

ADA Compliance Best Practices

Creating an accessible and user-friendly website that also adheres to ADA (Americans with Disabilities Act) compliance is crucial to ensure equal access and usability for everyone.

Rural Water and Municipal Impact websites are user-friendly and compliant with the Americans with Disabilities Act (ADA) upon launch. As a subscriber adds to or updates their website content, it is the subscriber's responsibility to ensure the website remains ADA compliant and accessible to all users. This tutorial does not cover all aspects of ADA Compliance. Instead, it highlights a few key points that we believe will be most helpful to our subscribers. A local government's failure to comply with ADA regulations may have legal consequences.

[Obtain more information on website accessibility and ADA compliance here.](#)

Page and Content Headers

There is a proper hierarchical use of headers that should be followed for easy reading and content understanding. Best practice is to always use an H1 header first, but never use more than one H1 header per page. For example, this sentence does not have a header size selected.

See below for examples of header sizes in hierarchical order.

Header - H2

Header - H3

Header - H4

Header - H5

Header - H6

Rural Water and Municipal Impact mobile responsive websites assign the H1 header to page names, so the choices for additional headers on a page begin with H2.

Best practice is to not skip header levels even if a smaller header looks better. Assign headers by outline hierarchy, not by font size. **See Help Section for How to Change Header Size in a Text Box.**

Images

Every image in your website's **My Slideshow** and **My Images** must have an image description. Use descriptive alternative text (alt text) for images and buttons to describe what is visible in the image. This text is not visible to most users, but is required for ADA compliance because it's used for assistive technologies such as screen readers for blind users. If there is any important text in the image, that text should be included in the image description.

For example, **the image description** for an Independence Day slide might be "closed July 3rd and July 4th with flag background". **The caption** of a link (or a button with a link) to a website or page might be "ADA Compliance information on government website".

File 3:		Caption:	Image Description*:
		<input type="text" value="Stage 1 - In Effect"/>	<input type="text" value="Drought Contingency-Cracked Brown Earth"/>

Links

Hyperlinks or URLs must be self-explanatory - specific and descriptive.

For example, do not link the words "Click Here". Instead, link the words "Read July Council Agenda".

Documents

Documents must be saved and uploaded as PDFs. For example, always click "Save As" a PDF when saving a Word document. Scanning a document and saving it as a PDF is not ADA compliant because scanning a document saves it as an image. **See Help Section for How to Convert a Word Document to PDF.**

PDFs must be indexable, searchable, machine readable and platform independent. A scanned PDF is not indexable, searchable, machine readable and platform independent. Also, a scanned PDF can be a larger file size which may pose challenges for users with slower internet connections or limited bandwidth.

When a document must be scanned (for example, a signed document is required for posting on the website), the ILovePDF.com website has an OCR (optical character recognition) option to convert the scanned PDF to an ADA Compliant PDF. **See Help Section for How to OCR a Scanned PDF.**

Copy/Paste

Avoid copying and pasting pre-formatted content to your website. For example, do not copy and paste content from Microsoft Word documents to your website. Microsoft Word content contains hidden HTML code that will change or distort formatting when copied or posted to your website.

If you paste text from another source (for example, from Word) into your text box, it's best to paste the text into the Windows Notepad or Mac Notes text editor first. You do not have to save it as a file, just paste it into a blank page in Notepad or Notes to remove all formatting code added by the source of the text. Highlight and copy the text you just pasted, then paste it into your text box.

Some text can be successfully pasted without formatting codes into a textbox by pressing Ctrl-Shift-V (Windows) or Cmd-Opt-Shift-V (Mac), but the Notepad and Notes text editors work well consistently.

Video/Audio

Closed captioning or video transcriptions are required for videos with audio content. Many video services do this automatically. It is a good idea to check the quality of the closed captioning.

Accessibility Statement

Review your website's **My Policies** Accessibility Statement and make any necessary changes you need per your State and Federal Guidelines. We recommend that you and your staff read and share your website's **My Policies** with your legal team to ensure it covers everything you wish to convey to meet your state guidelines. If you wish to change that statement on your website, you can access it by logging into your Client Dashboard and clicking **My Policies** on the left side of your screen.

[More information regarding accessibility, usability and inclusion](#)

If you have questions about this tutorial or need additional assistance with your website, please click the **CONTACT SUPPORT** button on the left side of your website's Client Dashboard. Complete the form to tell us how we can help, then click Submit. Or you may call us at (888) 551-4815. **We are here to help!**