

***MAKE YOUR WEBSITE  
WORK FOR YOU***



WEB HEADS UNITED

# ***SUE LACHAPELLE***



## LaChapelle Design

Influencing through design:  
Branding and visual identity

Learn more: [LaChapelle.com](https://www.LaChapelle.com)



***10 WEBSITE DESIGN  
TRENDS FOR 2023***

# How do users react to poor web design?



38% do not return to websites with too much content

80% leave websites with a poor display on their device

Almost 50% measure a brand's credibility by its web design

2 out of 3 engage more with beautifully designed content

94% judge a site based on its responsive design

**01**

# ***HIGHLY ACCESSIBLE WEB DESIGN***

In 2023 will be more on tending to what users need and want,  
and a greater emphasis on accessibility.

# ***TIPS ON MAKING YOUR SITE ACCESSIBLE***

- Use headings to organize the structure of your content and allow users to navigate it with ease.
- Be mindful about using colors. People who are color blind or those with color deficiencies may have a hard time reading what's on your site.
- Optimize your website for voice search and voice command.

**02**

## ***VIDEO-CENTRIC HERO IMAGES***

Full-screen videos can do an impressive job at dynamically sharing  
Your organization's story quickly and clearly.

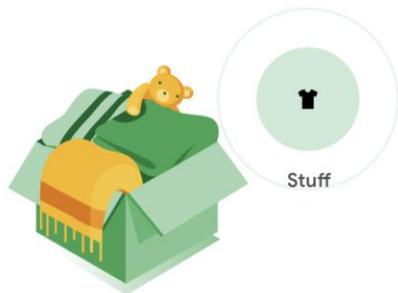


03

## ***MICRO INTERACTIVE ELEMENTS***

Whether large-scale or small, on-page animations enhance user experience, bringing a level of excitement to website visitors.

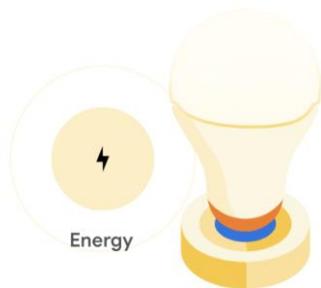
Engaged users are more likely to click, view and buy things.



<https://yourplanyourplanet.sustainability.google/>

# Your Plan, Your Planet

Discover how to reduce food, water, and energy waste, and learn about the [Circular Economy](#) to extend the life of your stuff.



**04**

## ***MOBILE FRIENDLY DESIGN***

Ongoing web trends indicate a focus on developing thumb-friendly websites.  
Most mobile website visitors navigate with their thumbs.

So, putting the navigation bar, menu, and contact buttons in the thumb zone  
(towards the center of the screen) improves UX and user experience.

# ***MOBILE FRIENDLY VS MOBILE RESPONSIVE***

**Mobile-friendly** is “seeing” the same information from desktop to mobile.

**Mobile-responsive** is “experiencing” the same information from desktop to mobile.

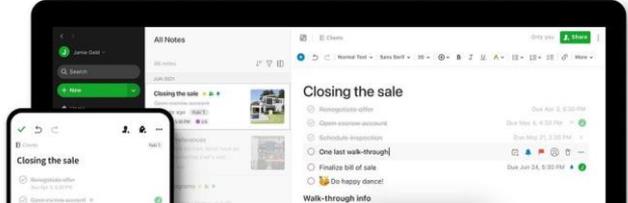
 [WHY EVERNOTE](#) [FEATURES](#) [PLANS](#) [Help](#) [Log In](#) [Download](#)

# Tame your work, organize your life

Remember everything and tackle any project with your notes, tasks, and schedule all in one place.

[Sign up for free](#)

[Already have an account? Log in](#)



**WORK ANYWHERE**  
Keep important info handy—your notes sync automatically to all your devices.

**REMEMBER EVERYTHING**  
Make notes more useful by

 [Menu](#)

New features. New plans. New possibilities.

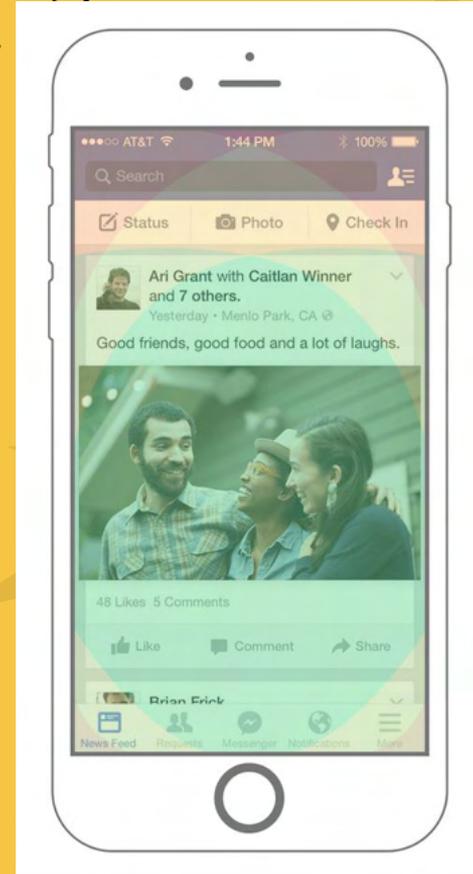
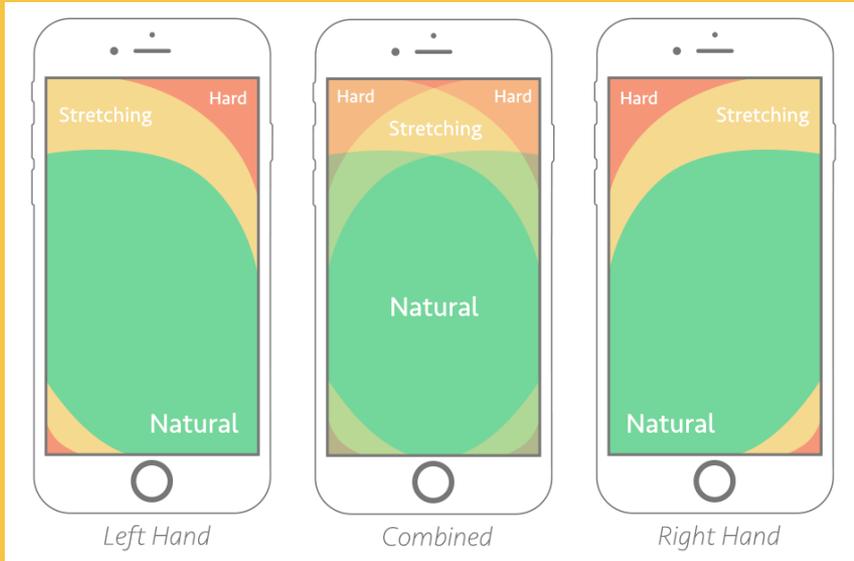
[Learn more](#)

# Tame your work, organize your life

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[Sign up for free](#)

[Already have an account? Log in](#)



05

## ***CHAT BOTS***

According to the Harvard Business Review 81% of customers attempt to solve issues with a product before reaching out to a live representative. 91% of people also said that they would use a knowledge base if it can satisfy their needs.

WELCOME

# Coach Certification Training Academy

FIND YOUR CLASS

LEARN MORE

Are you ready to become an ICF certified professional coach?

SIGN UP NOW!

or call 1-888-BE-A-COACH

Chat with us 



06

# ***SIMPLICITY***

The future of web design is simple, and we mean that in every way.

Users no longer have the time to slog through a complicated website with unclear navigation or pages that load slowly due to **large motion graphics**.

**07**

# ***CREATIVE COLOR BRANDING***

People judge products within 90 seconds of seeing them -  
and 90% of that evaluation is based on color alone.



BEERS

BREWERY

FIND BEER

NEWS & EVENTS

BEER TEAM



# THE LOVECHILD OF HELLES AND PILSNER.



CLASSIC + CRISP +  
REFRESHING



HOPPY + FRUITY + DRY



CITRUS + HAZY +  
REFRESHING



DRY + HOPPY + HAZY



JUCY + HAZY + HOPPY



DARK + HOPPY + SMOOTH



HAZY + DRY + FULL BODIED



SPICY + CITRUS + RICH

MEET THE BEERS

08

# ***DARK VS LIGHT MODE***

Dark mode, night shift and other low light user interface options provide users with a low-contrast site or app that is easier to look at in low light environments.

us — We're a design studio with headquarters in Buenos Aires.

**We create** innovative  
digital products and  
future-oriented brands.

light — dark

[Hi, can we talk?](#)

09

## ***DETAILED FOOTERS***

What was once just used to provide contact information or a signup form has transitioned into a space to include additional elements of the homepage.



Malcesine  6°  3 km/h

Saturday 

Sunday 

Monday 

Monte Baldo  3°  3 km/h

Saturday 

Sunday 

Monday 

Webcams 

Follow 360gardalife



**360**  
gardalife

ABOUT  
ADVERTISE  
BOOKING

Sport on Lake Garda, by local sportsmen

Find out what to do, where to go, routes, photos and events, all selected by those who live the sport on Lake Garda every day



[Events](#) [Lake Garda](#) [Things to do](#) [Sitemap](#)

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Articles and photos - Angela Trauwoeger  
Web design - Golo Studio

Newsletter

What do you like?

- |  |   |
|--|---|
| <input type="checkbox"/> Featured      | <input type="checkbox"/> Running        |
| <input type="checkbox"/> Winter sports | <input type="checkbox"/> Trekking       |
| <input type="checkbox"/> Sailing       | <input type="checkbox"/> Canyoning      |
| <input type="checkbox"/> Windsurf      | <input type="checkbox"/> Nordic walking |
| <input type="checkbox"/> Kitesurf      | <input type="checkbox"/> Via ferrata    |
| <input type="checkbox"/> Kayak and SUP | <input type="checkbox"/> Climbing       |
| <input type="checkbox"/> Bike          | <input type="checkbox"/> Paragliding    |

Full name

Email

Sign up 

We guarantee 100% privacy.  
Your information will not be shared.

**10**

# ***LANDING PAGES***

A landing page is a standalone web page, created specifically for the purposes of a marketing or advertising campaign.

**Coach Certification Training Academy**  
Published by Sue LaChapelle · 5d · 🌐

Do you love helping others and walking them through steps to achieve a particular goal? Maybe it's something you do with friends or family - they come to you with questions. You're wondering how you can start a coaching business on part-time hours. Maybe it's because you love your day job — or maybe it's because you aren't ready to quit your day job yet.

Download our guide on how to start part-time!



COACHCERTIFICATIONTRAININGACADEMY.COM

**Starting your coaching business as an ICF certified coach is now easier than ever!**

Share



Offering an online learning experience designed to give you the ICF coaching education you need to coach with confidence.




### Start Your Coaching Business on Part-Time Hours

By starting with a part-time ICF credentialed coaching business you have the flexibility to create your own work hours. You can offer coaching sessions at times that are most convenient for you and work at your own pace.

When you ready to start teaching others and impacting the world let Coach Certification Training Academy help you get your ICF coaching certification training. [Read more how to get your coaching business started:](#)

DOWNLOAD NOW



Home Online Courses About Us Meet the Coaches Blog Testimonials Contact 🔍

# Do you love helping others achieve a particular goal?

## Consider starting coaching part-time!



### Start Your ICF Credentialed Coaching Business with Part-Time Hours

Starting a coaching business even on part-time hours, can be a way to bring in additional income and help others. With that extra money, you can save more for retirement, invest in your hobby, or get a start on a full time coaching career.

Learn more about how you can get started!

Download Now

### Why Choose CCTA to get your ICF credentials

The Instructors at the Coach Certification Training Academy, have taught in-person classroom training and created a virtual classroom environment. We have designed this virtual classroom to provide the same group synergies and natural growth to occur as an in-person class.

Becoming a Certified Professional Coach means you're an invaluable partner for a business, individual, or team as you support and guide them through their challenges using proven and specific techniques that you learn through the Coach Certification Training Academy training process.

**GAIN CONFIDENCE**      **ONLINE CLASSES**      **LEARN FROM THE PROFESSIONALS**

Chat with us 🗨️

***MAKE YOUR WEBSITE***

***WORK FOR YOU***



***CONTENT THAT GETS RESULTS***

***LISA RENSHAW***  
Blu Dove Designs, LLC

WEB HEADS UNITED | JANUARY 19, 2023



# ***CONTENT & MESSAGING***

The words and language you are using in your website, marketing materials, social media, even how you introduce yourself, etc; It's your answer when people ask "what do you do?" to talk about how their lives can be better by what you have to offer.

# ***AREAS THAT HINDER ENGAGEMENT***

1. The copy is all about you and not them
2. Language does not communicate empathy
3. Confusing or not Compelling Information
4. Too much Industry “Jargon”
5. Clever instead of clear
6. Lots of talk about features instead of benefits
7. Lack of, wrong placement or wrong name for calls to action
8. Images and Video don’t match with content

# WHAT DO WE DO TO FIX IT?

## WE TELL STORIES

Why? Stories are how we understand, connect, share and relate with the world around us.

Lisa Renshaw  
[www.bludovedesigns.com](http://www.bludovedesigns.com)  
<https://calendly.com/lisarensaw/one-on-one-connect>



# 7 ELEMENTS OF EVERY STORY

- Main Character / Target Audience
- Central Problem
- Introduce the Guide / Expert
- Give them a Plan
- Call to Action
- Define Success
- Avoids Failure

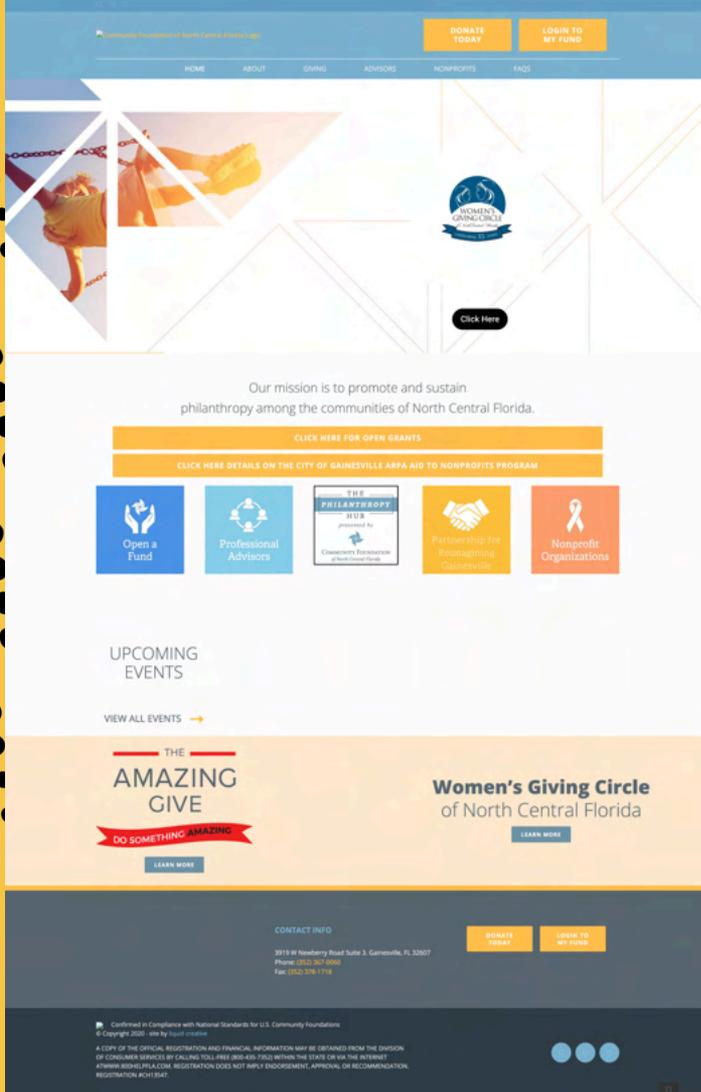
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# EXAMPLES

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1. States their mission but doesn't really convey how they do that or how you help
2. Very little content
3. Leaves a lot to question
4. Dry and outdated
5. Content is unorganized
6. No way to stay in touch / gather emails



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COMMUNITY FOUNDATION of North Central Florida

NONPROFIT SEARCH LOGIN

# Making North Central Florida Stronger and Better Forever.

DONATE WHAT WE DO DONORS NONPROFITS ADVISORS COMMUNITY INITIATIVES CONTACT

Search box Search

**Serving and Supporting our COMMUNITY is the central focus of our mission.**

The Community Foundation of North Central Florida partners with professional advisors who work on behalf of individuals, families and nonprofits to reward charitable dollars into our community. We aim to work in a very hands-on approach with those who care deeply about making a larger impact throughout our community.

[Learn More About What We Do](#)

**ABOUT US**  
The mission of the Community Foundation of North Central Florida is to promote and sustain philanthropy among the communities of North Central Florida. We do this by working with people on their charitable journey.  
[Learn More About Us](#)

**START A FUND**  
Almost any asset can be contributed to create a fund. The Community Foundation can work with donors to make lifetime or one-time gifts. Once donors have decided to establish a Fund with the Community Foundation, the process is simple.  
[Learn How to Start a Fund](#)

**GRANTS**  
The Community Foundation has numerous competitive grants available to nonprofits. Open grants are announced in the weekly nonprofit newsletter, The Information Station, and you can apply through the grants portal.  
[Click Here for Open Grants](#)

**UPCOMING EVENTS**

<b>19 January</b> <b>Women's Giving Circle Winter Social</b> January 18, 2023 5:30 pm - 7:00 pm <a href="#">More Info</a>	<b>09 February</b> <b>Community Foundation 101</b> February 8, 2023 12:00 pm - 1:00 pm <a href="#">More Info</a>	<b>03 March</b> <b>The Board Academy</b> March 3, 2023 9:00 am - 12:00 pm <a href="#">More Info</a>
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**Stay in the Know**

Sign up for The Information Station to ensure you always keep up to date on the latest news, fundraising, and events.

First name Last name Email address

30106 Sibley Rd, Suite 3  
Gainesville, FL 32607  
Phone (352) 343-0950  
Fax (352) 376-1718

1. States their mission clearly
2. Headers draw you into a larger story of the organization
3. Answers the what to do next
4. Clear, repeated calls to action
5. Content organized in logical order
6. News subscription / lead generator

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1. States their mission clearly
2. Headers draw you into a larger story of the organization
3. Shares success
4. Gives a plan
5. Clear, repeated calls to action

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<https://calendly.com/lisarensaw/one-on-one-connect>





welcome  
Central Florida's Outdoor Lighting Professionals



We all spend a lot of time in our homes. Making lasting memories with our families and friends that we will cherish throughout our lives. We work tirelessly and expend our hard earned dollars to keep our homes looking beautiful. All to make life more enjoyable and relaxing and to take those special occasions to the next level. Remodeling, upgrading kitchens and bathrooms and painting. Everyone loves to hear from guests how lovely their home is.

One area of our homes is often overlooked. We sometimes forget that there is beauty beyond the walls of our homes. We hunker down inside and never experience the outdoor wonders. We can expand our entertainment space to the beauty outdoors. Outdoor parties including pools, deck space, barbecues, swings, hammocks, games, movies and sporting events can be made exceptional with professionally designed outdoor lighting that will bring the exterior of your home to life. The most difficult part will be getting your guests to go home.

Installing low-voltage outdoor lighting enhances your home and life, adds value to your property and provides additional security. It is like a makeover to the exterior of our homes and landscape that becomes a spectacle at night. We call it your nightscape. Nightscapes LED provides free initial consultation to help you envision your outdoor dreams.



1. Message is not clear
2. No aspirational statement – what does your audience want to become?
3. Overall unorganized
4. No plan or call to action



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1. Aspirational statement
2. Headers emphasize content
3. Pictures of success / the results
4. Gives a plan on how to work with them
5. Clear, repeated calls to action

Lisa Renshaw  
[www.bludovedesigns.com](http://www.bludovedesigns.com)  
<https://calendly.com/lisarenschow/one-on-one-connect>



## Lighting Effects and Types of Fixtures

GET THE GUIDANCE YOU NEED TO MAXIMIZE THE FUNCTION OF YOUR OUTDOOR SPACES WITH LANDSCAPE LIGHTING EFFECTS.

We light all your outdoor areas, including patios, decks, dining areas, lounging, and other entertainment spaces. At NIGHTSCAPES LED, we will design your low-voltage outdoor lighting considering beauty, functionality, safety, and quality.

Our professional landscape designers take special care to bring the hidden beauty out of the darkness so your neighbors will sleep and dream.

### NOT SURE WHICH LIGHTING TYPE AND FIXTURE IS RIGHT FOR YOU?

We understand that it can be confusing to choose what lighting type and fixture will work best for your needs. At NIGHTSCAPES LED, we install LED light emitting diode and non-emitting lighting fixtures. After an initial consult, we will work with you to provide low-voltage energy-efficient lighting ideas in a variety of styles, colors, and finishes.

There are 3 main types of lighting. The vast majority of the lighting we install is LED.

**LED Lighting** This type of lighting is brighter, more energy-efficient and cost-effective. Low maintenance and longer-lasting, LED lighting has no UV, ultraviolet emissions.

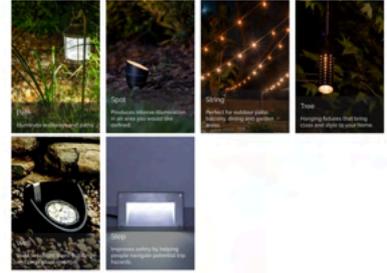
**Solar Lighting** Solar lighting uses the sun's rays to charge a battery that provides lighting at night. It is cheap and requires no wiring or transformers. However, the lighting is very limited and somewhat dim, and unreliable. Low-voltage lighting provides a lighting quality, beauty, and function that is simple and beautiful since it has low-voltage lighting's energy in a completely different case. Also, it is a night that solar lighting is not friendly. The fixtures do not last and end up being thrown into the landfill with their toxic chemicals.

**Incandescent Lighting** This type of lighting is being phased out in favor of LED lighting for numerous reasons. However, we often use incandescent lighting, such as string lighting, in areas where the ambiance is required.



Lighting fixtures come in numerous designs, shapes, colors, and finishes.

Here are some of our most popular styles with a variety of different options. Below are some of the different types of fixtures along with their uses.



LET US HELP YOU SORT THROUGH ALL THE OPTIONS AND DESIGN A PLAN UNIQUE TO YOUR NEEDS.

SCHEDULE A CONSULT

  
NIGHTSCAPES  
POWERED BY LED  
"Light Up Your Night"

Our team designs and installs custom outdoor lighting to accentuate the most outstanding features of your home, commercial space, or entertainment space. Let's get started.

 SCHEDULE A CONSULT

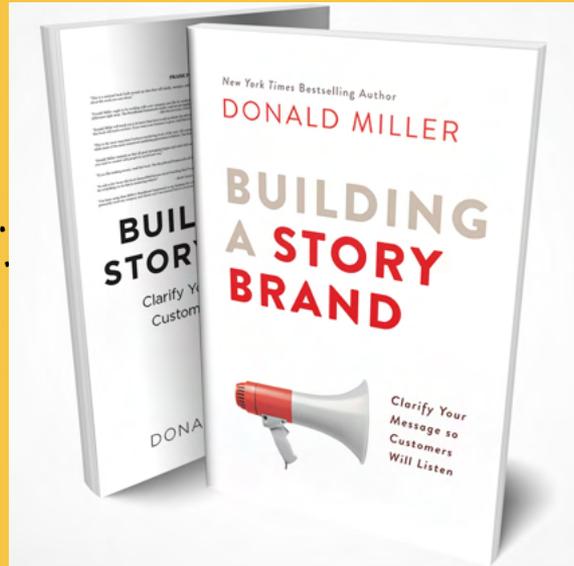
SERVICE AREAS INCLUDE:  
Florida - Lake Mary, Sanford, Wintergreen, White Park, Winter Garden, Winter Springs, St. Phillips, Orlando, Ocala  
Georgia - Blue Ridge, Elgin, Marietta, Marietta, Marietta, Marietta, Marietta

1. Aspirational statement
2. Headers draw you into a larger story of the organization
3. Shares success
4. Gives a plan on how to work with them
5. Clear, repeated calls to action

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# HOW DO YOU GET THERE?



1. Read the book or listen to the podcasts to understand the STORY framework
2. Filter your message through the framework to begin to build your story & clarify your message.
3. Visit <https://mystorybrand.com/> to start building your brandscript and brainstorming
4. Get with a guide to help you define your message so customers will take action

**THANK YOU!**

**LISA RENSHAW**

**Blu Dove Designs, LLC**

Helping small businesses connect with their audience with messaging that works!



**Connect with me:**

[www.bludovedesigns.com](http://www.bludovedesigns.com)

Text: 352-339-5191

Phone: 352-275-5813



# PIA CIVILETTI



## Scientiam Associates

Partnering with Entrepreneurs and Small Companies for  
Branding, Websites, Graphics and Marketing

[pia@scientiamassociates.com](mailto:pia@scientiamassociates.com)

[scientiamassociates.com](http://scientiamassociates.com)

[calendly.com/piaciviletti](https://calendly.com/piaciviletti)



***BEFORE YOU BUILD  
OR REDESIGN***

# ***WHAT WE WILL COVER TODAY***

1. Purpose
2. Branding
3. Strategy

**01**

# **PURPOSE**

## START WITH THE BASICS

- ❖ Who are you?
- ❖ What is your business? Why are you in business?
- ❖ What are your business/marketing goals?
- ❖ Why do you need a website? Or Why are you redesigning?
- ❖ What do you want to accomplish with your website?

# 02

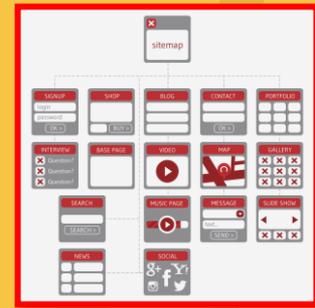
## BRANDING

### BRAND BEFORE YOU BUILD!

- ❖ Business plan, target market, differentiators, positioning statement, (Who, what, how, when and why), vision, mission
- ❖ The Tangible – Name, logo, tagline, colors, imagery,
- ❖ Brand Tools – This is where your website comes in.
- ❖ Launch Your Brand – Internally and externally
- ❖ Build Your Brand – Don't stop at the launch. Websites can change overtime to develop your position in the market.

# 03

# STRATEGY



- ❖ Blueprint – Navigation and Site Map
- ❖ Function – What do you want your visitors to do? ACTION!
- ❖ Systems and Software – Hosting, platforms, page builders, themes and templates, software and plugins
- ❖ Esthetics – layout and design (colors, fonts, images, graphics, video, positioning, look and feel)
- ❖ Content – what do you want to say to your visitors?
- ❖ Performance – set up reporting for the key indicators that show the success of your purpose, branding and strategy work?

# 03

## STRATEGY

- ❖ Build it right and they will come
- ❖ Keep them on your website and ensure they take the correct action



- ❖ Measure your success and make necessary changes
- ❖ Evolve the strategy with your business and the market

**HELLO!**

**TOM BARTHOLOMEW**



Website Design - SEO - PPC  
For Local Service Companies



**SCAN ME**





# SEARCH ENGINE OPTIMIZATION

Dictionary Definition:

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

# ***ON PAGE SEO***

On-page optimization or things you can do with your website to rank higher in search results.

- URL - [domainname.com/detroit-roofing](https://domainname.com/detroit-roofing)
- Metadata - Titles and Descriptions
- Heading Tags (H-tags)
- Alternative Text also called Alt Tags
- Internal Links
- Page Speed

# ***KNOW YOUR CUSTOMER***

When optimizing and writing content for your website you need to understand who you are writing copy for.

- Have a Buyers Persona or multiple
- Solve their (the buyer) problems
- WIIFM Radio

# ***KNOW YOUR COMPETITOR***

## **Competitor Research**

To really rank higher in search results you have to know what your competition is doing, and you have to do it better.

Use tools to find what your competitors keywords are, and how they are using those keywords.

- Semrush
- Woorank
- SpyFu

# ***THE WORDS YOU USE***

SEMRUSH recently analyzed over 23,561 texts ranging in Google's top 10 results. They found that **the lowest-scoring texts** had two things in common: They were **too long or too complex**. In fact, 41% of low-scoring texts used words that were too complex.

***According to the US Department of Education, 54% of adults have a literacy below 6th grade level.***

**THANK YOU!**

**TOM BARTHOLOMEW**



Learn more: [ALLBMG.com](http://ALLBMG.com)  
Or scan the code with your camera



**SCAN ME**



# Make your website work for you

WEB HEADS UNITED | January 19, 2023



**WELCOME!**



[robcoxe@silphiumdesign.com](mailto:robcoxe@silphiumdesign.com)

814-775-0005

[silphiumdesign.com](http://silphiumdesign.com)

**Robert Coxe**

**Silphium  
Design<sup>LLC</sup>**

**ACCESSIBLE BY  
DESIGN**

# Website

# Accessibility

Web Accessibility = websites, tools, and technologies are designed and developed so that people with disabilities can use them – Web Accessibility Initiative. These optimizations can also help people with bifocals or progressive lenses and senior citizens.

**Silphium  
Design** LLC

430 E Main Street  
Titusville, PA 16154  
814-775-0005  
www.silphiumdesign.com

Robert Coxe, Owner

# What is WCAG?

Websites, for businesses open to the public, are required by federal law to be accessible under Title III of the ADA. While the concept of a 100% accessible website has not been determined completely by the DOJ or the courts, it is best practice to make your site as accessible as possible.

- The best advice that can be followed are the Web Content Accessibility Guidelines (WCAG 2.1 AA).
- These guidelines come in both an A, AA, and AAA levels.
- WCAG 2.2 rules should be coming out in December 2022.
- WCAG 3.0, now being worked on, should have rules in “plain english.”

# WCAG Overview

## Four Principles of Accessibility

- 1) **Perceivable:** Color contrast (text and buttons), alt text, video captions, text spacing
- 2) **Operable:** Site can navigated with a keyboard (heading structure), target size, time, focus elements
- 3) **Understandable:** Clarity of grammar, error ID, authentication, contact info
- 4) **Robust:** Your site works with assistive technologies (generally automatic in WordPress)

# 1. Perceivable (1)

Color contrast for text and buttons should be provided for users to be able to distinguish between the background and the relevant feature.

- Logos and backgrounds are excluded from the guidelines above.
- Try not use higher than 16:1 contrast, (Black and White = 21:1).
- Try to use sans-serif fonts (Helvetica, Arial, Verdana), not serif fonts (Times New Roman, Garamond, Georgia).
- There is a new model called Accessible Perceptual Contrast Algorithm (APCA).
  - This will be included in WCAG 3.0 in about 2-3 years.

# 1. Perceivable (2)

## Examples of Contrast Levels (WCAG 2.1) – Contrast = 21:1

- AA = 4.5:1 for regular text (<18pt), 3:1 for large scale text (>=18pt)
- AAA = 7:1 for regular text, 4.5:1 for large scale text
- I use at least 10:1 for all text sizes (#424242), which is the contrast here.
- Note: this contrast level also conforms with the Accessible Perceptual Contrast Algorithm (APCA) standard.
- The background color can also be changed to meet contrast requirements.

# 1. Perceivable (3)



All images should have a textual description that can be read by a screen reader (Alternative Text).

- Instead of “bullfrog” write “bullfrog on a log in a pond” or something similar.
- Google also uses the alt. text, along with the title, to determine what is in the image. In this sense, Google is visually impaired. Your description helps your Search Engine Optimization (SEO).

# 2. Operable (1)

Headings (H1, H2, H3, H4, H5, H6) need to be nested within each other for ease of tabbing through the website.

- There should only be one H1 heading per page.
- H4 should be under H3, which is under H2 and so on.
- You should not have any keyboard traps (where the tab function gets stuck).
  - Examples: carousels and sliders that do not stop within 3 seconds and pop-ups.
- Do not use flashing elements – It can migraines in people susceptible to this.

## 2. Operable (2)

Navigation, Buttons, and Link Text should have a focus element.

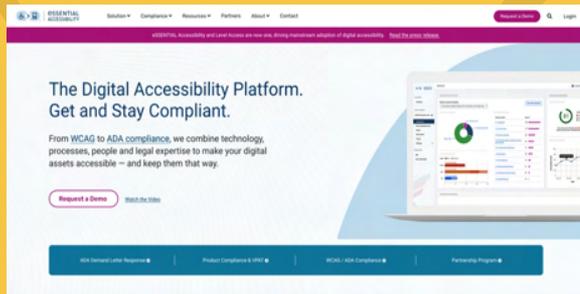
- Focus Element (make sure clickable area is 44px X 44px)
  - Inversion of the background and text colors on hover assuming the colors meet the color contrast requirements.
  - A descending margin (solid or dotted) showing the element being targeted.
- Purpose of a link should be clear - (i.e. instead of “Learn more” use “Learn more about ...”).

# 3. Understandable

Your website should be understandable by most users.

- Text should be written to be understood by users at a secondary level education (try to not use jargon, unusual/technical words or unknown abbreviations).
  - But, depending on the subject, this cannot always be achieved.
- Contact information should be provided for help/assistance with your website.
- Authentication should be clear and transparent with a reduction or elimination of multiple passwords (“redundant entry”).

# Overlays



Do not use overlays such as Userway, accessiBe, One Click, or others that can be found.

- These overlays can confuse screen readers and make it difficult for disabled users to navigate your page.
- It is best to make your page as accessible as possible using WCAG.
- Be sure to include an Accessibility Statement in the footer stating what you have done to make your page accessible.



# Tools you can use

There are many tools that you can use to make your page more accessible.

- WordPress Plugins: WP ADA Compliance Check Basic, Accessibility Suite, WP Accessibility Tools, and others.
- WebAIM Color Contrast Checker: Gives your color contrast ratio using hex codes.
- Browser tools: Lighthouse (Chrome), WAVE (Chrome and Firefox), and Axe Dev Tools (Chrome and Firefox), Ainspector (Firefox)
- Checklist for Website Accessibility: <https://accessibility.voxmedia.com/>

# Conclusion & Q's

The main reason to make a website accessible is not to avoid lawsuits, but to allow all users to utilize your site. An accessible website helps not only the disability community, but also senior citizens who are using bifocals or progressive lenses, and helps with a better user experience overall and SEO.

For more information: <https://www.gerireid.com/designing-an-accessible-future.html>.

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