

Mill Valley School District Website Editor

Web Accessibility Guidelines for the Americans with Disabilities Act (ADA)

In January 2018, a new law went into effect requiring all public-entity websites to be accessible to all, particularly those with visual, print, or motor disabilities. For example, all content must be text-to-speech-readable for those who are visually impaired, and all videos must be closed-captioned for those who are hearing impaired.

For those who edit Mill Valley School District web pages, the information in this document is crucial to ensuring that all website content is accessible and structured so that all users can access the information that they need. Please read through the information, keeping the types of content that you create online in mind.

Website Content

Titles

- Write page **titles that accurately reflect the topic** on the page to improve search results and visitor experience.

Text

- Each page and page section must have a header to allow assistive technologies to correctly read the pages.
- **Avoid instructions based solely on location on the page.** For example, instead of “in the box to the right,” combine location and text: “in the box to the right, titled ‘Related Links and Publications.’”

Images

- Use alternative (alt) text on all images/photos to accurately describe and/or reflect the purpose of the image. SchoolWires requires this when adding an image. For example, when adding a photo of kids, write an alt text description saying “Students smiling” or something similar.
- Be careful using images with text in them, such as clip art or memes. Be sure the alt text communicates the same information as the text in the image.

PDFs

- PDFs must be ADA machine-readable (meaning that a computer/device needs to be able to read the text aloud). Scanning creates an image only, not a machine-readable PDF. Create the document in MS Word, Google Docs, etc. then convert to PDF.
- As much as possible, images should include a description, such as a caption.

Links

- Ensure that **link text makes sense when read out of context**. Avoid links like “read more” or “click here” by being specific about where links will lead. Keep link text to a reasonable length (100 characters or less). For example: “For more information, visit the [Mill Valley School District website.](#)”
- Avoid using the page URL as linking text.

Video & Audio

- Videos require closed-captioning.
- Provide a transcript of audio content.

Page Structure

- Organize content in a readable and logical manner so that assistive technologies, search engines, and visitors can understand the page.
- Focus on readability and usability. Accessible websites improve the experience for all users.