

# Accessibility Standards – The Web developer's perspective

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**Andrew Ellett**

# *Why should web developers offer web standards?*

- It is better for the client's business
- Point of differentiation
- Multiple benefits for the business owner, the business customer and the web developer
- Customers should be educated in the benefits
- Slightly increased initial development time
- Asking a vendor to produce a standard-compliant web site is a way to ensure a measurable quality control on what is delivered. See <http://www.w3.org/QA/2002/07/WebAgency-Requirements>

# *What are the benefits to website owners?*

- **Vastly improved maintenance and re-design options**
  - Design changes relatively straight forward
  - Complete website updates easier
  - Reduces developer dependency
- Gives the web surfer design and content control
  - User ability to change the page appearance
  - Printing and copying content can be made easier

# *What are the benefits to website owners?*

- **Future proofs your Website** with new technology releases
- Better compatibility & rendering
- Drastically increased accessibility and usability
  - Standards based websites can be rendered on any Internet device e.g. PDAs, text only screen readers and other new technologies
  - Comply with Government regulations and accessibility requirements
  - Prevent possible legal action
- Cheaper hosting costs and faster access speeds for visitors
- **Search engine listing improvement**
  - Extraneous code removed
  - Content is within correct HTML code
- Gallery listings & publicity

# *CSS Galleries*

- <http://www.csszengarden.com/>
- <http://www.cssvault.com/>
- <http://www.stylegala.com>
- <http://www.cssbeauty.com>
- <http://www.cssdrive.com/>
- <http://www.unmatchedstyle.com/>
- <http://www.cssimport.com/>
- <http://www.webstandardsawards.com/>
- <http://www.weeklystandards.com/>

# *Some successful examples*

- [www.abstractsmanager.com](http://www.abstractsmanager.com)

#3 of 616,000,000 for “management of abstracts” in Google worldwide

- [www.autismvictoria.org.au](http://www.autismvictoria.org.au)

#1 of 75,900 for “Autism” in Australia and #21 of 5,830,000 worldwide

- [www.eps.com.au](http://www.eps.com.au)

#10 of 11,000,000 for “EPS” in Google worldwide and #1 in Australia

# *So who benefits?*

- Everyone:
  - Website owners
  - Customers / Web surfers
  - People surfing the Web using mobile phones and PDA's
  - People using old browsers or old computers
  - People using slow internet connections
  - The "Silver Surfer"
  - Blind, partially sighted and the colour blind
  - People with physical disabilities, such as those with impaired mobility

# *Presentation notes*

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- Notes provided on-line at:
  - <http://seminars.eps.com.au>
- Contact Andrew Ellett:
  - [andrew.ellett@eps.com.au](mailto:andrew.ellett@eps.com.au)
  - +61 3 9813 5333

# \*\* *How do standards work?*

- When standards are used the *content* of a Website is separated from the *design and presentation*.
- The design is controlled in a file referred to as a *style sheet*.
- Content is contained in separate, much simpler files
- You can validate at [www.w3.org](http://www.w3.org)

