

UK - Higher Education

Audit and Report - Digital Accessibility Compliance





Sitemorse accessibility testing makes what once was a **daunting task** into something far **more manageable**.
It benefits the whole web team.



index

Higher Education

Making Accessibility More Realistic with Priorities	4
Top 10 Sites	5
Time for a More Pragmatic Approach	7
Our Suggested 10 Priorities	9
Overall Results	10
Web Accessibility Guidelines	14
Presenting the Workflow	15
Background to the Standard	15
Priorities - Distributing for Timely Action	17
Replacing Hope with Confidence	18
Sitemorse - Working within the CMS	20
Snapshot - Instantly Check any Page	22

Welcome to this audit and report on Accessibility compliance across the UK Higher Education sector. The results are based on an assessment of the top 125 pages of each website.

The results are not too positive, but it is important to consider the commercial and practical constraints in achieving Level AA compliance. From the millions of tests that Sitemorse has run, the results show that globally very few websites achieve WCAG 2.0 A or AA compliance. It is possible that the complexity of the standard is one of its greatest issues.

Most sites are not close to adherence, therefore, perhaps it would be more pragmatic to consider an initial level of compliance. This could result in a greater chance of achievement and improve the online experience for all, whilst reducing the risk of noncompliance. **Could Accessibility Priorities be that pragmatic step?**



Michelle Hay
+4420 7183 5588
mhay@Sitemorse.com

Making Accessibility More Realistic with Priorities



Sitemorse is aware of the difficulties facing the digital industry in conforming to the Web Content Accessibility Guidelines (WCAG) 2.0.

We have been using automation to test accessibility for more than 12 years; during this period we have assessed more pages than anybody else globally.

Every quarter we run checks on thousands of sites for the INDEX. With all the data and internal technical knowledge that we hold, we take a highly-regarded, systematic approach to this topic.

Sitemorse has created a list of 10 things that should be dealt with as a priority to improve accessibility, which are all understandable, manageable, measurable and achievable.

We believe that organisations using this list will improve the basics of their site to make it more accessible, and one day they might achieve a fully accessible website.

Please note, our list relates specifically to automated testing, and is not intended to include additional manual checks that should also be carried out.

Top 10 Sites

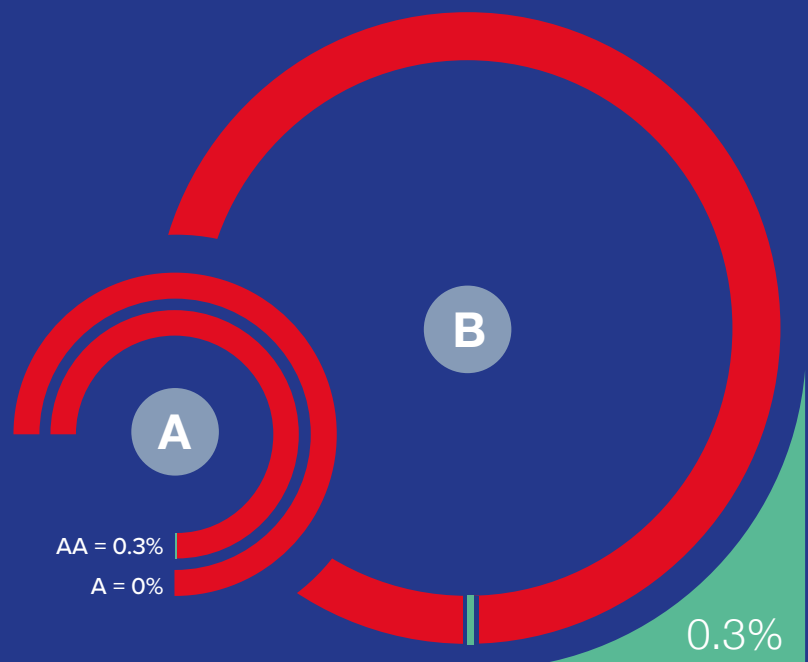
- | | | | |
|---|---|----|---|
| 1 | http://www.manchester.ac.uk/
The University of Manchester | 6 | http://www.ucb.ac.uk/
University College Birmingham |
| 2 | http://www.lsbu.ac.uk/
London South Bank University | 7 | http://www.uxbridgecollege.ac.uk/
Uxbridge College |
| 3 | http://www.bolton.ac.uk/
University of Bolton | 8 | http://www.exeter.ac.uk/
University of Exeter |
| 4 | http://www.rhul.ac.uk/
Royal Holloway, University of London | 9 | http://www.stc.ac.uk/
South Tyneside College |
| 5 | http://www.brunel.ac.uk/
Brunel University London | 10 | http://www.sandwell.ac.uk/
Sandwell College |

205 of these 344 sites have an accessibility statement, of which:

12% claim to be AA compliant

17% working towards AA compliance

- A Pages Passing WCAG 2.0
- B % of pages without priorities issues



Sitemorse has been using automation to test accessibility for **more than 12 years;** during this period we have **assessed more pages than anybody else globally.**



Time for a More Pragmatic Approach

Is WCAG 2.0 an impossible standard that provides the basis for excuses?

WCAG 1.0 was published and became a W3C recommendation in May 1999. It consisted of 14 guidelines describing general principles of accessible design. Each guideline covered a basic theme of web accessibility and was associated with one or more checkpoints. These checkpoints provide further detail about the guideline and techniques for how they can be applied.

The standard was superseded by WCAG 2.0, which was published as a W3C Recommendation in December 2008. This comprises of twelve guidelines that are separated into four principles: perceivable, operable, understandable and robust. Each of the guidelines is further divided into Success Criteria that, in theory, are intended to be testable.

The inception and launch of WCAG 2.0 (<https://www.w3.org/TR/WCAG20/>) has been difficult. Several organisations claim compliance and a desire to adopt the standard, however its complexity, time requirements and the level of training/support required have challenged them. In some instances, we have found that the matter is seemingly becoming less important and is regarded as an unachievable goal.

In addition, the actual results for sites are also showing a downward trend. Just 1.5% of the 200 Government Sites

in the CentralGov. INDEX (<https://sitemorse.com/index/uk-central-government/2016-q2>) are anywhere near WCAG 2.0 AA complaint (the government requirement), yet many claim accessibility.

Before the release of WCAG 2.0 it appeared that a considerable number of organisations were at least heading towards WCAG 1.0, even though some considered it onerous and not all understood its importance.

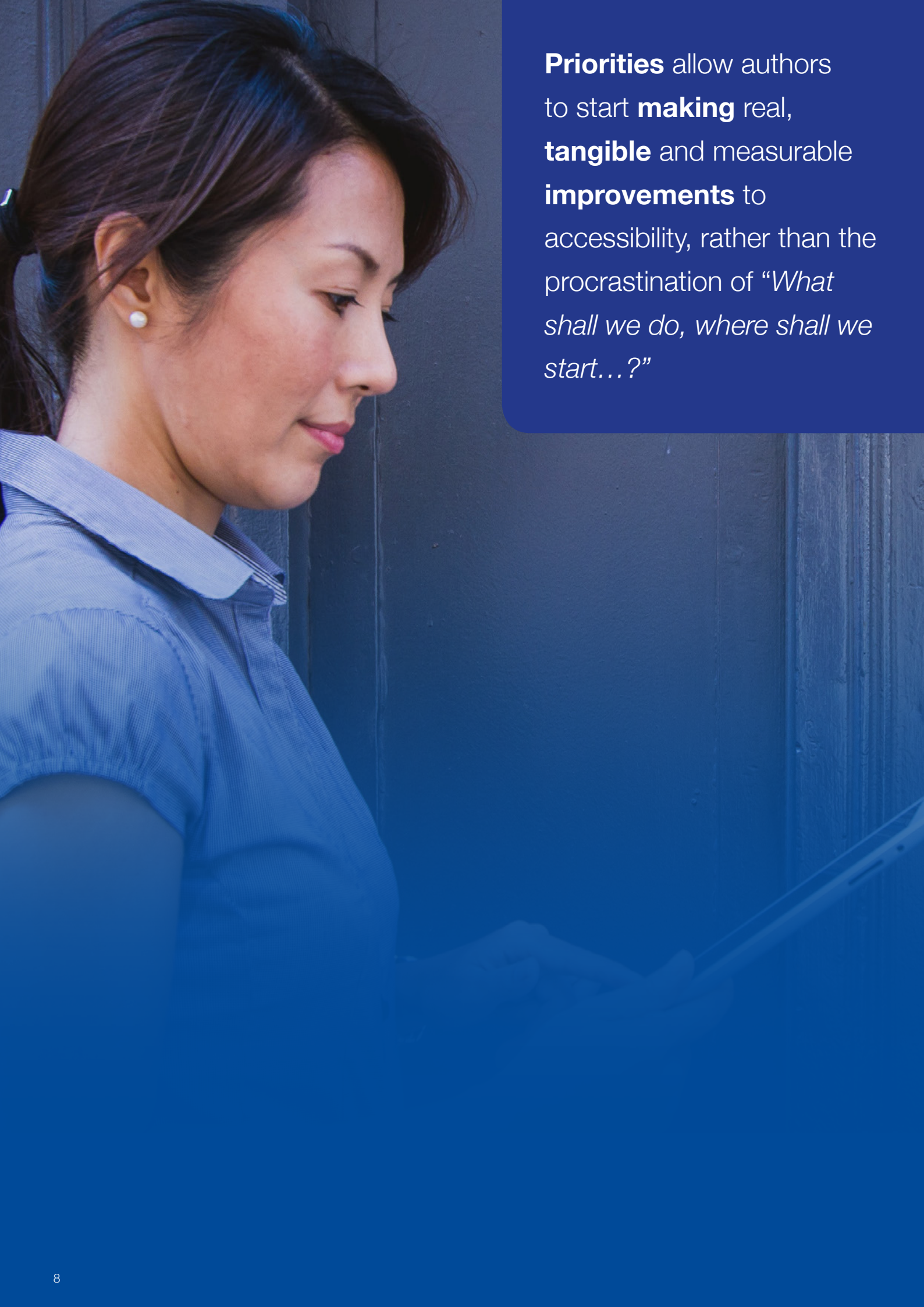
However, WCAG 2.0 is being considered overbearing and the sheer level of understanding and site work required to even start to embrace, let alone achieve it, is seen as difficult to manage.

As we are all aware there are many benefits to an accessible site, but if the standard itself is the reason the need is negated then the value is considerably diminished.

To improve this situation, we have created a top 10 list of priorities which can be executed to improve accessibility. The priorities list is based on the data we have collected after checking millions of pages as well as feedback from industry experts and our clients. We have considered each of the checkpoints of WCAG 2.0 to compile priorities that we feel are understandable, manageable, measurable and achievable.

By dealing with this list first, the experience for all users will be improved regardless of their access. This isn't a perfect solution, but the list can help site owners improve their accessibility by 65-70%, which is considerably better than no improvement at all. These techniques provide a starting point for getting to grips with the complete WCAG 2.0 standard.

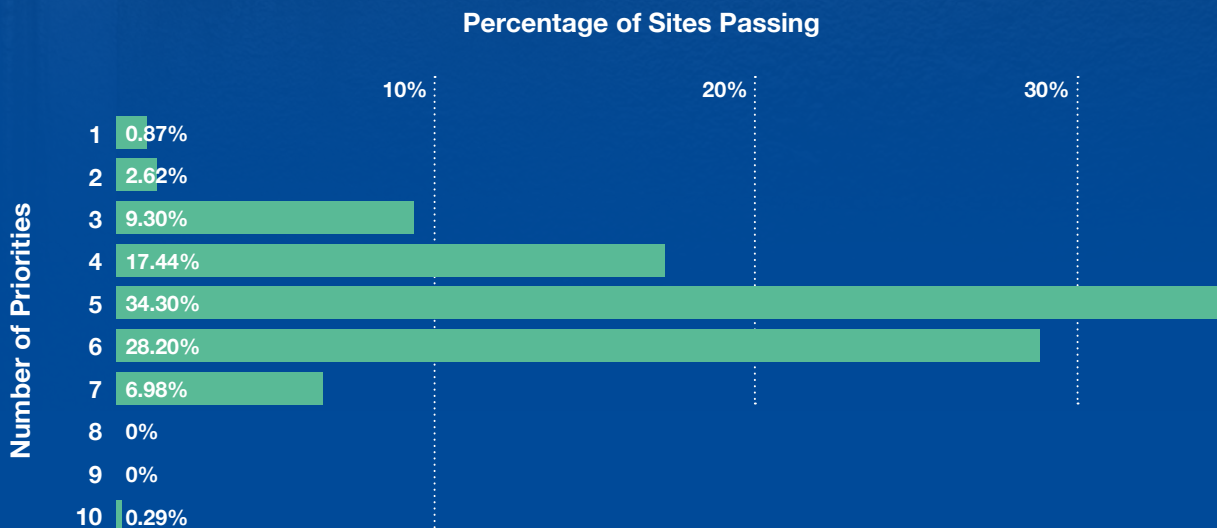




Priorities allow authors to start **making** real, **tangible** and measurable **improvements** to accessibility, rather than the procrastination of “*What shall we do, where shall we start...?*”

Our Suggested 10 Priorities

The results contained within this report show accessibility compliance isn't where it should be nor where most would like it to be. Claims of AA compliance could be well intentioned but are not commercially, or technically realistic. We have considered the checkpoints of WCAG 2.0 and come up with 10 achievable points, offering an initial stage of measurable compliance to benefit all.



Overall Results

The results presented below detail your site's achievement against automated WCAG tests.

Site Address	Accessibility	
	A	AA
http://www.abdn.ac.uk/	14.22%	38.24%
http://www.aber.ac.uk/	4.27%	23.17%
http://www.abertay.ac.uk/	1.27%	97.47%
http://www.accross.ac.uk/	3.70%	43.62%
http://www.acm.ac.uk/	0.70%	38.46%
AA* http://www.aecc.ac.uk/	3.89%	96.11%
http://www.anglia.ac.uk/	1.92%	93.59%
http://www.arts.ac.uk/	3.19%	32.45%
http://www.askham-bryan.ac.uk/	1.96%	36.27%
http://www.aston.ac.uk/	0.66%	32.89%
http://www.aub.ac.uk/	0.00%	87.20%
http://www.bangor.ac.uk/	4.71%	94.76%
AA* http://www.barkingdagenhamcollege.ac.uk/	0.60%	23.49%
http://www.barnfield.ac.uk/	9.94%	91.16%
http://www.barton-peveril.ac.uk/	23.59%	95.38%
http://www.bath.ac.uk/	21.93%	87.13%
http://www.bathspa.ac.uk/	1.94%	94.19%
http://www.bbk.ac.uk/	0.69%	38.19%
http://www.bcom.ac.uk/	2.37%	23.08%
http://www.bcot.ac.uk/	1.19%	32.74%
http://www.bcu.ac.uk/	1.35%	92.57%
http://www.bedford.ac.uk/	4.62%	92.31%
http://www.beds.ac.uk/	0.00%	20.42%
http://www.bexley.ac.uk/	2.33%	4.65%
http://www.birmingham.ac.uk/	12.94%	84.71%
http://www.bishopburton.ac.uk/	0.00%	98.40%
http://www.bishopg.ac.uk/	10.58%	44.87%
http://www.bite.ac.uk/	1.23%	92.64%
http://www.blackburn.ac.uk/	14.06%	46.48%
http://www.blackpool.ac.uk/	11.22%	44.88%
http://www.bmetc.ac.uk/	0.00%	76.74%
AA* http://www.bolton.ac.uk/	46.34%	75.96%
AA* http://www.bournemouth.ac.uk/	1.28%	92.31%
http://www.bpp.com/	0.70%	84.51%
http://www.bradford.ac.uk/	0.73%	89.78%
http://www.bradfordcollege.ac.uk/	2.55%	87.24%
http://www.bridgwater.ac.uk/	0.00%	5.80%
http://www.brighton.ac.uk/	0.67%	74.00%
AA* http://www.bristol.ac.uk/	1.12%	89.94%
http://www.bromley.ac.uk/	2.99%	78.61%
http://www.brookes.ac.uk/	3.30%	35.71%

The Accessibility columns report the percentage of pages that passed Priority A and Double A (AA) tests for each site, however automation alone cannot give a 100% pass.

Site Address	Accessibility	
	A	AA
http://www.brooklands.ac.uk/	2.79%	32.96%
http://www.brooksbymelton.ac.uk/	11.11%	26.32%
http://www.bruford.ac.uk/	12.21%	20.35%
http://www.brunel.ac.uk/	32.97%	89.69%
http://www.bsms.ac.uk/	3.01%	19.28%
http://www.bso.ac.uk/	7.76%	81.28%
http://www.buckingham.ac.uk/	1.74%	29.07%
http://www.cafre.ac.uk/	0.68%	95.92%
http://www.cam.ac.uk/	0.00%	10.14%
http://www.cambria.ac.uk/	0.00%	2.38%
http://www.candi.ac.uk/	23.92%	89.04%
http://www.canterbury.ac.uk/	15.75%	39.04%
http://www.capel.ac.uk/	1.14%	40.91%
AA* http://www.cardiff.ac.uk/	0.00%	9.04%
http://www.cardiffmet.ac.uk/	2.17%	85.87%
http://www.carshalton.ac.uk/	1.53%	96.43%
http://www.cass.city.ac.uk/	0.61%	92.07%
http://www.ccad.ac.uk/	3.70%	28.40%
http://www.ccn.ac.uk/	0.00%	92.91%
http://www.centralbeds.ac.uk/	1.49%	9.70%
http://www.centralnottingham.ac.uk/	0.00%	4.00%
http://www.chester.ac.uk/	2.91%	18.02%
http://www.chesterfield.ac.uk/	4.79%	80.24%
http://www.chi.ac.uk/	0.00%	97.60%
http://www.chichester.ac.uk/	1.27%	15.92%
http://www.city.ac.uk/	1.86%	27.33%
http://www.citybathcoll.ac.uk/	0.00%	20.25%
AA* http://www.cityofbristol.ac.uk/	0.00%	57.60%
http://www.cliffcollege.ac.uk/	4.14%	85.52%
http://www.colchester.ac.uk/	23.05%	65.11%
http://www.colegsirgar.ac.uk/	1.86%	73.29%
http://www.conel.ac.uk/	5.15%	48.45%
http://www.cornwall.ac.uk/	0.00%	91.02%
http://www.courtauld.ac.uk/	3.47%	90.17%
http://www.covcollege.ac.uk/	0.77%	5.38%
http://www.coventry.ac.uk/	0.00%	16.05%
http://www.cranfield.ac.uk/	1.22%	78.05%
http://www.craven-college.ac.uk/	0.00%	20.31%
http://www.croydon.ac.uk/	0.00%	28.91%
http://www.cssd.ac.uk/	1.34%	97.32%
http://www.cumbria.ac.uk/	4.35%	25.54%

Site Address	Accessibility	
	A	AA
http://www.cwa.ac.uk/	0.00%	79.36%
http://www.cwc.ac.uk/	5.71%	31.43%
http://www.dearne-coll.ac.uk/	0.00%	0.80%
http://www.derby.ac.uk/	0.68%	94.56%
http://www.dmu.ac.uk/	3.95%	86.18%
http://www.don.ac.uk/	4.52%	97.42%
http://www.duchy.ac.uk/	0.00%	92.05%
http://www.dudleycol.ac.uk/	0.50%	33.67%
http://www.dundee.ac.uk/	0.65%	85.06%
http://www.durham.ac.uk/	0.66%	73.51%
http://www.eastonotley.ac.uk/	5.47%	36.82%
http://www.eastridingcollege.ac.uk/	0.00%	18.42%
http://www.ed.ac.uk/	0.00%	38.57%
http://www.edgehill.ac.uk/	0.00%	26.87%
http://www.esc.ac.uk/	0.16%	79.59%
http://www.eselondon.ac.uk/	0.64%	21.79%
http://www.essex.ac.uk/	10.61%	33.52%
AA* http://www.exe-coll.ac.uk/	6.70%	38.84%
http://www.exeter.ac.uk/	30.19%	82.39%
http://www.falmouth.ac.uk/	2.68%	97.99%
http://www.farn-ct.ac.uk/	20.97%	51.21%
https://www.futurelearn.com/	0.00%	1.60%
http://www.gcu.ac.uk/	0.56%	48.31%
http://www.glasgow.ac.uk/	3.91%	92.61%
http://www.glasgowkelvin.ac.uk/	13.66%	42.93%
https://www.gllm.ac.uk/	5.88%	46.71%
http://www.glos.ac.uk/	4.33%	75.45%
http://www.gloscol.ac.uk/	2.10%	47.20%
http://www.glyndwr.ac.uk/	2.48%	22.36%
AA* http://www.gold.ac.uk/	0.00%	92.20%
http://www.gowercollegeswansea.ac.uk/	7.47%	97.13%
http://www.gre.ac.uk/	12.98%	84.91%
http://www.grimsby.ac.uk/	2.63%	19.08%
http://www.gsa.ac.uk/	8.01%	83.70%
AA* http://www.gsm.org.uk/	0.00%	48.52%
http://www.gsmd.ac.uk/	0.00%	51.88%
AA* http://www.guildford.ac.uk/	7.57%	86.06%
http://www.harper-adams.ac.uk/	2.11%	77.46%
http://www.havering-college.ac.uk/	8.12%	32.49%
http://www.hca.ac.uk/	0.00%	76.26%
http://www.hct.ac.uk/	1.76%	96.47%
http://www.henley-cov.ac.uk/	2.22%	28.33%
http://www.herts.ac.uk/	2.48%	89.44%
http://www.heythrop.ac.uk/	1.36%	95.92%
http://www.highbury.ac.uk/	2.42%	19.39%
http://www.hope.ac.uk/	8.49%	93.10%
http://www.hopwood.ac.uk/	0.61%	20.86%
http://www.howcollege.ac.uk/	1.97%	13.82%
http://www.hrc.ac.uk/	21.40%	53.14%

Site Address	Accessibility	
	A	AA
http://bucks.ac.uk/	9.48%	93.84%
AA* http://lca.anglia.ac.uk/	0.00%	15.71%
http://sunderlandcollege.ac.uk/	2.06%	93.81%
http://ulip.london.ac.uk/	0.74%	97.78%
https://eso.ac.uk/	0.58%	31.79%
http://www.hud.ac.uk/	0.43%	51.50%
http://www.hull.ac.uk/	0.75%	16.42%
http://www.hull-college.ac.uk/	8.18%	22.64%
AA* http://www.hw.ac.uk/	5.80%	89.73%
http://www.hyms.ac.uk/	0.58%	34.68%
http://www.icr.ac.uk/	0.00%	91.37%
http://www.ifslearning.ac.uk/	4.98%	93.78%
http://www.imperial.ac.uk/	7.04%	89.67%
http://www.ioe.ac.uk/	3.12%	28.12%
http://www.iomcollege.ac.im/	0.00%	7.52%
http://www.islamic-college.ac.uk/	0.00%	6.20%
https://www.jbs.cam.ac.uk/	14.46%	11.45%
http://www.johnruskin.ac.uk/	7.60%	92.40%
http://www.kcl.ac.uk/	14.20%	87.65%
http://www.keele.ac.uk/	0.00%	7.09%
http://www.kensingtoncoll.ac.uk/	3.85%	7.69%
http://www.kent.ac.uk/	5.78%	84.39%
http://www.kingston.ac.uk/	0.00%	1.60%
http://www.kirkleescollege.ac.uk/	4.61%	23.03%
http://www.lancs.ac.uk/	1.40%	86.71%
http://www.law.ac.uk/	20.48%	59.39%
http://www.lbc.ac.uk/	1.44%	34.62%
http://www.lboro.ac.uk/	1.47%	14.71%
http://www.lcm.ac.uk/	12.57%	91.02%
http://www.lcuck.ac.uk/	0.70%	35.21%
http://www.lcwc.ac.uk/	6.19%	34.02%
http://www.le.ac.uk/	0.00%	66.90%
http://www.leeds.ac.uk/	0.00%	75.71%
http://www.leeds-art.ac.uk/	0.98%	47.55%
http://www.leedscollege.ac.uk/	0.00%	12.66%
AA* http://www.leedsmet.ac.uk/	1.36%	22.45%
http://www.leedstrinity.ac.uk/	14.48%	91.58%
http://www.leicestercollege.ac.uk/	1.32%	13.25%
http://www.lesoco.ac.uk/	2.54%	35.03%
http://www.lincoln.ac.uk/	0.67%	34.90%
http://www.lincolncollege.ac.uk/	8.24%	91.18%
http://www.lipa.ac.uk/	1.08%	97.30%
http://www.liv.ac.uk/	0.00%	30.60%
http://www.liv-coll.ac.uk/	0.00%	3.20%
http://www.ljmu.ac.uk/	3.06%	88.78%
http://www.london.ac.uk/	0.54%	29.89%
http://www.london.edu/	6.70%	87.11%
AA* http://www.londonmet.ac.uk/	1.69%	50.85%
http://www.loucoll.ac.uk/	0.00%	93.28%

Site Address	Accessibility	
	A	AA
http://www.lsbu.ac.uk/	56.54%	90.65%
http://www.lslondon.co.uk/	1.41%	88.03%
http://www.lse.ac.uk/	7.95%	83.68%
AA* http://www.lshtm.ac.uk/	5.03%	36.18%
http://www.lsst.com/	4.49%	35.26%
AA* http://www.manchester.ac.uk/	81.75%	100.00%
http://www.marjon.ac.uk/	6.61%	90.96%
http://www.mbro.ac.uk/	1.79%	23.81%
AA* http://www.mdx.ac.uk/	0.00%	96.85%
http://www.midchesh.ac.uk/	2.04%	39.46%
http://www.midkent.ac.uk/	11.17%	97.87%
http://www.mmu.ac.uk/	0.00%	55.15%
http://www.moulton.ac.uk/	0.00%	98.90%
http://www.mountview.org.uk/	0.00%	24.32%
http://www.msa.ac.uk/	0.00%	55.17%
http://www.myerscough.ac.uk/	4.70%	94.63%
http://www.napier.ac.uk/	1.46%	9.49%
http://www.nazarene.ac.uk/	4.49%	99.36%
http://www.nchum.org/	1.29%	23.23%
http://www.ncl.ac.uk/	1.35%	35.14%
http://www.ncn.ac.uk/	6.32%	27.37%
http://www.nct.ac.uk/	2.83%	62.26%
http://www.nescot.ac.uk/	8.57%	21.14%
http://www.newcastlecollege.co.uk/	3.87%	14.84%
http://www.newcollegedurham.ac.uk/	2.55%	15.92%
http://www.newham.ac.uk/	0.00%	2.33%
http://www.newman.ac.uk/	1.97%	28.29%
http://www.nortcoll.ac.uk/	0.00%	23.64%
http://www.northampton.ac.uk/	3.39%	29.38%
http://www.northbrook.ac.uk/	12.27%	96.82%
http://www.northlindsey.ac.uk/	6.53%	46.94%
http://www.northumberland.ac.uk/	3.98%	26.87%
http://www.northumbria.ac.uk/	2.44%	31.71%
http://www.nottingham.ac.uk/	5.81%	87.10%
http://www.nptc.ac.uk/	1.00%	29.00%
http://www.ntu.ac.uk/	0.65%	89.54%
http://www.nua.ac.uk/	0.00%	81.77%
https://www.nulc.ac.uk/	6.58%	76.97%
http://www.nwhc.ac.uk/	1.21%	41.82%
http://www.ocvc.ac.uk/	0.00%	87.80%
http://www.open.ac.uk/	0.00%	27.34%
AA* http://www.ox.ac.uk/	0.54%	76.09%
http://www.pearsoncollege.com/	9.60%	49.60%
http://www.pembrokeshire.ac.uk/	0.00%	8.63%
http://www.peterborough.ac.uk/	4.74%	26.32%
http://www.petroc.ac.uk/	5.88%	88.82%
http://www.pharmacy.ac.uk/	4.11%	8.90%
http://www.plymouth.ac.uk/	0.69%	49.66%
http://www.plymouthart.ac.uk/	0.52%	40.41%

Site Address	Accessibility	
	A	AA
http://www.port.ac.uk/	5.64%	40.51%
http://www.qmu.ac.uk/	0.74%	96.32%
http://www.qmul.ac.uk/	21.58%	85.26%
http://www.qub.ac.uk/	0.00%	74.81%
http://www.rac.ac.uk/	3.24%	98.92%
http://www.radeducation.org.uk/	1.58%	76.32%
http://www.ram.ac.uk/	0.00%	34.55%
http://www.rave.ac.uk/	0.00%	96.32%
AA* http://www.rca.ac.uk/	0.90%	30.94%
http://www.rcm.ac.uk/	3.51%	26.32%
http://www.rcs.ac.uk/	5.00%	18.33%
http://www.reading.ac.uk/	0.00%	24.06%
http://www.regents.ac.uk/	0.00%	16.03%
http://www.rgu.ac.uk/	7.47%	95.98%
http://www.rhul.ac.uk/	35.33%	90.67%
http://www.richmond.ac.uk/	3.09%	72.84%
AA* http://www.rnc.ac.uk/	0.00%	98.48%
http://www.rncm.ac.uk/	3.85%	80.22%
http://www.roehampton.ac.uk/	0.00%	99.22%
http://www.rotherham.ac.uk/	0.72%	7.91%
http://www.ruskin.ac.uk/	7.94%	28.57%
http://www.rvc.ac.uk/	6.77%	86.98%
http://www.rwcmd.ac.uk/	2.07%	18.62%
http://www.sae.edu/	0.00%	0.00%
http://www.salford.ac.uk/	5.00%	46.67%
http://www.sandwell.ac.uk/	25.87%	32.34%
http://www.sccb.ac.uk/	0.93%	60.47%
http://www.s-cheshire.ac.uk/	11.22%	36.10%
http://www.sgmc.ac.uk/	2.92%	87.59%
http://www.sgscol.ac.uk/	2.38%	58.84%
http://www.sgul.ac.uk/	1.27%	73.89%
http://www.sheffcol.ac.uk/	6.25%	22.50%
http://www.sheffield.ac.uk/	0.68%	22.30%
AA* http://www.shrewsbury.ac.uk/	4.35%	89.67%
AA* http://www.shu.ac.uk/	1.18%	92.90%
http://www.slcollege.ac.uk/	3.61%	36.75%
http://www.soas.ac.uk/	15.71%	32.98%
http://www.solent.ac.uk/	18.12%	81.88%
http://www.solihull.ac.uk/	4.80%	45.41%
http://www.solihullsf.ac.uk/	0.00%	67.26%
http://www.somerset.ac.uk/	0.00%	94.40%
AA* http://www.southampton.ac.uk/	2.17%	97.83%
http://www.southdevon.ac.uk/	2.12%	27.51%
http://www.southdowns.ac.uk/	3.82%	21.02%
http://www.southessex.ac.uk/	9.28%	32.47%
http://www.southport-college.ac.uk/	1.18%	21.30%
http://www.south-thames.ac.uk/	8.56%	85.27%
http://www.southwales.ac.uk/	2.33%	65.70%
http://www.sparsholt.ac.uk/	4.05%	39.64%

Site Address	Accessibility	
	A	AA
http://www.sruc.ac.uk/	0.00%	97.62%
http://www.staffs.ac.uk/	24.57%	92.24%
http://www.stamford.ac.uk/	8.11%	44.86%
http://www.st-andrews.ac.uk/	6.01%	68.85%
http://www.stc.ac.uk/	29.48%	46.22%
http://www.stephensoncoll.ac.uk/	2.28%	36.99%
http://www.sthens.ac.uk/	6.67%	14.67%
http://www.stir.ac.uk/	1.14%	26.70%
http://www.stmarys.ac.uk/	12.02%	43.80%
http://www.stockport.ac.uk/	0.00%	9.42%
http://www.stran.ac.uk/	10.58%	48.40%
http://www.stratford.ac.uk/	0.00%	75.15%
http://www.strath.ac.uk/	2.44%	12.20%
http://www.strode-college.ac.uk/	0.00%	5.30%
http://www.sunderland.ac.uk/	10.38%	30.05%
http://www.surrey.ac.uk/	1.47%	10.29%
http://www.sussex.ac.uk/	0.00%	35.71%
http://www.swansea.ac.uk/	0.64%	87.26%
http://www.swindon-college.ac.uk/	0.00%	9.29%
http://www.tameside.ac.uk/	0.56%	94.38%
http://www.tees.ac.uk/	0.65%	59.74%
http://www.thecollege.co.uk/	0.55%	99.45%
http://www.themanchestercollege.ac.uk/	0.00%	4.62%
http://www.trafford.ac.uk/	6.90%	51.72%
http://www.trinitylaban.ac.uk/	3.07%	90.18%
http://www.truro-penwith.ac.uk/	4.13%	45.87%
http://www.tsd.ac.uk/	6.99%	30.65%
http://www.tynemet.ac.uk/	0.00%	68.80%
http://www.ucb.ac.uk/	31.74%	41.30%
http://www.ucl.ac.uk/	1.83%	30.49%
http://www.uclan.ac.uk/	0.00%	16.43%
http://www.ucreative.ac.uk/	0.00%	15.87%
http://www.ucs.ac.uk/	0.75%	94.78%
http://www.uea.ac.uk/	0.00%	17.26%
http://www.uel.ac.uk/	0.00%	31.65%
http://www.uhi.ac.uk/	0.00%	16.43%
http://www.ulster.ac.uk/	4.68%	80.70%
http://www.uwe.ac.uk/	0.00%	99.20%
http://www.uwl.ac.uk/	4.50%	92.39%
http://www.uws.ac.uk/	3.45%	41.95%
http://www.uxbridgecollege.ac.uk/	30.45%	58.13%
http://www.wakefield.ac.uk/	3.30%	31.32%
http://www.wales.ac.uk/	17.03%	84.62%
http://www.walsallcollege.ac.uk/	4.37%	30.60%
http://www.warrington.ac.uk/	5.75%	92.48%
http://www.warwick.ac.uk/	0.75%	87.31%
http://www.warwickshire.ac.uk/	2.11%	97.89%
http://www.west-cheshire.ac.uk/	0.64%	23.72%
http://www.westherts.ac.uk/	1.46%	10.95%

Site Address	Accessibility	
	A	AA
http://www.westking.ac.uk/	17.61%	52.11%
http://www.westminster.ac.uk/	1.33%	90.00%
http://www.west-thames.ac.uk/	6.04%	26.85%
http://www.weymouth.ac.uk/	6.17%	20.99%
http://www.wigan-leigh.ac.uk/	15.48%	48.02%
http://www.wiltshire.ac.uk/	4.76%	57.58%
http://www.winchester.ac.uk/	3.01%	95.78%
http://www.wlc.ac.uk/	0.00%	18.00%
http://www.wlv.ac.uk/	0.00%	85.19%
http://www.wmc.ac.uk/	9.20%	27.01%
http://www.wnc.ac.uk/	2.56%	19.23%
http://www.worcester.ac.uk/	2.10%	58.26%
http://www.writtle.ac.uk/	3.98%	38.94%
http://www.york.ac.uk/	4.93%	76.23%
http://www.yorkcollege.ac.uk/	2.07%	35.86%
http://www.yorkshirecoastcollege.ac.uk/	0.00%	18.52%
http://www.yorks.ac.uk/	1.20%	86.14%

Excluded	Reason
http://www.collegeofteachers.ac.uk/	Insufficient pages to test
http://www.runshaw.ac.uk/	Site reliant on JavaScript
http://www.lec.org.uk/	Site test not possible
http://www.cecos.co.uk/	Insufficient pages to test
http://www.fareham.ac.uk/	Site reliant on JavaScript

AA* Indicates sites that claim AA compliance.

Web Accessibility Guidelines

WCAG 2.0 is the standard that web sites strive to comply to, but it is considered overbearing. The sheer level of understanding and site work required to even start, let alone achieve it, is seen as difficult to manage.

Sitemorse has updated the Accessibility section of the report, making changes that will help users to see real, tangible and measurable improvements that can be made to increase their sites accessibility.

We have considered the checkpoints of WCAG 2.0 and come up with a list of the 10 things that should be dealt with to improve accessibility; these are known as priorities. In September 2016 Sitemorse updated the Accessibility report page. The page now shows how a site is performing regarding accessibility in simple, easy to read graphics.

The graphics show how many pages fail accessibility under separate A, AA & AAA standards. We have kept the ability to look at Level A, AA & AAA individually as we feel is important for some of our clients who often wish to focus on one level at a time.

There is also the option to see more in depth information about where the failures are, and what category they fall into. In addition to this, a useful graph shows how the site is performing over time in order to track improvements.

The top 10 priorities, which Sitemorse amalgamated earlier this quarter, are now shown on the page along with the number of corrections required for each priority.

From here, it is possible to drill down into the priorities to see where the corrections are required. A graphic further illustrates how many pages in percentage terms have priorities that need to be dealt with and shows how much work is ahead.

Presenting the Workflow

The W3C endorsed WCAG 2.0 on 11 December 2008 as an official recommendation. Since this date Sitemorse has monitored the

uptake of WCAG 2.0 and researched how the information is used by organisations aiming to comply with the latest accessibility guidance.

Background to the standard

WCAG 2.0 describes itself as a collection of Success Criteria that “are written as testable statements that are not technology-specific”. Twelve guidelines are categorised under four key principles of:



Perceivable

Information and user interface components must be presentable to users in ways they can perceive.

Operable

User interface components and navigation must be operable.

Understandable

Information and the operation of user interface must be understandable.

Robust

Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.

Each guideline incorporates one or more “Success Criteria”, divided into the three conformance levels of A, AA and AAA.

1. Priority A defines 25 Success Criteria
2. Priority AA defines 13 Success Criteria
3. Priority AAA defines 23 Success Criteria

The goal of WCAG 2.0 to be “technology neutral” stems from much of the criticism of WCAG 1.0, which referred to specific technology at the time.

With the fast pace of change on the web and the increasing availability of portable and embedded devices, the guidelines in WCAG 2.0 aim to state goals and refrain from commenting specifically on technology.

An accompanying document was also published, “Understanding WCAG 2.0”, containing a collection of information, research, examples and techniques for compliance. This is not a static document and may be expanded upon in future revisions of WCAG 2.0 to accommodate new versions of HTML, new user agents, improvements in assistance technology and browser based technologies.

As of writing, the document was last updated in September 2013. The W3C stress that this document should be seen as offering advice, “informative” and not “normative” in the parlance of the W3C, and is not a requirement for conformance.

For each of the 61 Success Criteria the document “Understanding WCAG 2.0” offers:



Understanding

The underlying principle behind the criteria, devoid of technological comment.

Techniques

Technological statements, to aid compliance, which may or may not be relevant or complete.

Advisory Techniques

Additional comments to aid developers in achieving the best possible end result.

Failures

Statements defining how a criteria may be failed.

Sitemorse is not just concerned with accessibility. These are the **10 categories** our service covers:



Sitemorse®
digital confidence

Dashboard

Priorities

Report

Inventory

Accessibility

Brand

Code

Email

Function

SEO

Trademarks / IP

Performance

Privacy

Spelling

Download Report

Email Report

Report for British Library



4.0/10

Completed
14 Nov 2016 at 09:52
Reviewed (partial site check)
250 pages
HTML 641 pages in 61 documents
PDF None found
Word None found
Excel None found
PowerPoint None found



This Previous

5/10

Accessibility

Checking content against the W3C WCAG 2.0 accessibility standards.

6/10

Brand

Reviewing content and alerting against your own brand rules.

3/10

Code quality

Does the code of the page meet W3C and IETF technical standards?

10/10

Email

Testing that email addresses and infrastructure work and can receive mail.

0/10

Function/Links

Reviews page content and links to check they are functioning correctly.

7/10

SEO and Metadata

Reporting improvements relating to Search Engine Optimisation.

opt

Trademarks / IP

Auditing of sites for misuse of Trademarks and Intellectual Property.

10/10

Performance

Reporting of the web server response time and download speed.

opt

Privacy / DP

Audit data protection, PII, and privacy compliance, including cookies.

9/10

Spelling

Check the spelling of site content against standard and custom dictionaries.

Priorities – Distributing for Timely Action

Within just the click of a button the priorities displayed in our accessibility reports can be emailed to anybody, regardless of whether they have a Sitemorse login. The result being the maximum return on correction effort **being achieved** and site visitors **receiving the benefits more rapidly**.

A



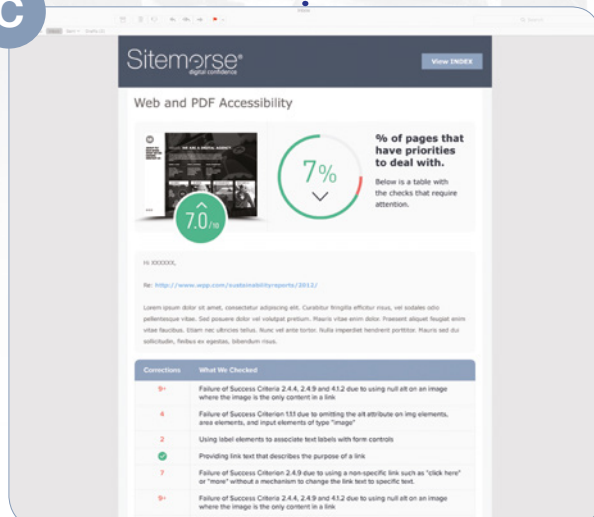
Viewing your Accessibility KPIs is clear on the Sitemorse Accessibility Reporting Page. It covers the Priorities, Level A, AA and AAA.

Who would you like to action the priorities?
Type in their email address.

B

The modal form titled 'Email Priorities' contains a text input field for email recipients and a red 'Send Email' button.

C



Email lists priorities to action. Click the red number to view the detail.

Replacing Hope with Confidence

Too often, we hear clients describe that they *'hope'* the people who create and manage their content using CMS systems and other software are thorough and diligent with their manual processes, and 100% accurate at all times.

They *'hope'* their brand is consistent, error-free and risk-reduced as a result. They *'hope'* that online visitors and customers accessing their digital channels have the best possible user experience, in every moment of their interaction.

But *'hope'* isn't enough.

Businesses need to *'know'* that any new digital content requirements have been catered for, and are available across all channels. It's not about hoping they deliver, it's having the confidence that they do, as well as detail and insight into any shortcomings and issues.

At Sitemorse, we don't leave things to chance. We give you that **'confidence'**.

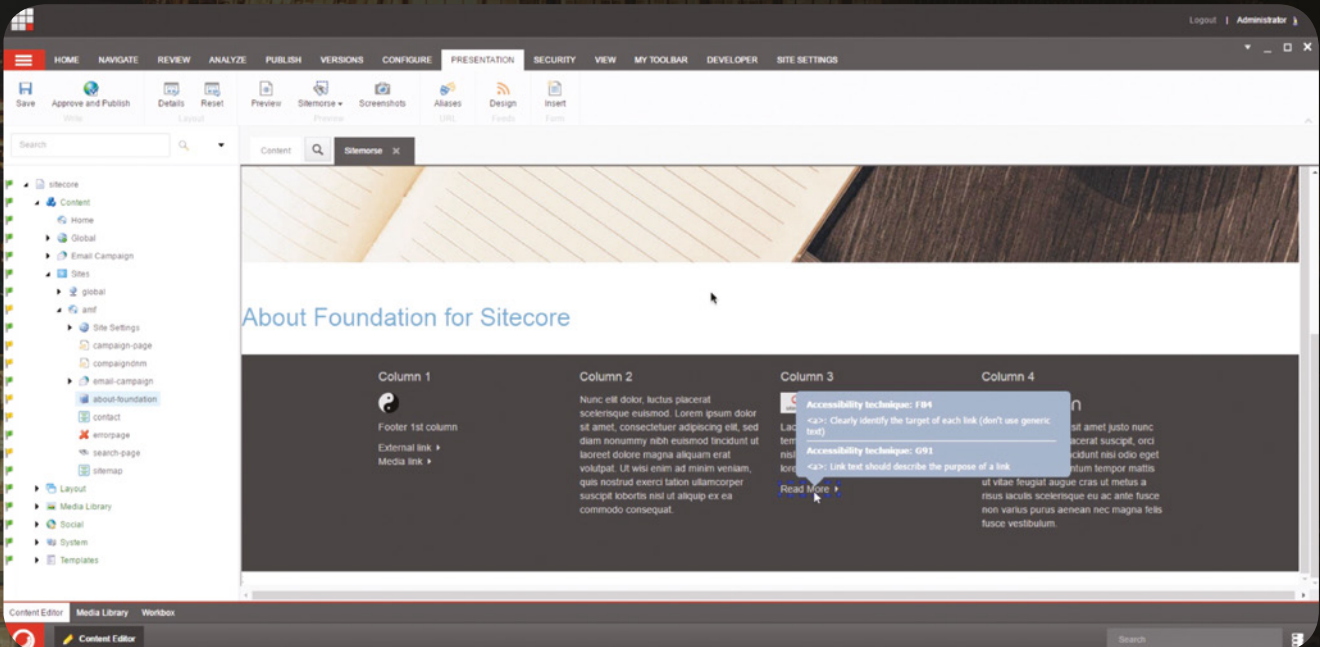




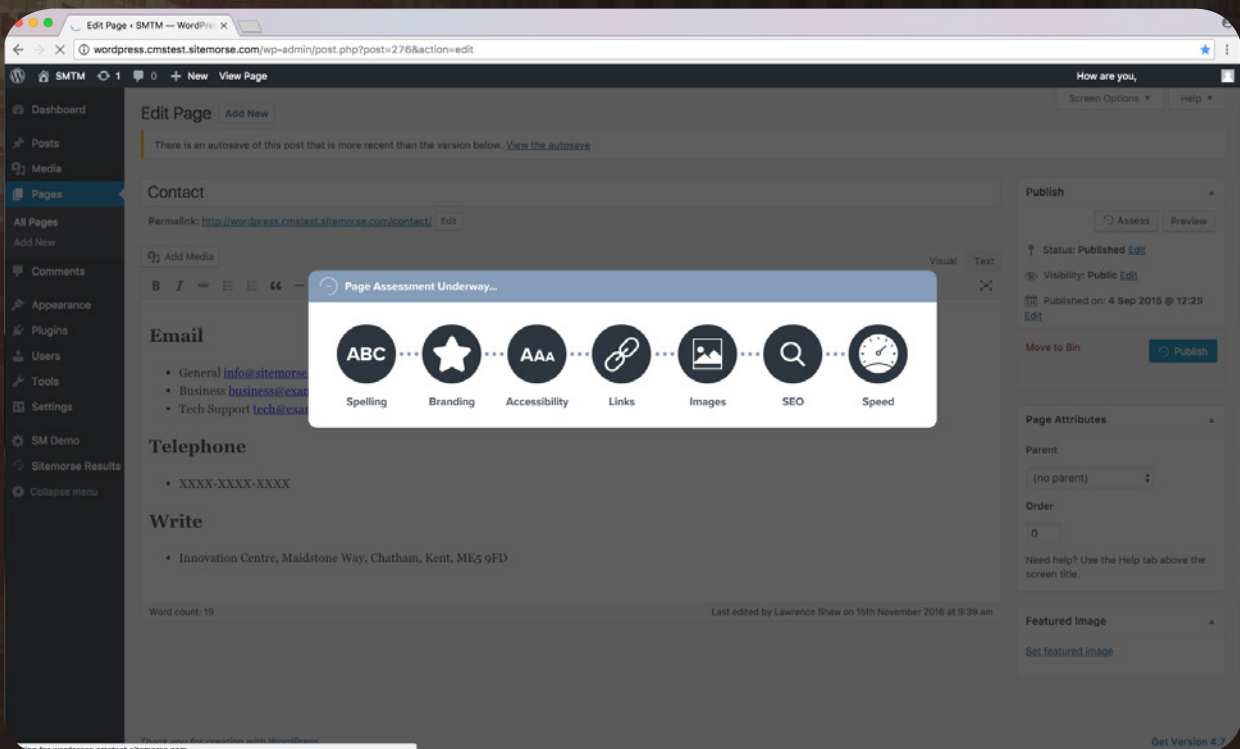
Businesses need to **'know'** that any new digital content **requirements have been catered for**, and are available across all channels. It's not about hoping they deliver, it's **having the confidence** that they do.

Sitemorse - Working within the CMS

The example below shows Sitemorse running within the Sitecore CMS (Content Management System). Quality and Compliance (including accessibility) are checked and the page tested to ensure it is optimised for search.



Sitemorse also runs within WordPress:



The greatest opportunity for improvement is to consistently check pages ahead of release (it also provides a 76% reduction in training and support). Is the content on Brand, the performance OK, Accessibility and Quality what is expected? You can empower editors and save time and money with the integration of Sitemorse in your CMS, examples include:



Snapshot – Instantly Check Any Page

Any editor, publisher or individual within your organisation can run an accessibility check on any page, at any time. This can be performed straight from any browser as many times as they want.



A

Click snapshot in your browser, you can run any page at any time.

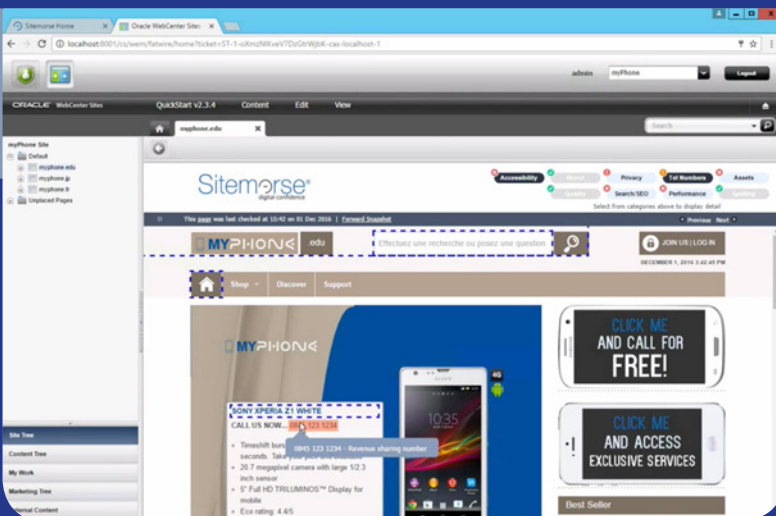
B

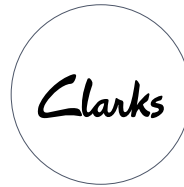
The results are run and displayed within 30 seconds.



C

The page is assessed - issues requiring attention are highlighted.







Sitemorse is an ideal solution; it's a tool everyone can use checking thousands of pages and site journey permutations in minutes, **saving time and resources.**



Sitemorse
48 Charlotte Street
London. W1T 2NS
United Kingdom

www.Sitemorse.com
sales@Sitemorse.com
+44 20 7183 5588

Disclaimer

This document is offered as an overview and a starting point only – it should not be used as a single, sole authoritative guide. You should not consider this as legal guidance. The services provided by Sitemorse (UK Sales) Ltd. are based on an audit of the available areas of a website at a point in time. Sections of the site that are not open to public access or are not being served (possibly be due to site errors or downtime) may not be covered by our reports. Where matters of legal compliance are concerned you should always take independent advice from appropriately qualified individuals or firms.

Copyright

This material is proprietary to Sitemorse (UK Sales) Ltd. and has been furnished on a confidential and restricted basis. Sitemorse (UK Sales) Ltd. hereby expressly reserves all rights, without waiver, election or other limitation to the full extent permitted by law, in and to this material and the information contained therein. Any reproduction, use or display or other disclosure or dissemination, by any method now known or later developed, of this material or the information contained herein, in whole or in part, without the prior written consent of Sitemorse (UK Sales) Ltd. is strictly prohibited.