security penetration test that checks for any security vulnerabilities on your website or app and provide advice on how to fix them before they become an issue.

Other products from Four

Bc Brand champions	Ev Events creation and management	Sc Social content and assets	An Animation	Mt Media training
Sa Sponsorship audit	Sc Select committee training	Se Search engine optimisation	Cv Corporate video	Aw Awards
Pt Presentation training	Im Issues management	Bw Brand workshop	Po Podcasts	Pe Penetration testing

Contact

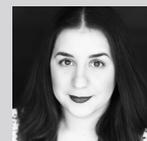
If you would like to find out more please email FourElements@fourcommunications.com

Key team members



Sarah Townsend
Digital services director
Sarah specialises in digital strategy and oversees the digital team at Four.

Her areas of particular expertise are large and complex web builds, SEO, digital creative direction, CRM implementation and management.



Corinne Noel
Digital account manager
Corinne is a passionate marketer who believes that digital creative campaigns are key to delivering great user experience.

She is driving strategies and execution for multichannel and global projects; focusing on web build, tracking and analytics, SEO optimisation & UX.



Tanmai Tanna
Senior developer
Tanmai has over 13 years of hands on experience in WordPress and Laravel, from concept/development through QA.

He has in-depth understanding of security, SEO, and optimisation to maximise site performance.