# Guidelines to Make Your No-Code Website Tool Accessible

## Summary

This page briefly introduces a standard to help you make your no-code website tool accessible to people with disabilities.

### Page Contents

* Why Accessibility Matters
* Examples
  + Everyone Can Add Blocks of Content
  + Everyone Can Produce Accessible Content
  + The Tool Supports the Creation of Accessible Multimedia Content
* The Accessibility Standard to Help You

**Why Accessibility Matters**

Accessibility of no-code website tools applies in two ways:

1. Providing an accessible tool for users with disabilities.
2. Producing accessible content (output of the software).

In many situations, accessibility is required by law and is a procurement requirement.

**Examples**

**Everyone Can Add Blocks of Content**

**Persona:**Mohamed is an independent consultant who maintains a website to attract clients. He is also blind and uses a screen reader that reads aloud the information on his screen.

* **Problem:** I want to add a new block of content to my home page. The documentation of my tool says I need to drag and drop, but I cannot do that as I do not use the mouse. I tried using my screen reader’s built-in functionality to drag and drop, but still it does not work.
* **Works well:** I can use the keyboard to select the block of content I want to use and then put it wherever I want on the page. Everything is announced properly including the type of block and the location where I place it.

Users who have visual, physical, cognitive, and neurological disabilities need to be able to add, customize, and remove blocks of content. This includes providing clear instructions on how to use your system as well as ensuring your code works with assistive technology.

**Everyone Can Produce Accessible Content**

**Persona:**Amahle is a hairdresser. She’s learned to build a simple website to handle client appointments using a no-code tool. She does not have a disability and is not familiar with digital accessibility.

* **Problem:** Some of my clients say they cannot book an appointment because my website has accessibility issues. However, when I tried to make some of the changes, the tool I am using does not allow me to improve the accessibility of my website.
* **Works well:** The tool provides tips like color combinations I should avoid and makes suggestions like adding headings, lists, and labels. My clients say the appointment tool is also very accessible.

Your users such as small business owners are responsible for having accessible websites. Your tool needs to support them when creating content so that the output is accessible. This includes making headings, paragraphs, lists, labels, and other content structures accessible.

**The Tool Supports the Creation of Accessible Multimedia Content**

**Persona:**Dacso runs a mechanic shop. He has a website where he puts videos that show how they fix cars and motorbikes.

* **Problem:** I have been told that my videos need captions, but I don’t see how to do that with my website tool.
* **Works well:** Whenever I upload a video, my tool alerts me to add captions. They also have articles and tips that suggested I also add transcripts and how to describe the video to make them even more watchable and easily found online.

Your customers may not have the knowledge and/or resources to create accessible multimedia content for people who cannot hear or see well or at all. Your tool needs to support the addition of alternatives for audio and video content so that people with disabilities can enjoy them.

**The Accessibility Standard to Help You**

Your no-code tool is sometimes called an “authoring tool”. It can enable users to create accessible websites and multimedia content.

There is an international standard to help you meet accessibility needs: **Authoring Tool Accessibility Guidelines (ATAG)**. ATAG is developed by the W3C Web Accessibility Initiative ([WAI](https://atag-briefs--wai-intro-atag.netlify.app/WAI/)).

Use ATAG to help make your tool:

* accessible to website creators (Part A)
* support accessible content for website consumers (Part B)

ATAG covers the example personas above:

* **Everyone can add blocks of content**: [TBD]
* **Everyone can produce accessible content**: [TBD]
* **The tool supports the creation of accessible multimedia content**: [TBD]

And ATAG covers much more.

To get started putting ATAG to work for you, see:

* [Authoring Tool Accessibility Guidelines (ATAG) Overview](https://atag-briefs--wai-intro-atag.netlify.app/standards-guidelines/atag/), with links to the ATAG standard and implementing ATAG
* [ATAG at a Glance](https://atag-briefs--wai-intro-atag.netlify.app/standards-guidelines/atag/glance/), a paraphrased summary to give you an idea of what’s covered in ATAG