



Grow with Google

# Make Your Small Business More Accessible

[google.com/grow](https://google.com/grow)

#GrowWithGoogle



# Welcome!

## Agenda:

- What is accessibility?
- Design best practices
- Email accessibility
- Physical accessibility
- Be inclusive

# About Me

- Felicia Shanken CEO/Founder of the Philadelphia Women's Network Connection, LLC and PWNC Foundation Inc 501(c)(3)
- PWNC helps professional businesswomen and solo entrepreneurs learn how to find untapped resources to grow their businesses and connections with professionals who get proven results.
- We are High-Impact Grow with Google Community Partners ( 300+ GWG trainings)
- Radiology for a number of years and then went back to school to get an Associates Degree in Nursing from Gwynedd Mercy University several years ago
- Department of Veterans Affairs in Philadelphia for 9 1/2 years before deciding to pursue Entrepreneurship full-time.

# What is accessibility?

- Accessibility ensures people with disabilities can **perceive, understand, navigate,** and **interact** with products, services, and tools.
- **Assistive technologies** help overcome barriers.

# Accessibility impacts over one billion people

The World Health Organization estimates over **one billion people** worldwide live with some form of disability.

**15%**

of the world's  
population

**26%**

one in four  
adults in the U.S.

**\$6 trillion**

spending power

# Building for accessibility

## Developing accessible digital content, called Universal Design:

- Allows people with disabilities to engage without barriers.
- Expands your market.
- Improves the experience for all users.
- Lessens your company's legal risk.

# Universal Design

# Design elements and features for digital content

## Techniques to clearly communicate:

- 1 Image descriptions
- 2 Alt text & descriptions
- 3 Color contrast
- 4 Design techniques
- 5 Text formatting and headers
- 6 Text links
- 7 Video captions and transcripts



## Activity

How would you describe this image?



## Alt text and descriptions

**Alt text describes images to screen readers.**

- Without Alt text, a screen reader will miss that content.
- The written description may help with SEO.

**Descriptions are visible on the page.**

- They help sighted people, too.

**Alt text:**

```

```



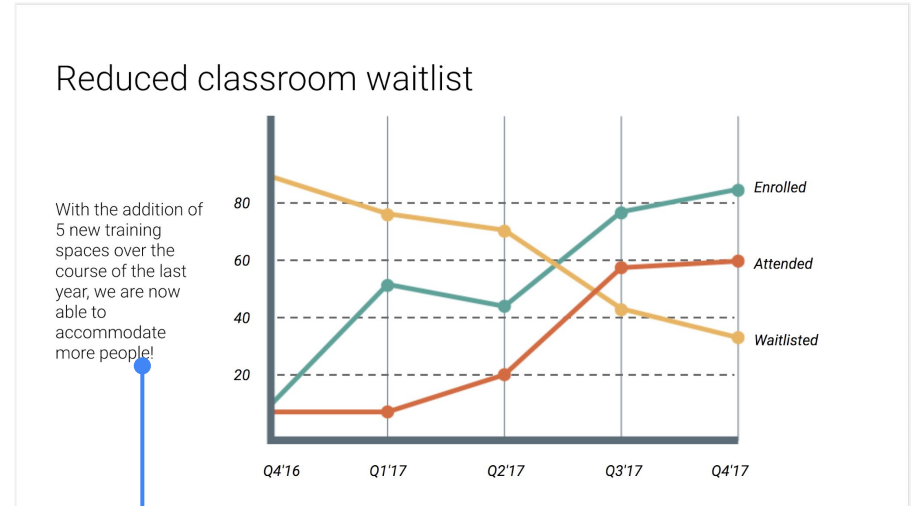
**Description:**

All meals are served with coffee.

# Image descriptions for charts and graphs

- **Alt text:** write a **short description** image summary.
- **Captions:** write a **longer description** of key info and trends.

For complex data, you can provide info in spreadsheet format.



Caption

# Color and contrast

Use text colors that stand out from background colors for readability.

 Low contrast



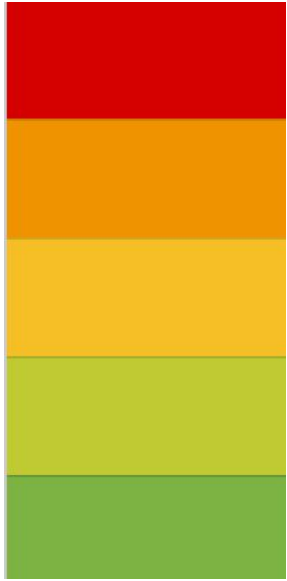
 High contrast



# Beyond color: design techniques

- Use high contrast, hue, saturation, and brightness
- Use thick lines
- Use various patterns of dashed lines
- Don't assume color conveys a specific meaning
- Use textures
- Add patterns or labels for contrast in charts
- Label elements like titles, legends, and axes

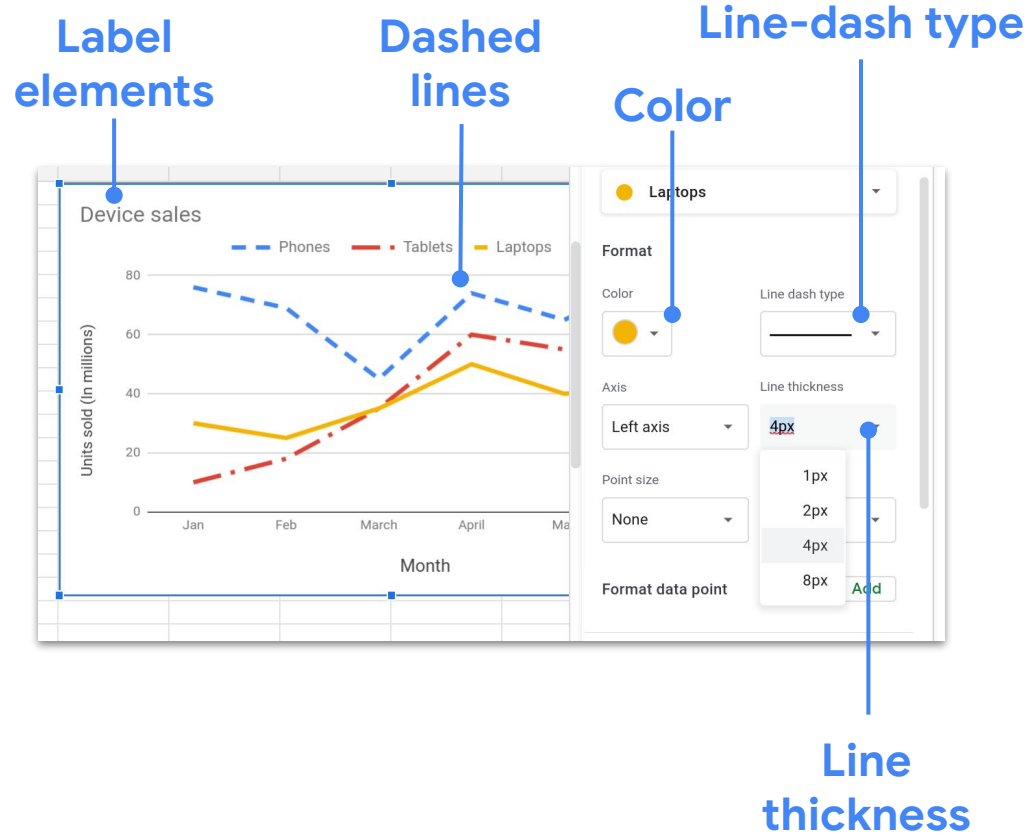
# Examples



In color



In grayscale

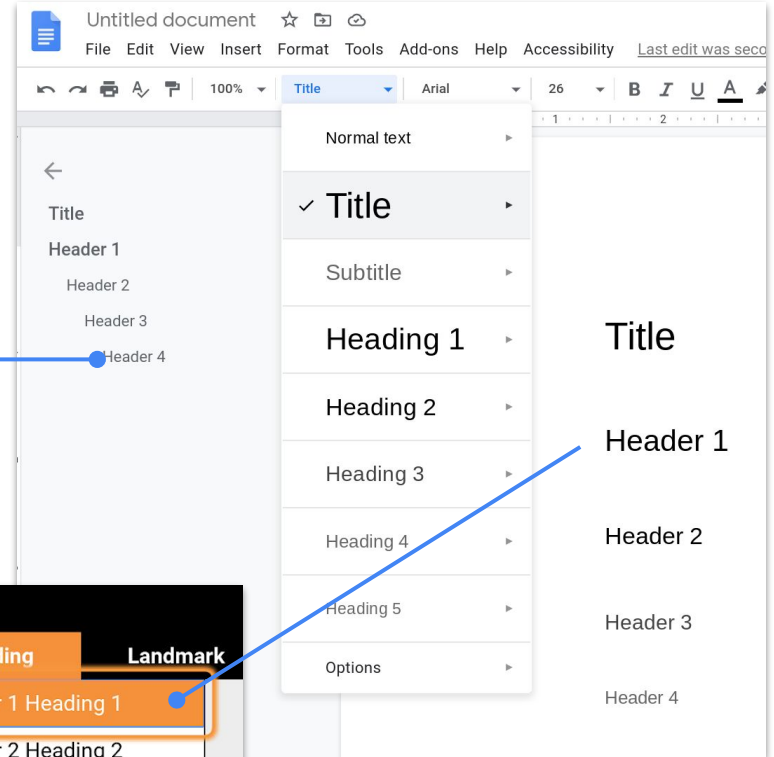


# Text formatting & headers

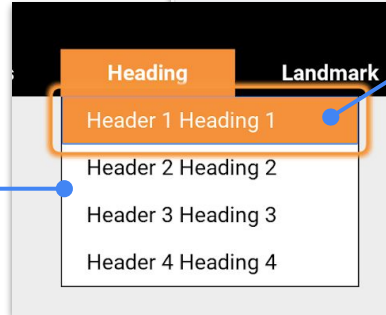
Use formatting tools to organize content in documents.

Assistive technology uses this to help people interpret the content.

Document outline



Assistive technology



## Detailed text links

When adding links, include words that describe what a person will access when they click the link.

### Example:



Well-written text link implementation

Visit the [Grow with Google homepage](#) for free training, tools, and resources to help you grow your skills, career, or business.



Poorly written text link implementation

Visit [this link](#) for free training, tools, and resources to help you grow your skills, career, or business.

# Video captions and transcripts

## Options to create video captions and transcripts:

1 Use automatic captioning

3 Create your own

2 Use automatic transcripts

4 Have a vendor create for you

# Automatic captioning: YouTube

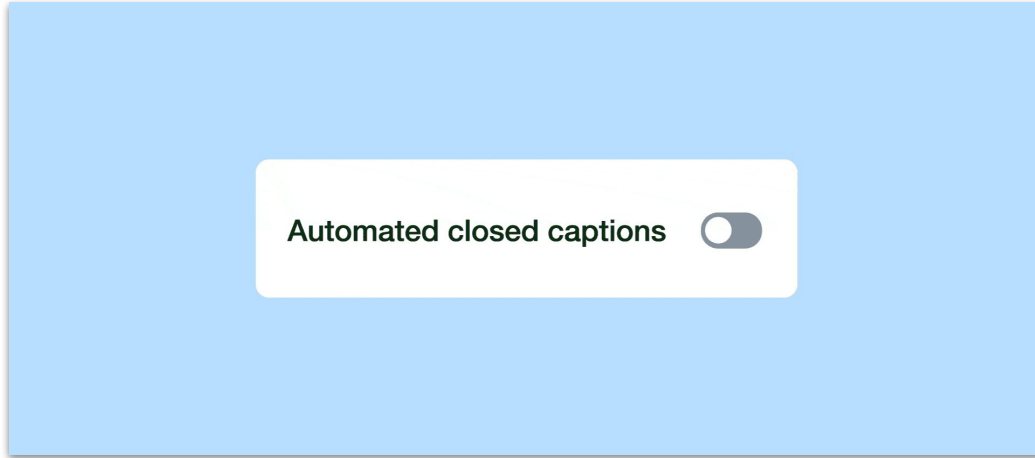


Enable the auto translate feature and closed captioning.

Settings: Auto translate

Closed captioning (CC) toggle

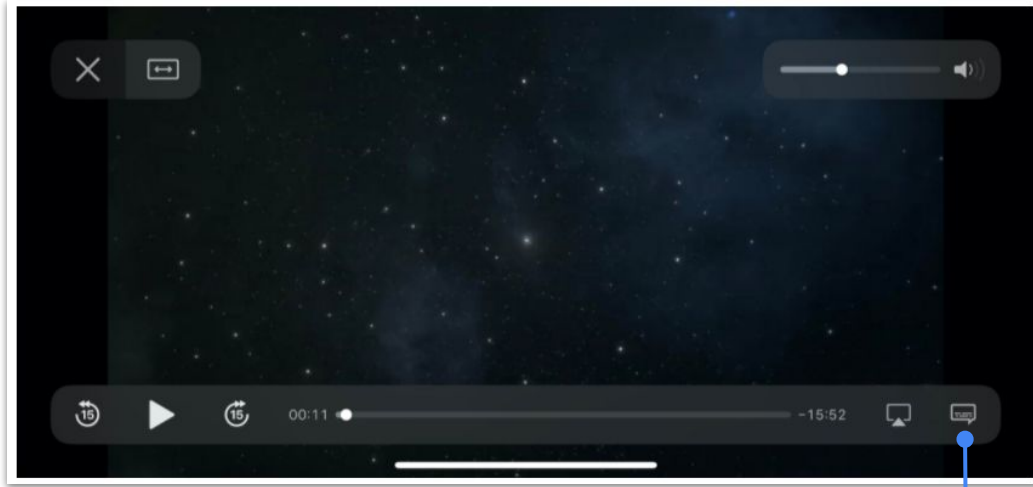
# Automatic captioning: Vimeo



Vimeo allows users to toggle auto-captioning on and off during an event.

Source: [Live Closed Captioning](#), Vimeo, 2021

# Automatic captioning: TedX



Subtitles

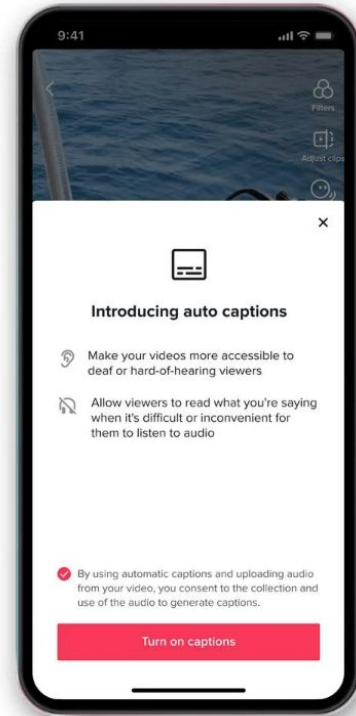
TedX allows you to select a language for subtitles.

Subtitles play after a person selects their language.

# Automatic captioning: TikTok

TikTok can automatically generate captions for videos with audio.

Creators can turn this on and off.



Source: [TikTok Launches Auto Captions](#), Yahoo! Sports, 2021

# Automatic transcript for YouTube



The image shows a YouTube video player interface. At the top, there is a video player with a progress bar and a subtitle that reads "makliker om te gebruik en dit is ideaal vir beginners sowel as vir kundig". Below the player, the video title is "Introduction to TensorFlow 2.0: Easier for beginners, and more powerful for experts (TF World '19)". The video has 53,946 views and was uploaded on Oct 30, 2019. The channel is TensorFlow, with 227K subscribers. A red "SUBSCRIBE" button is visible. A blue circle highlights the three-dot menu icon, and a blue arrow points from the text "Open transcript" below to the "Open transcript" option in the menu.

#TFWorld  
Introduction to TensorFlow 2.0: Easier for beginners, and more powerful for experts (TF World '19)  
53,946 views · Oct 30, 2019

1.2K 10 SHARE SAVE ...

TensorFlow  
227K subscribers

TensorFlow 2.0 is all about ease of use, and there has never been a better time to get started. In this talk, we will introduce model-building styles for beginners and experts, including the

Up next  
ML Zero to Hero

Report  
Open transcript  
Add translations

A transcript can be accessed from the menu.

Open transcript

# Creating and sharing PDFs

## **PDF documents require effort to make accessible.**

- PDFs with images and diagrams are generally not accessible.
- Even text-only PDFs can be difficult to interpret.
- In general try to avoid PDFs.

# Email accessibility



## Best practices

- Be mindful of logical reading order
- Use a one column layout
- Make the purpose of hyperlinked text clear
- Avoid emojis in the email subject line or to convey critical information



## Best practices

- Maintain a 60/40 text-to-image ratio
- Avoid overusing links
- Maintain a minimum 14pt font size
- Maintain good contrast
- Avoid visual cues based on colors
- Include closed captioning for all videos

# Physical accessibility



## Best practices

- Remove obstacles from physical space
- Confirm access (elevators, wheelchair entrance, parking spots, etc.)
- Understand ADA regulations and comply
- Welcome service animals
- Publicize your support for accessibility

Be inclusive



## Be inclusive

- Don't make assumptions
- Speak normally
- If you aren't sure, ask
- Respect an individual's requests and personal space

# Learn more about accessibility

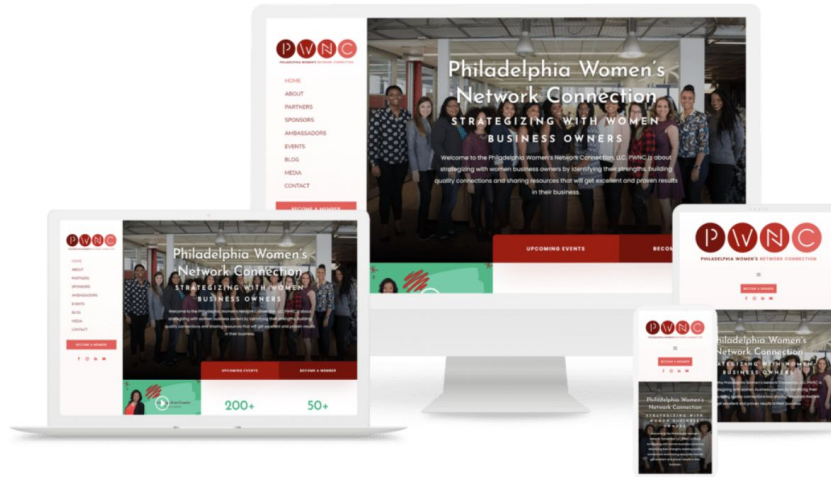
- [ADA Accessibility Standards](#)
- [ADA Accessibility Primer for Small Businesses](#)
- [Americans with Disabilities Act Small Business Guide](#)
- [Google's Accessibility Resources](#)
- [Google Disability Support](#)
- [W3C's Business Case for Accessibility](#)
- [Web Content Accessibility Guidelines](#)
- [WebAIM contrast checker](#)
- [Preparing InDesign Files for Accessibility](#)
- [Create and verify PDF accessibility and Acrobat](#)
- [Material Design Guidelines](#)

Grow with Google

# Thank You

**Felicia Shanken - Women Strategist & Success Builder  
Philadelphia Women's Network Connection, LLC  
PWNC Foundation, Inc.**

**Website: [phillywnc.org](http://phillywnc.org)  
Email: [felicia@phillywnc.org](mailto:felicia@phillywnc.org)**



Thank you!

Share your feedback  
[g.co/grow/feedback](https://g.co/grow/feedback)

