



WEBSITE ACCESSIBILITY

Is your website accessible?
WordPress & Wix Edition

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LET'S GET INTO IT

A decorative graphic consisting of numerous thin, pink, wavy lines that originate from the top right and flow downwards and to the left, creating a sense of movement and elegance.

After working with **WordPress and Wix** for many years, I've learned the ins and outs of both platforms—what makes a website truly effective, and what unfortunately holds it back.

Over time, I've continuously upgraded my skills with a strong focus on **accessible design**, ensuring that important details aren't missed. We all view websites differently, and accessibility helps make sure *everyone* can navigate, read, and interact with your site with ease.

Below are practical, easy-to-implement tips to help ensure your website is operating at its highest level—both visually and functionally.

HOW MANY COLOURS SHOULD YOU USE ON YOUR WEBSITE?

Consistency is key.

Aim to use your **logo colours throughout your website** to create a cohesive and professional design.

Best practice:

- Stick to **2–3 core colours**
- Use accent colours sparingly

Sometimes logos include very bright colours that aren't accessible or are difficult to read on screens. In those cases:

- Use **darker versions** of your brand colour scheme
- Or rely on **black and white** for buttons and text to improve readability

CHOOSING ACCESSIBLE COLOURS

Contrast matters more than you think.

If you're using **Wix**, download the **Colour Contrast plugin**.

Simply enter:

- Your text hex colour (example: #000000)
- Your background colour

The tool will indicate whether your colour combination passes accessibility standards, such as:

- AAA
- AA (18pt)
- Colour Difference (765)
- Pass / Fail

If it doesn't pass, try a **darker or more contrasting colour**.

For **WordPress**, search online for a "*colour contrast checker*" or use contrastchecker.com.



FONTS & READABILITY



Bigger is better when it comes to accessibility.

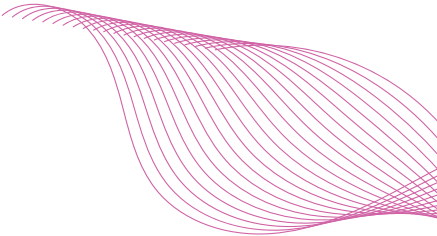
Body text:

- Ideal size: **16–18 pt**
- Mobile text should *never* be smaller than **16 pt**
- This prevents users from needing to zoom in to read content

Headings:

- Should clearly communicate the message at a glance
- If a reader can't understand a heading within **3–5 seconds**, it's either too small or too complex

IMAGE OVERLAYS & TEXT



Avoid white overlays—they often make images hard to see and reduce accessibility.

Best approach:

- Use **white text over a dark overlay**
- Dark overlays improve readability and visual clarity for all users

BUTTONS & CALL-TO-ACTIONS

Buttons must be easy to see and easy to interact with.

Accessibility tips:

- Ensure button text and background meet contrast standards
- On white backgrounds, use **dark buttons**
- On image backgrounds, use **light buttons with dark text**
- Always include a **hover state** with a noticeable colour change to reinforce interactivity

IMAGES & SEO (VERY IMPORTANT!)



Images play a huge role in both **accessibility** and **SEO**.

Before uploading images:

- Resize them to the correct dimensions
- Rename files so Google can recognize them

If you're unsure of image sizes:

- Ask your designer for the original dimensions
- Designers typically use Adobe software, but clients can easily resize images using **Canva**

Example workflow in Canva:

1. Create a new document with a custom size
2. (Example: 800 × 600 px for interior images)
3. Upload your image
4. Download the resized version

Rename images using:

- Website name
- Topic
- Location

Ask your web designer to book a 1-hour website training session

Don't forget to add:

- **Alt text**
- **Title**
- **Description**

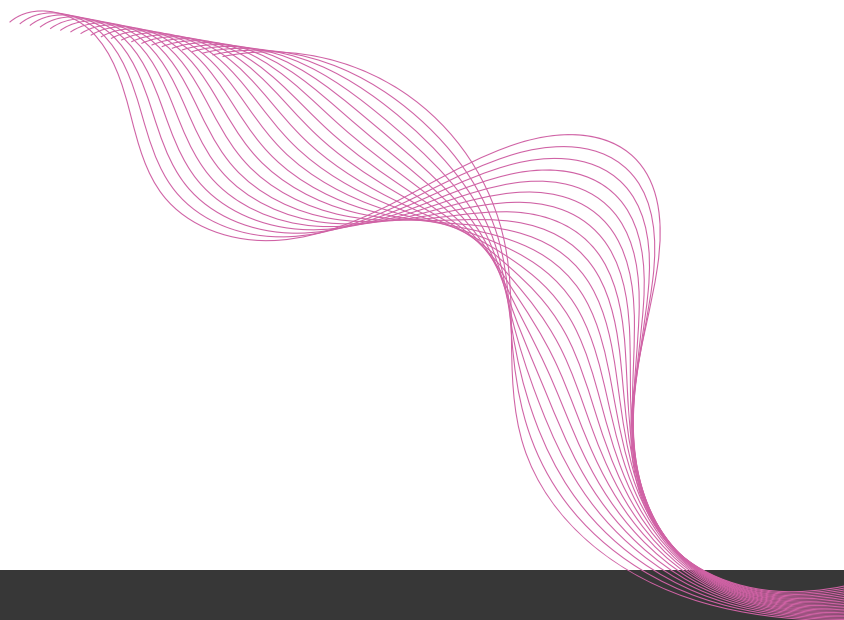
These should be added to your **Media Library**, as well as within the page or element where the image appears.

A decorative graphic consisting of numerous thin, overlapping pink lines that form a wavy, ribbon-like shape, extending from the left edge of the page towards the bottom right corner.

CSS ACCESSIBILITY CODES

Each website element requires its own accessibility consideration, including:

- Containers
- Text
- Headings
- Images
- Forms
- Buttons



Yes—there are **standards**.

Accessibility requirements are becoming stricter because we're not all built the same. Everyone deserves to easily access information about your business.

Because CSS accessibility codes differ for each element, this can be a **large and time-consuming task**. It's often best to ask your designer to:

- Update your existing site
- Or implement accessibility from the start in a new design

ACCESSIBILITY PLUGINS & TOOLS



WordPress:

- Accessibility Toolbar Plugin

Wix:

- All-in-One Accessibility App
- Accessibility Wizard (follow the guided prompts)

FINAL THOUGHTS

I hope this guide has helped you feel **more confident** about your website and inspired you to take action.

An accessible website doesn't just follow rules—it **stands out**, builds trust, and welcomes everyone.

Be the change by Creating the Impossible.



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