LIBRARY WEBSITE

Accessibility Guide

Guidance for accessible websites.



Steps to help make your library website easier for everyone to use.

1 Color Contrast

Text needs enough contrast against its background so it's easy to read.

What to do

- Avoid light text on light backgrounds or dark text on dark backgrounds.
- Be careful with text over photos or colored backgrounds.
- Use the free WebAIM Contrast Checker.

Minimum standards

- Normal text: 4.5:1 contrast ratio.
- Large text: 3:1 contrast ratio.

> **Not sure?** Run the colors through the checker.

2 Images: Alt Text vs. Titles

Alt text gives a short description of a picture for people who can't see it.

Alt text should

- Describe what's important about the image.
- Be short and meaningful.
- Not repeat nearby text.

Examples

> **Good:** "Two people sit by the circulation desk."

> **Not helpful:** "Image" or "Photo123."

Remember

- Screen readers read alt text, not image titles.
- Decorative images should have empty alt text.
- Flyers and calendars also need their important details written as regular text.

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3 Links & Buttons (Be Clear)

Links and buttons should clearly say where they go.

Avoid vague text

- “Click here”
- “Learn more”
- “Read more”

Better examples

- “View library services”
- “Download the event schedule”
- “Contact the library”

4 Links Opening in a New Tab

If a link opens in a new tab, make sure visitors know.

- When possible, have links open in the same tab.
- If a new tab is needed, say so right in the link wording. This can be done on the back end as well (contact Mile Up Marketing for assistance).

Example

> “South Dakota State Library **(opens in a new tab)**”

5 Keyboard Navigation

Some visitors use a keyboard instead of a mouse.

Quick self-check

- Press Tab to move between links and buttons.
- Make sure you can tell which item is selected.
- Press Enter to activate a selected link.
- Check that the full page can be used without a mouse.

> If something can’t be reached by keyboard, let Mile Up Marketing know.

6 Keep Important Details Visible

Important information should be easy to find without having to open hidden sections.

What to do

- Keep hours, locations, and event details visible on the page.
- Use tabs and drop-down sections sparingly.
- If you use a drop-down, make sure it can be opened with a keyboard.

> Visitors shouldn’t have to hunt for essential information.

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Flyers, Calendars & Event Announcements

Flyers and event graphics are fine to use. But the words inside a picture may not be available to everyone.

> **Always include the important event details as regular text on the page.**

For each event, include

- Event name and short description
- Date and time
- Location
- Registration information, if needed

Example



Tween Book Club

October 22 | 4:00 PM

Library Meeting Room

Join us for our monthly book club! All tweens are welcome.

Example only. Event details are for illustration.

PDF Accessibility

Whenever possible, put important information on the website, not only in a PDF.

If you post a PDF

- Follow your library's PDF accessibility guidance.
- Use headings, lists, and clear links in the original document.

More help

WebAIM: Word accessibility

Section 508: Accessible PDFs

Check the Page Yourself

Automated checkers can help, but they don't find every problem.

Take a quick look

- Read the page yourself.
- Use Tab to move through the page.
- Check that buttons and links make sense.
- Contact Mile Up Marketing if something doesn't work.

Before You Publish

- ✓ Text is easy to read.
- ✓ Images have appropriate alt text.
- ✓ Links say where they go.
- ✓ New-tab links say so.
- ✓ Flyer details appear as regular text.
- ✓ Keyboard navigation works.
- ✓ Important details are visible.