A little about us

We are a multi-award-winning web design agency that has been creating websites that are fully accessible for disabled people since 2006. We created the World Wide Web's first fully accessible, mobile and tablet-friendly website in 2011.

Clive Loseby, the owner of Access by Design, has been a public speaker about website accessibility for over 10 years and gave a TEDx Talk on this subject in March 2022.

Follow this link to watch his TEDx Talk on website accessibility.

Our disabled accessibility testers are familiar with assistive technology, including JAWS, NVDA, Dragon Dictation Software and Dark Mode.

Our in-depth knowledge of accessible web design, combined with the live audits with our team of disabled accessibility testers, ensure that our audits are clear, detailed and comprehensive.

We help our clients attain a better level of accessibility with their websites whilst also protecting them from litigation by creating a robust website accessibility statement.

Our clients include Government Agencies (such as Traffic Scotland and Seafish), NHS, The Police, Barclays, Wightlink Ferries and several Education and Training Companies.

Do get in touch!

If you would like to find out more about what we do, please visit our websites or get in touch!

Follow this link to find out about accessible web design: https://accessbydesign.uk

Follow this link to find out about website accessibility audits: https://accessibilityaudit.co.uk

Call +44-1243-776399 (24 hours)

Follow this link to send us an Email: info@accessbydesign.uk

Clive Loseby

Access by Design

10 top tips to help you make your content more accessible!

1. ## Image Alt Tags

   When you upload an image to your website or to social media, there will be an option to add an Alt Tag. This is what blind people will hear when they are using a screen reader. Describe what is in the image and keep it simple. Do not add the words "An image of" at the front, the screen reader will already know that it is an image. For example "A blackbird sitting on a branch. Rain is falling."

2. ## Image Captions

   There may also be an option to also add a Caption to the image. This is shown on the website to everyone and helps people with cognitive difficulties to understand the image better. A caption may be more descriptive such as "A blackbird is sitting on a branch of a tree that is behind a hedgerow. The rain is falling gently." If there is no specific caption option, just write it in the website page or social media post itself after "Caption"

3. ## CamelCase

   When you use hashtags in social media, always capitalise the first letter of every word. This makes it readable to people using screen readers. Instead of #camelcase, use #CamelCase. In stead of #socialmedia, use #SocialMedia. If there is just one word in your hashtag, it is not essential but it is good practice to always do it.

4. ## Font size

   You will usually have an option to change the size of your font. Please avoid using small-size fonts because they are difficult to read for many people.

5. ## Readable fonts

   Avoid using fonts that are heavily styled, as they can be difficult to read. There are literally tens of thousands of fonts out there, please choose ones that are easy to read!

6. ## Links

   Avoid the use of the words "Click Here" when creating links. It is similar to telling a room full of people to "stand up" when one person is sitting in a wheelchair. Use an inclusive phrase like "Follow this link" instead. For example, replace "Click here to read our latest blog" with "Follow this link to read our latest blog".

7. Capitals

Avoid putting entire words in capitals. It can have the opposite effect of what you intended with dyslexic people and it does not actually get seen at all.

8. Blocks of text

It is OK to have a large amount of text on a page, however, make use of Subheadings to break up the text into manageable chunks. This is what newspapers and magazines do.

9. Use of Bold or Italic Style

Make use of the Bold or Italic styled sparingly, like capitals, they can have the opposite effect and not be seen by dyslexic people.

10. Long links

Avoid your links being so long that they wrap over to the next line. People may think they are two separate links, which can be confusing.

Bonus Tip!

Do not use a plugin, overlay or other solution to "fix" your website and "make" it accessible. They do not work and make your website less accessible for some disabled people, not more. The technical issues can be fixed by any competent web designer.