



# Accessibility as Business Proposition

Baris Wanschers - LimoenGroen





Before I start, I'd like to learn a bit of you.

- Who of you builds websites?
- Who cares about accessibility?
- Who of you actually uses tools like WAVE toolbar to validate the output before the website goes live?



Hello everyone. Thanks for showing up! My name is Baris Wanschers. This photo is from DrupalCon Munich 2012, when we just started our small company. Ever since, we liked to be ahead of the herd. To prove; this is me and my colleagues.



This is (part of) our team. Although we are a web agency, we still find business cards of great value. They are easy to exchange, they last a while and they give you something to talk about when you hand them out.




For example, take this subtle braille on the back. It reads LimoenGroen, our business name, and that's enough for a visually disabled person to distinguish our card and to find our company on Google. It's also a great way to start a conversation about accessibility. Feel free to grab one after my talk.

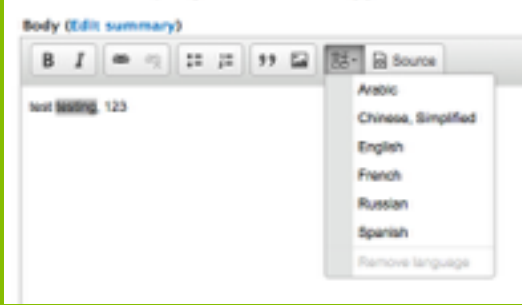




LimoenGroen (lime green) is a Drupal expert based in Amsterdam. We focus on delivering websites that last and which can be used by anyone, regardless device or disability. Our tagline is Duurzame Websites and in my presentation I will talk about why we chose that tagline.



**Baris Wanschers**  
Chairman at Stichting Drupal Nederland  
Drupal evangelist & #a11y enthusiast  
Front-end developer by origin  
Co-owner at LimoenGroen



**LimoenGroen**  
duurzame websites

Chairman SDN / Drupal evangelist / a11y / front-end / co-owner.

Im a long-term Drupal user (since 2006). I maintain about 15 contrib modules and now and then I like to work on Drupal core as well, mainly on accessibility issues. For example; the underlines in Bartik is one of the patches I wrote. And the Language button in Ckeditor in D8.2, with help from Wim Leers.



103 Drupal agencies listed on drupal.be: “Full service internetbureau”, “Internet solutions”, “Online Media”. “Functional websites”, “Drupal web development”, Drupal engineers, “Drupal specialists (5x..)”.





# We make BIG websites



Focus on complex projects, like Four Kitchens does

# Truly flexible eCommerce



Or focus on e-commerce, like Commerce Guys

# Drupal Performance Tuning and Optimization



2bits with focus on performance

# Drupal Data Migration is All We Do



Migr8Rocks (by chx), solely on D8 migration



# Custom websites for Churches and Ministries



Or focus on a target audience, like MustardSeed Media



We like our green. It distinguishes from other logo's. Two years ago, we had a practical joke on April fools. We published a news item that we wanted to be like the others. So we needed a red logo. And thus renamed ourselves to RadishRed.

**LimoenGroen**  
duurzame websites



Wij staan voor kwalitatief hoogwaardige  
weboplossingen zonder poespas.

Toegankelijk voor iedereen.

LIMOEN GROEN

PROJECTEN

KLANTEN

AANPAK

DRUPAL

REFERENTIES

CONTACT

So instead of this..

**LimoenGroen**  
duurzame websites



Wij staan voor kwalitatief hoogwaardige  
weboplossingen zonder poespas.

Toegankelijk voor iedereen.

LIMOEN GROEN

PROJECTEN

KLANTEN

AANPAK

DRUPAL

REFERENTIES

CONTACT

We became RadishRed. For a day. Including a twitter account, a domain name and all mailboxes. But luckily, we switched back to green the next day. We use our bright green color to distinguish ourselves.



DrupalCon Prague 2013 – can you spot us?





DrupalCon Amsterdam 2014. 2400 attendees. Enough about Drupal. Let's get back to the topic. Sustainability & Accessibility.



Most websites are rebuild every 2-3 years

Many websites are completely replaced every few years. I'm not talking about implementing a redesign. I'm talking about complete rebuilding websites and migrating the data. That is a shame.

The logo for LimoenGroen features the word "Limoen" in a bold, black, sans-serif font, followed by "Groen" in a bold, green, sans-serif font. Below this, the phrase "duurzame websites" is written in a smaller, green, sans-serif font.

**LimoenGroen**  
duurzame websites

Websites are never finished, final. They need continuous love and changes. LimoenGroen creates sustainable websites: scalable websites that are easy to maintain and to extend, and **that can be used by everyone**. Accessible by default, as a precondition.

## Example: graphs from tabular data

```
<div>
  <table>
    <thead>
      <tr>
        <th>Handicap</th>
        <th>Aantal</th>
      </tr>
    </thead>
    <tbody>
      <tr>
        <td>Blinden</td>
        <td>78.000</td>
      </tr>
      <tr>
        <td>Slechtzienden</td>
        <td>238.000</td>
      </tr>
      <tr>
        <td>Kleurenblinden</td>
        <td>700.000</td>
      </tr>
      <tr>
        <td>Doven en slechthorenden</td>
        <td>1.300.000</td>
      </tr>
      <tr>
        <td>Lichamelijk gehandicapten</td>
        <td>1.500.000</td>
      </tr>
      <tr>
        <td>Dyslectici</td>
        <td>825.000</td>
      </tr>
      <tr>
        <td>Laaggeletterden</td>
        <td>1.500.000</td>
      </tr>
    </tbody>
  </table>
  <div>
    <img alt="Bar chart showing the number of people with various disabilities in the Netherlands." data-bbox="554 156 741 364"/>
    <table>
      <caption>Handicaps</caption>
      <thead>
        <tr>
          <th>Handicap</th>
          <th>Aantal</th>
        </tr>
      </thead>
      <tbody>
        <tr>
          <td>Blinden</td>
          <td>78.000</td>
        </tr>
        <tr>
          <td>Slechtzienden</td>
          <td>238.000</td>
        </tr>
        <tr>
          <td>Kleurenblinden</td>
          <td>700.000</td>
        </tr>
        <tr>
          <td>Doven en slechthorenden</td>
          <td>1.300.000</td>
        </tr>
        <tr>
          <td>Lichamelijk gehandicapten</td>
          <td>1.500.000</td>
        </tr>
        <tr>
          <td>Dyslectici</td>
          <td>825.000</td>
        </tr>
        <tr>
          <td>Laaggeletterden</td>
          <td>1.500.000</td>
        </tr>
      </tbody>
    </table>
    <div>
      <ul>
        <li>4 miljoen mensen met een beperking</li>
        <li>25% van Nederland</li>
      </ul>
    </div>
  </div>
</div>
```

<https://www.microsoft.com/netherlands/toegankelijk/over-toegankelijkheid/feiten-en-cijfers.aspx>

**LimoenGroen**  
duurzame websites

We do the same when we output a javascript graph. First serve a table, then swap it with javascript to a graph. By making sure that screen readers can understand the data, Google can too. This way to thinking, when developing, actually makes quite sense.

## Pro-tip: semantic HTML is half of the work

- Use a proper heading structure
- A list == a list (gallery/menu/search results)  
<ul> or <ol>, sometimes <dl>. Don't use 'Unformatted list' in Views.
- Use the correct HTML elements (HTML5)  
And don't mis-use WAI-ARIA roles. <a role="button"> makes no sense.
- Install the WAVE toolbar in your browser.

If you write HTML that defines the function of its content, you're nearly there.



The following apply to the entire page:

- h1

Hogeschool Gent • info@hogent.be

ENGLISH PAGES VACATURES

HoGent TOEKOMSTIGE STUDENT STUDENT EXTERNE PARTNERS ONDERZOEK OVER HO

Background

VERDER STUDEREN AAN DE HOGENT

Bekijk de mogelijkheden

Ger

**Outline**

- h5 Faculteit Mens en Welzijn
- h5 Faculteit Natuur en Techniek
- h5 Faculteit Bedrijf en Organisatie
- h5 School of Arts
- h5 Sociale media
- h3 Verder studeren aan de HoGent
- h3 Bekijk de mogelijkheden
- h3 Opleidingen
- h3 Bekijk ons volledig opleidingsaanbod
- h3 Onze opleidingen: bachelor, bachelor na bachelor, master, master na master, postgraduaat, HBO5 (hoger beroepsonderwijs)
- h3 Onze faculteiten en School of Arts
- h2 Mens en Welzijn
- h2 Natuur en Techniek
- h2 Bedrijf en Organisatie
- h2 School of Arts
- h4 Ik ben
- h4 Studententools
- h4 Nieuwsbrief
- h4 Volg Ons

The HoGent website is a good example. Missing form labels, alternative texts, empty buttons (for the mobile menu), empty links in the slideshow. Also, the heading order is really off. It even misses an H1 on the homepage. Lots to improve here.

## Accessibility as added value

- A way to reach a wider audience  
25% of all people has a handicap
- A way to score much better on Google  
<https://www.drupal.org/about/accessibility>
- The 'right' thing to do



**LimoenGroen**  
duurzame websites

Not all clients understand this. Why should they care? We teach them the advantages of accessibility. Using Drupal already helps a lot. Drupal core conforms to WCAG 2.0 and ATAG 2.0 (Authoring Tool Accessibility Guidelines).

## Compare it with responsive design

- You don't want to ignore a part of your users
- You should not decide whether to hide certain parts of the website to some users
- With just a bit more effort, you gain a lot
- It lowers the Total Cost of Ownership



**LimoenGroen**  
duurzame websites

When compared with responsive design, it makes sense. 3 years ago: “people don’t book plane tickets on their mobile?” As if! Give everyone a great experience on the web, also those with a mobile and a screen reader.

TCO: less costs in the long-run, better reach, easier updates.

It's not rocket science.

Build **websites that last** and that **can be used by everyone**. Your clients & end-users will love you for it.



Thanks for your attention. Any questions? Don't forget to grab a card before you leave. And yes, we're hiring too ;)



DRUPALCAMP GHEENT 2016  
GROW SOME IDEAS

calibrate

IMALINK

corecrew  
WE BUILD YOUR DIGITAL PRESENCE

nucleus  
Hosting Solution Builder

Dropsolid  
Manage Digital Experiences

uniway  
Business Process External Substitutes

2dotstwicE  
CONNECTING THE DATA

AMPLEXOR

OPEN UP MEDIA

wunderkraut