There is a large number
of people on this call today.
Please switch
your camera off
to save the broadband.

Making web content more accessible

May 2022

Light touch transformation

Our approach

Light touch transformation

What is online accessibility?

- Legal requirement
  - [international WCAG 2.1 AA accessibility standards overview](#)
- Affects everyone
  - Not just those with disabilities or limitations for using a website
- Technical improvements
  - IT team and WCT are working on coding and background improvements
- Writing for the web
  - Few common sense techniques
  - Plain English
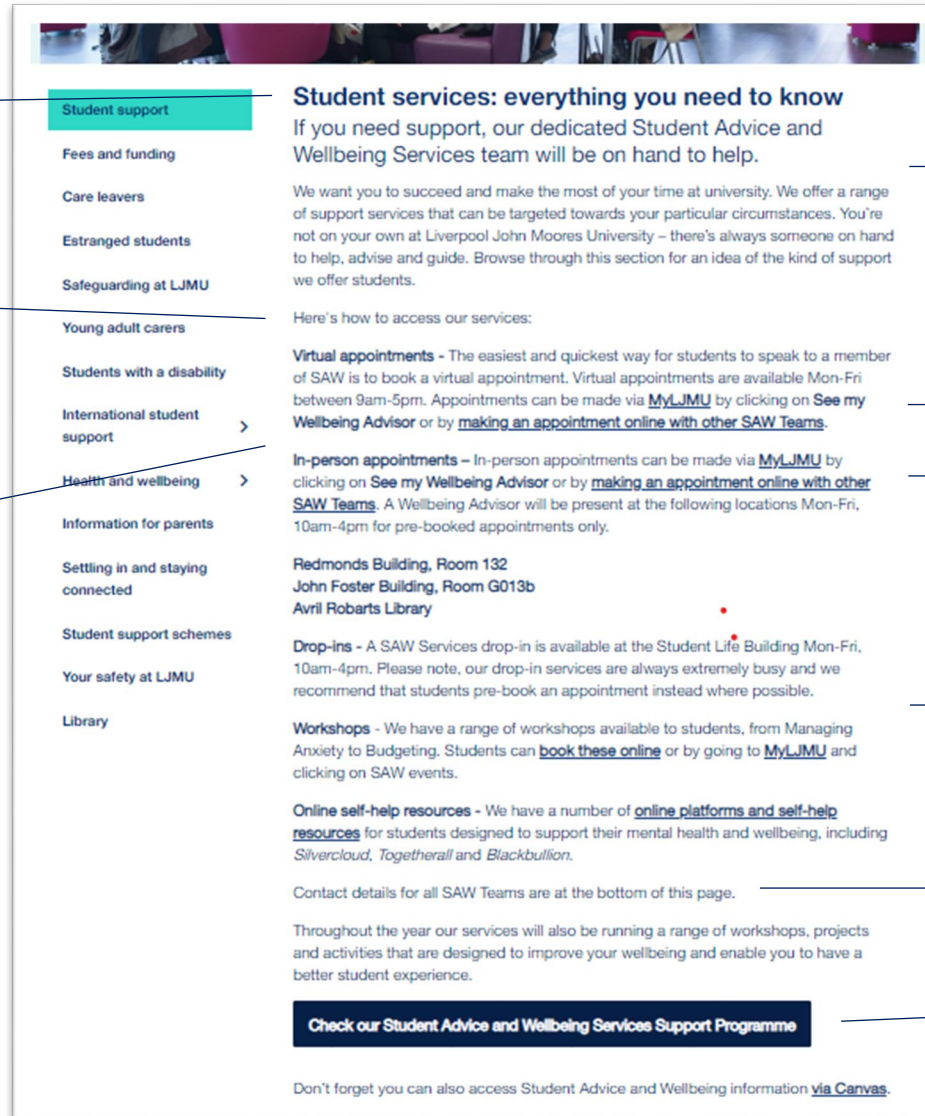 - Language and tone

Partial screenshot from a longer page

No page title (H1)

Reading age of 18+ in parts

Lack of headings

Screen readers will jump from top heading to next heading (which is below this content)

Inconsistent language – 'you', 'students'

Duplicated content for different actions
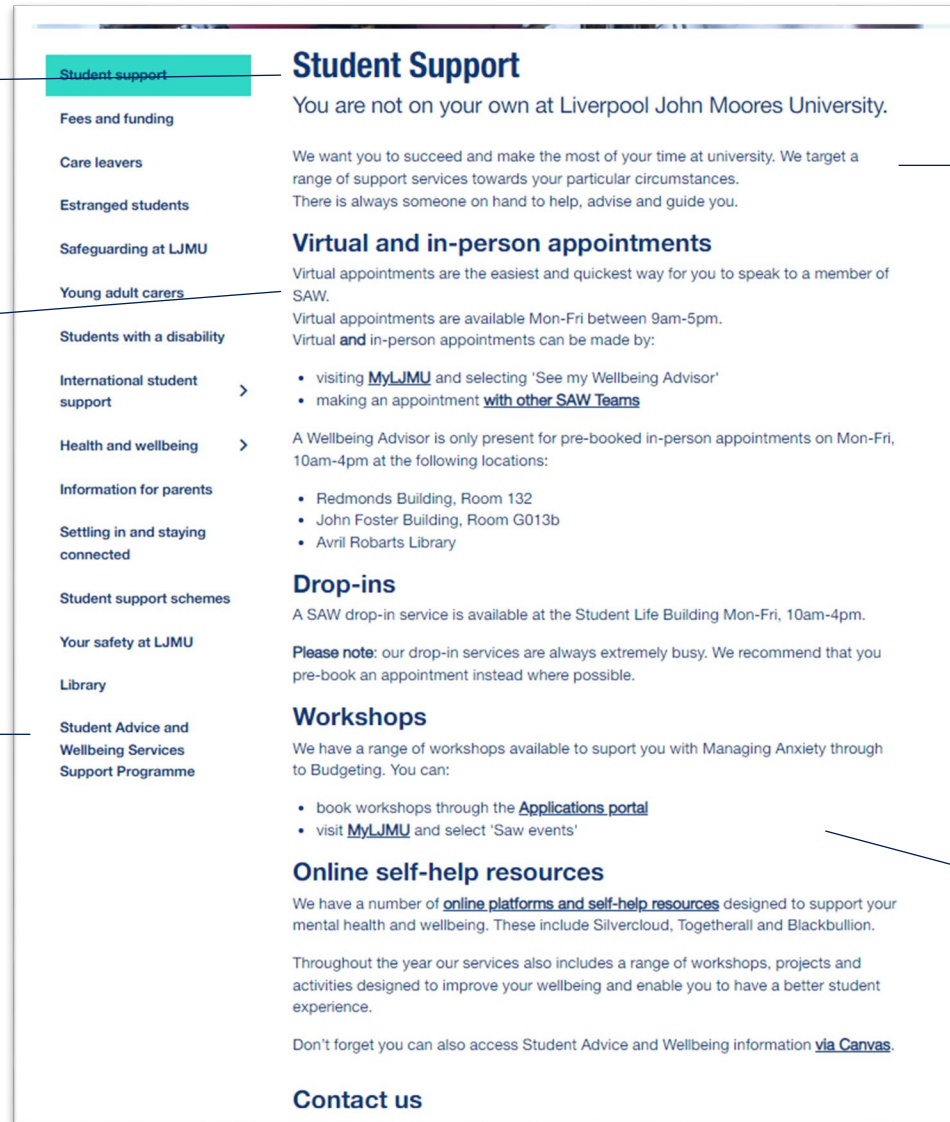
Lots of bold dilutes emphasis and confuses

Unnecessary

Button should be an action, not a link

Screenshot content:

Student support (highlighted)
Fees and funding
Care leavers
Estranged students
Safeguarding at LJMU
Young adult carers
Students with a disability
International student support
Health and wellbeing
Information for parents
Settling in and staying connected
Student support schemes
Your safety at LJMU
Library

Student services: everything you need to know
If you need support, our dedicated Student Advice and Wellbeing Services team will be on hand to help.

We want you to succeed and make the most of your time at university. We offer a range of support services that can be targeted towards your particular circumstances. You're not on your own at Liverpool John Moores University – there's always someone on hand to help, advise and guide. Browse through this section for an idea of the kind of support we offer students.

Here's how to access our services:

Virtual appointments - The easiest and quickest way for students to speak to a member of SAW is to book a virtual appointment. Virtual appointments are available Mon-Fri between 9am-5pm. Appointments can be made via MyLJMU by clicking on **See my Wellbeing Advisor** or by making an appointment online with other SAW Teams.

In-person appointments – In-person appointments can be made via MyLJMU by clicking on **See my Wellbeing Advisor** or by making an appointment online with other SAW Teams. A Wellbeing Advisor will be present at the following locations Mon-Fri, 10am-4pm for pre-booked appointments only.

Redmonds Building, Room 132
John Foster Building, Room G013b
Avril Roberts Library

Drop-ins - A SAW Services drop-in is available at the Student Life Building Mon-Fri, 10am-4pm. Please note, our drop-in services are always extremely busy and we recommend that students pre-book an appointment instead where possible.

Workshops - We have a range of workshops available to students, from Managing Anxiety to Budgeting. Students can **book these online** or by going to MyLJMU and clicking on SAW events.

Online self-help resources - We have a number of online platforms and self-help resources for students designed to support their mental health and wellbeing, including *Silvercloud, Togetherall* and *Blackbullion.*

Contact details for all SAW Teams are at the bottom of this page.

Throughout the year our services will also be running a range of workshops, projects and activities that are designed to improve your wellbeing and enable you to have a better student experience.

Check our Student Advice and Wellbeing Services Support Programme

Don't forget you can also access Student Advice and Wellbeing information via Canvas.

Partial screenshot

page title (H1)

Reading age reduced to 12

Moved button to side menu

Language more active – changed 'will be' to 'is'

Introduced headings to navigate and break up text

Screen readers will jump from to heading to heading
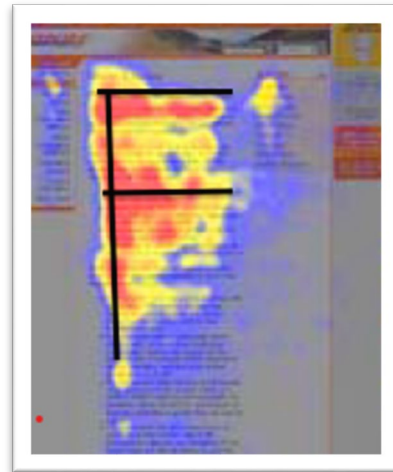
Used bullet lists to display options

ljmu.ac.uk

Light touch transformation

Recommendations
for writing for web

How people read the web

- People do not read screens like paper

- Only read 20% to 28% of a page

- The more words, the bigger the demand on the user, the higher the risk they do not engage and leave
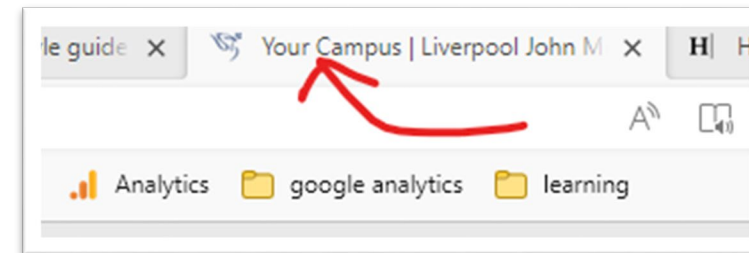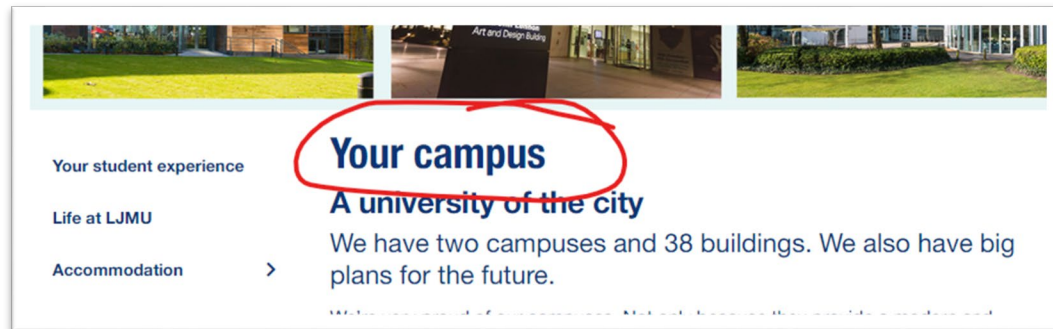
- Read in a F pattern

Accurate and up to date

- Review your content

- Amend and update

- Unpublish

Page title

- Do not confuse page titles and headings

- Unique

- Descriptive

- Add keyword(s)

Page title examples in search results

Search criteria 'James Joyce'

Headings and subheadings

- Very important

- Used to navigate and structure a page

- Front loaded works best

- Active language

- Concise and descriptive

- Keywords

- No punctuation

Headings examples

Work with us

How can we help drive your business forward?

Our work with businesses has earned us an outstanding international reputation amongst industry leaders

Our reputation for understanding the realities of the business world have become well-known amongst our broad portfolio of clients, as has our team of academics, who are

Work with us

Driving your business forward

Our work with businesses has earned us an outstanding international reputation amongst industry leaders

Our reputation for understanding the realities of the business world have become well-

With a screen magnifier

Work with us

How can we help d

Our work with busines

Work with us

Driving your busin

Our work with busines

Heading without meaning

Find out more:

Links

- Need to be descriptive – tell the user where they are going, especially if going to an external link

- They need to have a few words – not too many, not too few

- If a link is to do an action, use a verb to front load the link
  - "Submit your application" is better than "Click to find your application form"

- Never use 'click', use 'select'

- Favour links to other LJMU webpages before links to external sites

The way we display our message

- Use bold sparingly

- Never use colour to give meaning to your content

- Use headings and subheadings to break up your text and give structure

- Use short sentences and smaller paragraphs

- If you have a list – use bulleted lists

- DO NOT CAPITALISE FOR EMPHASIS – too hard to read

- Do not use tables to change the layout of the page

- Do not use underline for emphasis

- Do not duplicate

- Write in the 'inverted pyramid' with keywords and important information at the top of the page

- Help users to **self-serve** by starting with what **users need** or **want to know** and ending with what we want to tell them

Language

- Reading age
  - hemingwayapp.com
- Government Digital Service (GDS) research shows that higher literacy people prefer plain English because it allows them to understand the information as quickly as possible*
- Explain acronyms the first time you use them
- Define jargon or new terms the first time you use it
- Do not use contractions like 'can't' and 'should've'
- Do not use a slash (/), use 'or'

*Writing well for specialists - https://www.gov.uk/guidance/content-design/writing-for-gov-uk

It's not dumbing down, it's opening up.

Government Digital Services, Cabinet Office

Images

- Consider their use and value

- Do not use an image to give extra meaning to your content – visually impaired users will not get they message

- If an image has text, then put the text in the main content

- If you use a flowchart image, then you have to provide a text version as well

Attachments and documents

- If you have a link to a document of content that the user will download, think carefully

- Better as a webpage?

- Content on a document is not searchable

- Attachments and document must be fully accessible

- Once an attachment is downloaded, it is 'rogue' and out of your control

- When reviewing attachments, include checking all links to the document

Tables

- Often not accessible

- https://youtu.be/S-th_XZdQhI - hear what a table sounds like! (from 1m 59s to 2m 30s – a table that is correctly formatted)

- Never use a table to layout the page

Summary and synopsis, keywords

- Summary and synopsis = the text displayed under the title in search results

- Google cuts the summary to 160 characters

- Do not repeat the title or body text in the summary

- Keywords boost natural search rankings

- Keywords and phrases must accurately reflect the page content

- Think what the user may use when searching for your content

- Do not overload with too may keywords

James Joyce's "Chamber Music"

a list of online resources relating to James Joyce's 'Chamber Music' , first published in London in 1907

James Joyce's "Chamber Music"

Background and Description for James Joyce's 'Chamber Music', Dr Gerry Smyth's online learning resource based on Joyce's 36-lyric song sequence.

Guidance can be found in the Brand and Design webpages.

- The LJMU online content style guide has been updated

- The making your content accessible guidance has been updated

- A new page about submitting publishing requests for the LJMU website

Top 6 must haves are:

- accurate and up-to-date

- active and unique titles

- a structure that puts user needs first

- active and descriptive headings and subheadings

- descriptive links

- clear, concise language

Light touch transformation

Any questions?

Thank you

Web Content Team