VIRTUAL RESULTS

Accessibility & Real Estate Websites

P.O.U.R. CHECKLIST

WCAG GUIDELINES P.O.U.R.

VIRTUAL RESULTS

Is it **Perceivable?**

Is it **Operable?**

Is it **Understandable?**

Is it **Robust?**

Let’s break it down...

THE GUIDELINES

VIRTUAL RESULTS

Meeting the four areas of the WCAG 2.1 Level AA standards should be your objective.

Perceivable

- [ ] Provide text alternatives for non-text content. (*Image ALT tags*)
- [ ] Provide captions and other alternatives for multimedia. (*YouTube/Vimeo)*
- [ ] Create content that can be presented in different ways, including by **assistive technologies**, without losing meaning. *(HTML tags to identify reading sequence)*

THE GUIDELINES

VIRTUAL RESULTS

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Operable

- [ ] Make all functionality available from a **keyboard**. (HTML tags, correct tab order)
- [ ] Give users **enough time** to read and use content use content. (Minimize timing of content)
- [ ] Do not use content that causes **seizures**. (No scrolling text)
- [ ] Help users navigate and **find content**. (Site map accessible from every page)

THE GUIDELINES

VIRTUAL RESULTS

Meeting the four areas of the WCAG 2.1 Level AA standards should be your objective.

Understandable

- [ ] Make text **readable and understandable**. (Minimize jargon and acronyms, adjustable text size)
- [ ] Make content appear and operate in **predictable** ways. (Consistent navigation)
- [ ] Help users **avoid and correct mistakes**. (Form field labels, user-friendly error messages, confirmation of form submission)

THE GUIDELINES

VIRTUAL RESULTS

Meeting the four areas of the WCAG 2.1 Level AA standards should be your objective.

Robust

- Maximize **compatibility** with current and future user tools. *(Proper coding, standard HTML*
- Designed to function on all appropriate technologies, including mobile.
- Users should be able to choose the technology they use to access your site.



VIRTUAL RESULTS

Questions/Comments

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Contact me to learn how VR can make sure your website becomes and remains compliant, accessible, and most importantly, valuable to your visitors.