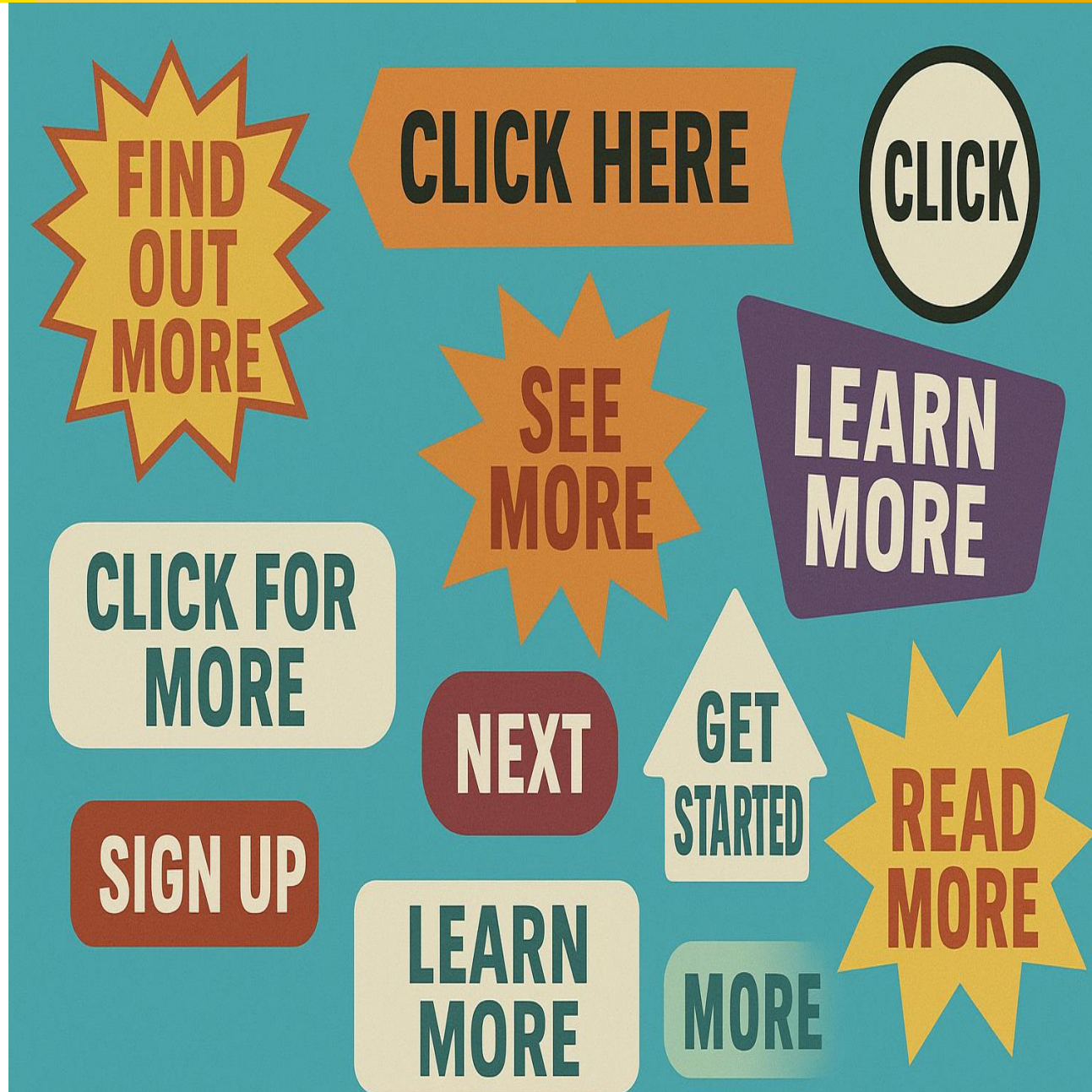


Click here

A look at some of the top accessibility issues from WCMS users, and how to solve (and avoid) them.

8/6/2025

Kevin Paxman,
Information Systems & Technology



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To start the presentation

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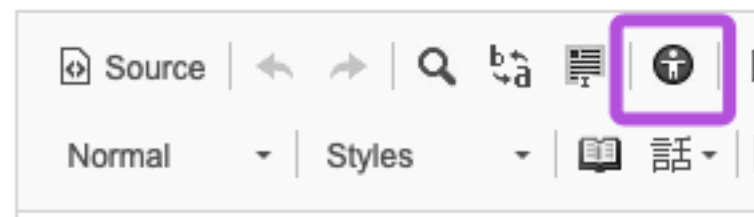
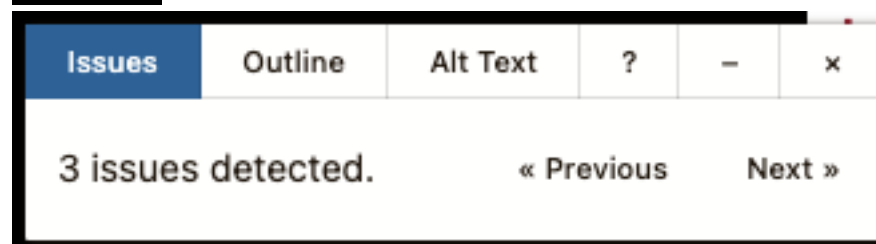
What to expect

- Introduction to some of the most common user-fixable issues, as identified by Siteimprove, across all of the sites in the WCMS (not calling out any specific sites!)
 - “Click here”-style links
 - Header tag issues
 - Table issues (mostly relating to header cells)
 - Alt text and use of “decorative”
- Demos of ways to find and fix them
- Discussion of how to prevent them

Finding accessibility issues

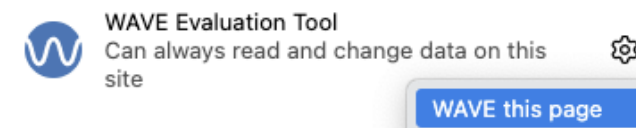
- In Siteimprove, reports are configured to show issues covered by WCAG 2.0 AA, but you can use a policy to find other concerns.
- On the page, you can use the “Editoria11y” widget, which can appear as a circled number or a dialog box showing the number of issues detected. You can review the issues, the page outline and the alt text.
- In the text editor (such as in a copy text block), you can use the “check accessibility” button in the editor’s toolbar to check the content for accessibility issues.

☆ [Find "Click Here" and "read more" →](#)
Created: 2024-05-01 by Sarah Forgrave · Access: Shared · •



Finding accessibility issues

- In your browser, you can install add-ons such as the WAVE accessibility extension
- On your device, you can test using a screen reader, such as NVDA or JAWS for Windows, VoiceOver for Mac and iOS, and TalkBack for Android
- "In the real world", have testing sessions with users with various disabilities using an assortment of devices



"Click here" links

You see this all over the web, but it's a bad practice.

- Puts emphasis on mouse mechanics over other forms of input.
- Bad for search engine optimization (SEO).
- Makes it hard for users to skim to find what they need.
- Can be confused for a phishing attempt.



Live demo

(if all goes well)

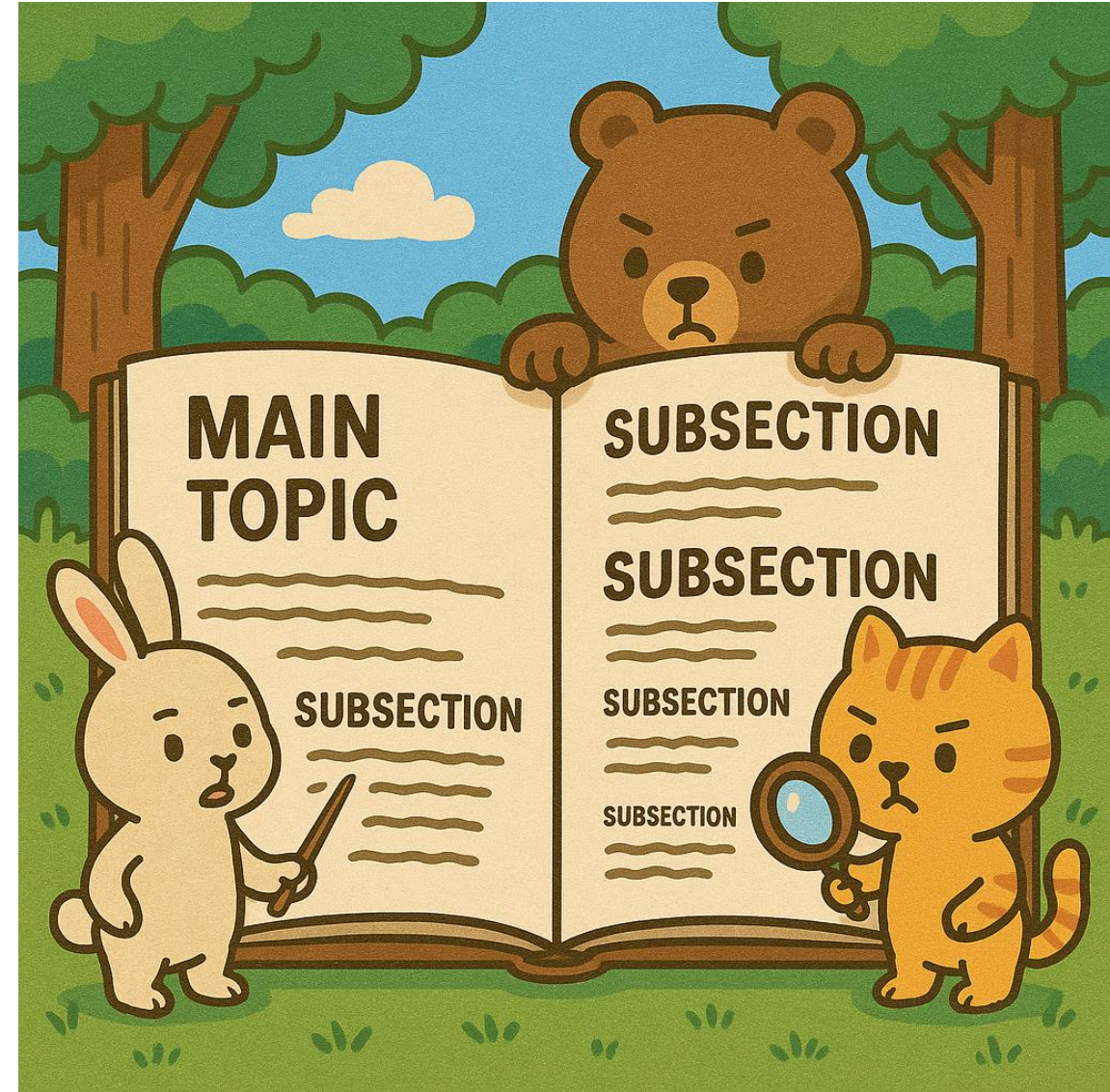


[Click here](#)

“Headers not structured”

Headers are the “table of contents” for your page. Consider the page title to be your “chapter title” and all other headers to be sections within.

- Can’t skip levels
- Can’t put levels out of order
- Headers in the sidebar and the site footer are part of the same structure as the rest of the page
- Headers are not for “making things big”



“Content missing after heading”

- Can't have more than one heading of the same type in a row, without content between them
- Can't end with a heading (don't use headers to make things big)



Live demo

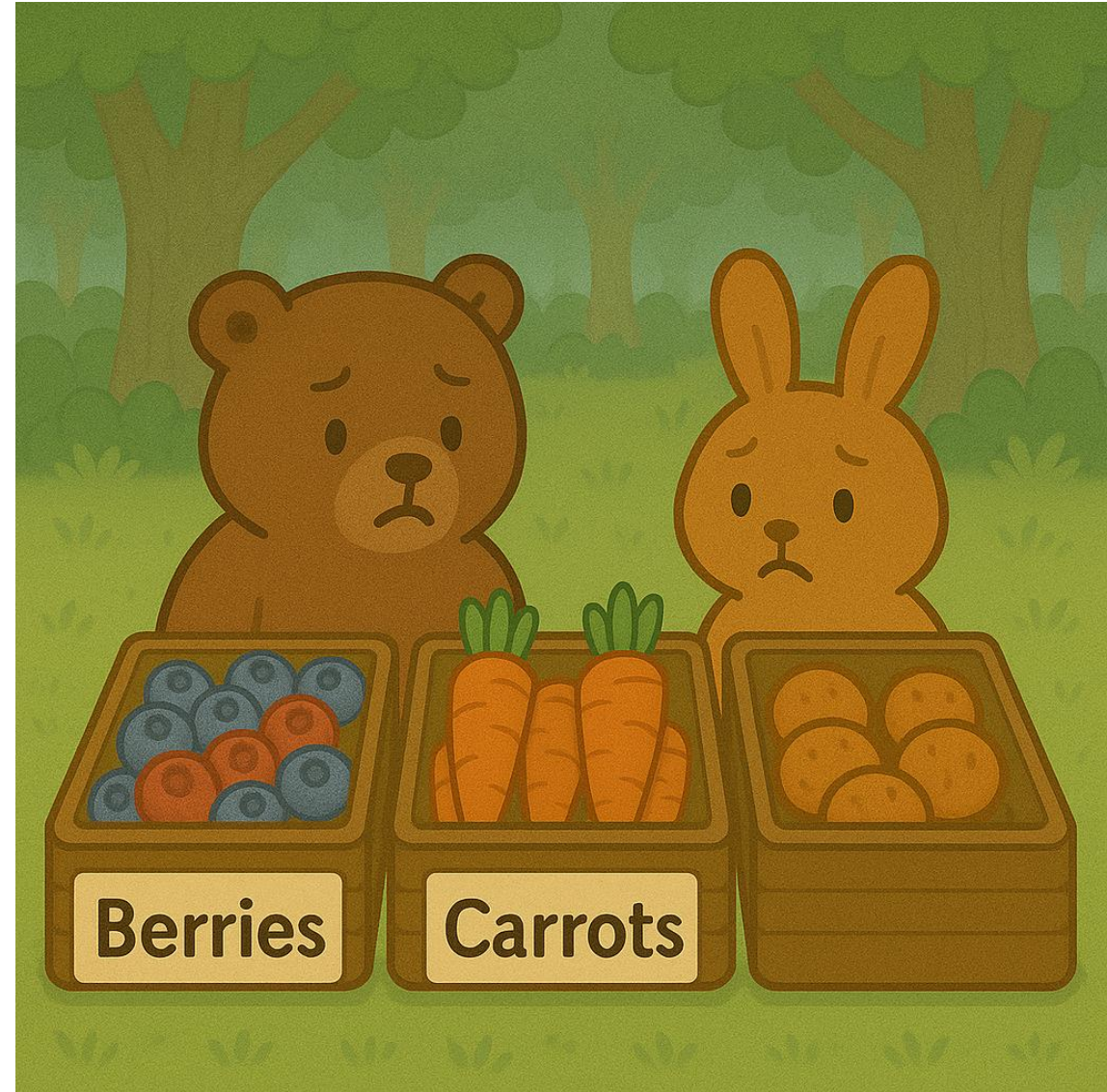
(if all goes well)



[Click here](#)

“Table cell missing content”

- Can't have blank headings
- Don't use empty headings for decoration or as separators



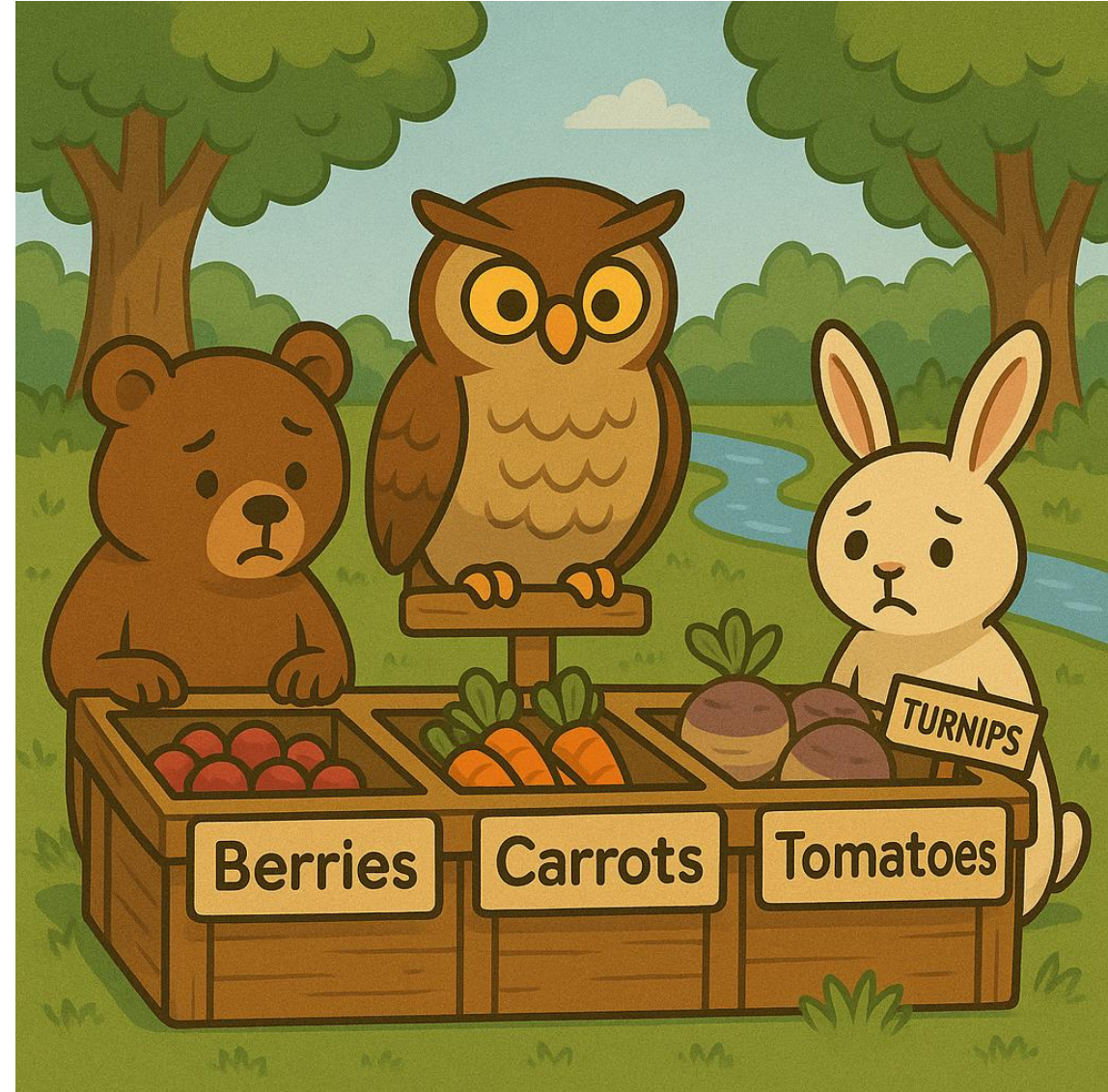
“No data cells assigned to table header”

- Can't have headers without data
- Spanning a row header across all cells does not automatically make it a column header
- May be better to separate complex tables into multiple tables



“Table headers aren’t referenced correctly”

- Likely caused by pasting from something else
- Can’t set headers attribute on table data cells to a header that does not exist



“Table header cell is missing a header role”

- Potentially caused by pasting from something else
- Don't set cells to headers just to get the appearance



Live demo

(if all goes well)



[Click here](#)

“Image missing a text alternative”

- If pasting HTML, make sure images have alt text (and be very wary of using images that are hosted on web pages outside of your control)
- Use `alt=""` or “mark as decorative” – with caution, and only when an image is truly decorative
- Never mark images in image-only links, headers, etc., as decorative



Live demo

(if all goes well)



[Click here](#)

Creating good alt text

- If the image contains text that needs to be read, make sure to include it
- Don't start with "image of" or similar descriptors
- Only describe what's relevant to describe
- Only include technical detail (like how a photo was taken, or the materials used to create an artwork) if it's crucial
- Keep it short and simple



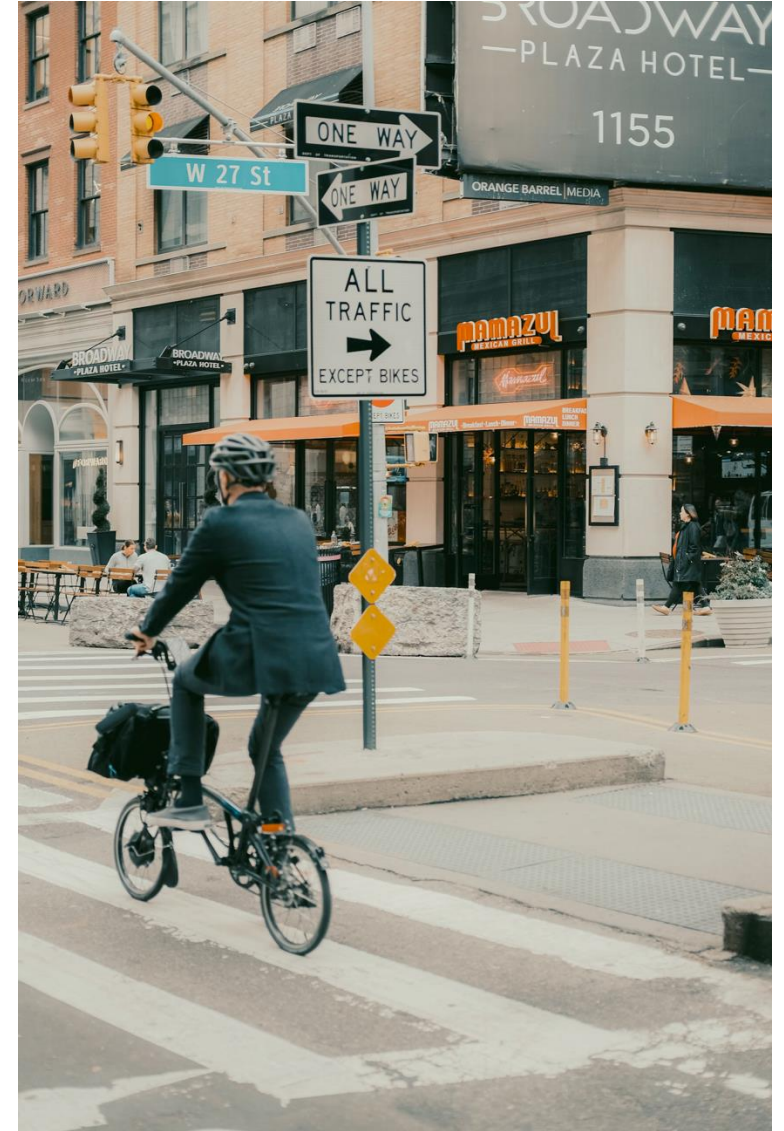
Writing “situational” alt text

Asking AI to provide alt text for the image on this slide gives:

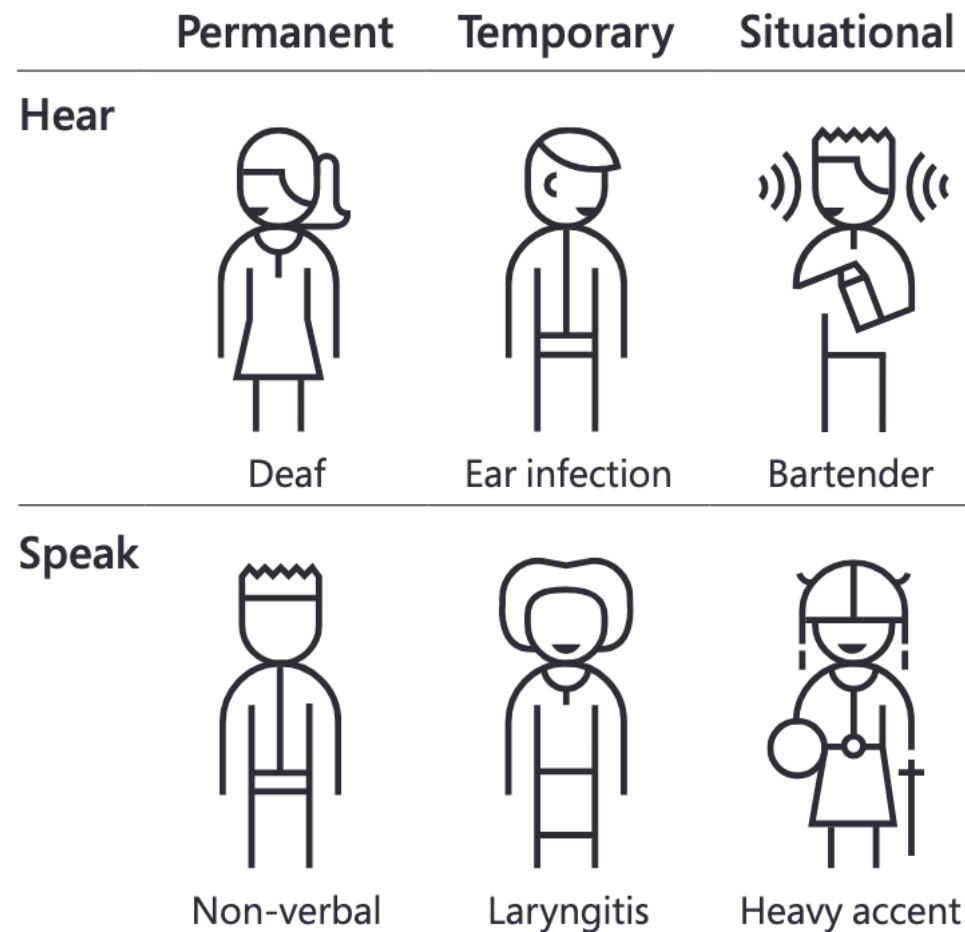
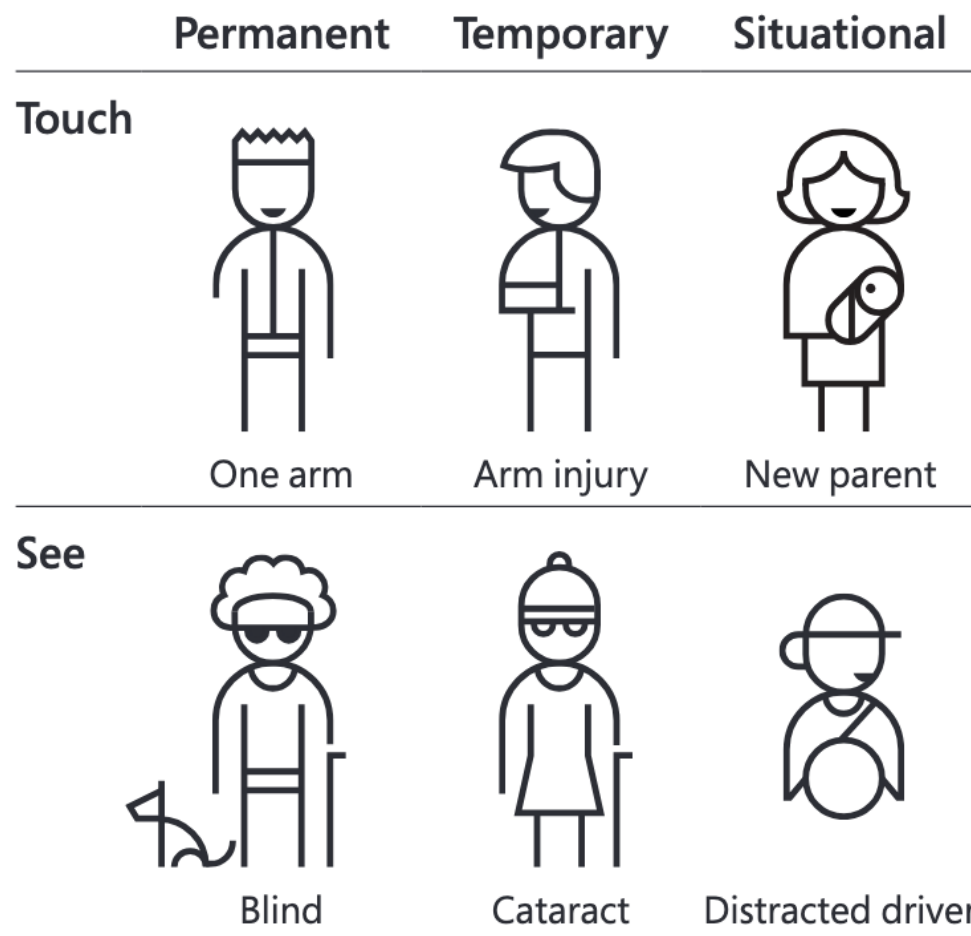
“A person in a suit rides a bicycle across a crosswalk near a restaurant with signage, under traffic signals and street signs indicating one-way traffic.”

Consider how that would change:

- On a web page describing different types of bikes
- Beside an event taking place at the Broadway Plaza hotel
- In a catalog of one-way streets
- In a news item about the road being closed to vehicular traffic



Accessibility is for everyone



Source: Microsoft Inclusive Design (<https://inclusive.microsoft.design/>)

Additional resources

“Click here” links:

- [“Links should never say click here”](#), Smashing Magazine
- [“Click here isn’t enough context for hyperlinks”](#), Bureau of Internet Accessibility
- [“The endless search for ‘here’ in the unhelpful ‘click here’ button”](#), getstark.co

Writing alt text:

- [“Dungeons & Dragons taught me how to write alt text”](#), Eric Bailey
- [“Writing great alt text: emotion matters”](#), Jake Archibald
- [“Alt text: not always needed”](#), Emma Cionca and Tanner Kohler

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Questions?