



Accessibility Content – Preventative

1. Purpose of This Audit

This audit is a **preventive accessibility review** focused on content that is entered and managed by Administrators on MyCountyParks.com.

The goal of this audit is **not** to request immediate fixes. Instead, it is intended to:

- Identify common accessibility risks introduced through content entry
- Distinguish content-related issues from platform-level (code) issues
- Educate counties on how content choices can impact ADA compliance
- Prevent accessibility regressions after the upcoming platform-level ADA remediation

2. Audit Inclusions

- Images and alternative text entered by counties
- Page structure and heading usage
- Link text and call-to-action wording
- Text formatting and readability
- Use of color, icons, charts, and other visual indicators

3. Key Findings

The audit indicates that a significant portion of accessibility issues identified across the site are **content-related** and are introduced during content entry rather than through platform functionality.

While the platform can enforce technical accessibility standards, **content entered incorrectly can still result in non-compliant pages.**

4. Content-Related Accessibility Risk Areas

4.1 Images and Media Content

Observed Risks

- Images uploaded without alternative text (Alt Text)

- Alternative text that is vague, generic, or unhelpful
- Images are used to convey important information without supporting text

Accessibility Impact

Users who rely on screen readers may not receive the information conveyed by images, resulting in incomplete or confusing content.

Preventive Guidance


Users should ensure all informational images include meaningful alternative text and avoid relying on images alone to communicate important details.

EXAMPLE:

Steps to Add / Update facility images on MyCountyParks.com -

- Click on “Edit” button on the “Manage Images” section

Upload New Image


Image	Title / Caption	Filename	Edits	Size	Order
	Edit	Cabins lawn view Summer Central Park.jpg	3	484 k	1

- The Alt text can be added in the “Title” text box of the image –

Edit Image

Title:

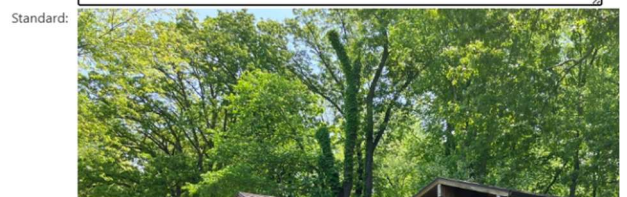
Caption:

Standard: 

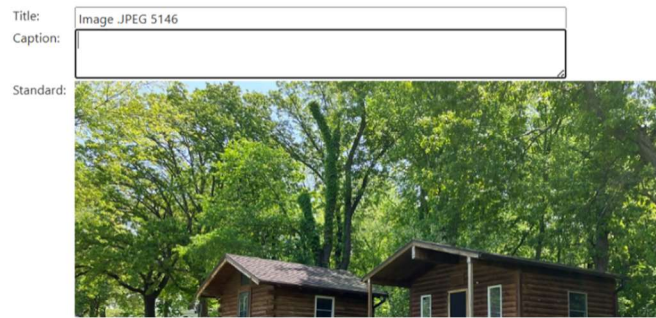
- Correct content entry example (below)

Title:

Caption:



- Example of incorrect content entry



4.2 Page Structure and Heading Hierarchy

Observed Risks

- Headings used for visual styling instead of structure
- Skipped heading levels (for example, jumping from H1 to H4)
- Inconsistent heading patterns across similar pages

Accessibility Impact

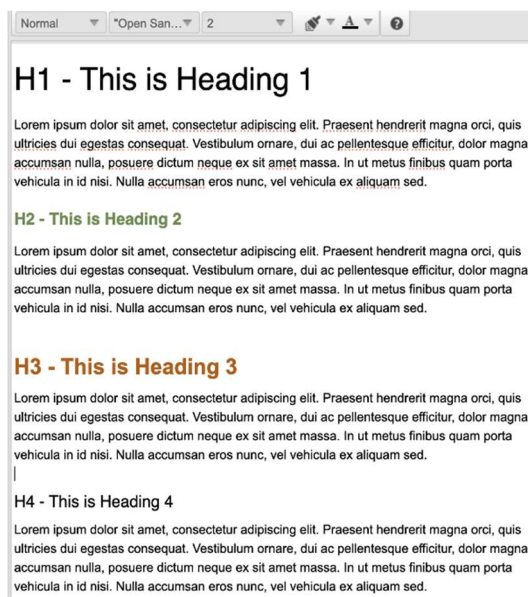
Screen reader users rely on heading structure to navigate pages efficiently. Improper hierarchy can make pages difficult or impossible to understand.

Preventive Guidance

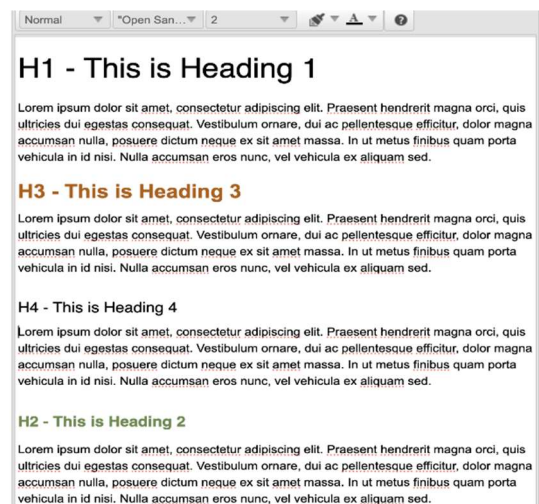
Headings should reflect the logical structure of the content and be used consistently to organize information.

Example -

- Example of correct content entry



- Example of incorrect content entry



4.3 Link Text and Calls to Action

Observed Risks

- Generic link text such as “Click here” or “Learn more”
- Multiple links with identical text leading to different destinations
- Links that do not clearly describe their purpose

Accessibility Impact

Screen reader users often navigate by links alone. Non-descriptive links provide little or no context.

Preventive Guidance

Link text should clearly describe the destination or action so it makes sense when read independently.

4.4 Text Formatting and Readability

Observed Risks

- Long blocks of unstructured text
- Important instructions are buried within paragraphs
- Over-reliance on visual styling to convey importance

Accessibility Impact

Poor formatting can reduce comprehension for users with cognitive disabilities and those using assistive technologies.

Preventive Guidance

Content should be broken into sections, use lists where appropriate, and clearly surface important information.

4.5 Color, Icons, and Visual Indicators

Observed Risks

- Color used as the only indicator of meaning
- Icons or symbols without text explanations
- Charts or graphics without descriptive summaries

Accessibility Impact

Users with visual impairments may not perceive color or icons. Screen readers cannot interpret visual meaning without text.

Preventive Guidance

All visual indicators should be supported by clear text explanations.

5. County Accessibility Content Checklist

Following these guidelines helps ensure the website remains accessible to all users and prevents accessibility issues from being reintroduced after platform-level ADA improvements.

Images & PDFs

- Alternative text (alt text) is added to all informational images
- Alt text clearly describes what the image shows and why it is relevant
- File names (for example: IMG_1234 . jpg) are not used as alt text
- Phrases such as “image of” or “picture of” are avoided in alt text
- Important information is not conveyed only through images
- PDFs – If you are uploading PDFs to your pages, only those created from Word by using “Export” to PDF – not “Save” as PDF are compatible with screen readers and meet the ADA guidelines

Page Structure & Headings

- Headings are used to organize content, not just to change text size
- Heading levels follow a logical order from main topics to subtopics
- Heading levels are not skipped
- Bold or styled text is not used in place of proper headings

Links & Buttons

- Link text clearly describes the destination or action
- Generic phrases such as “Click here”, “Learn more”, or “Read more” are avoided
- Links make sense when read out of context
- Multiple links on the same page do not use identical text for different destinations

Text & Formatting

- Content is divided into clear sections with short paragraphs
- Lists are used for steps, rules, or grouped information
- Instructions and important information are clearly written and easy to find
- Visual styling (bold, italics, color) is not the only method used to convey importance

Color, Icons & Visual Indicators

- Color is not the only method used to communicate meaning
- Icons and symbols include accompanying text explanations
- Charts and graphics are supported by written descriptions or summaries