

**Website Compliance Webinar Q&A**  
**With Rebecca Breeden, Director of Digital Strategy at fusionSpan**

Question	Answer
What about Square Space?	<p>Like other content management systems, Square Space is built with the ability to create accessible sites. However, there are things developers or content authors can do to make the content inaccessible. Here are two articles on improving access using Square Space.</p> <p><a href="https://support.squarespace.com/hc/en-us/articles/215129127-Making-your-Squarespace-site-more-accessible">https://support.squarespace.com/hc/en-us/articles/215129127-Making-your-Squarespace-site-more-accessible</a></p> <p><a href="https://supportmy.website/2020/01/09/squarespace-website-ada-compliant/">https://supportmy.website/2020/01/09/squarespace-website-ada-compliant/</a></p>
Do you have a list of reputable ADA compliant web developers incase my vendor isn't and won't make the necessary adjustments?	<p>There are many, many reputable companies out there. The catch for correcting your current site is that not every company works in every technology set. For example, fusionSpan works primarily with WordPress as a platform. One of my favorite resources is here: <a href="https://www.upwork.com/">https://www.upwork.com/</a></p>
I'm seeing a lot of use GPS in directions. Is this allowed? Find it lacking.	<p>This is an excellent observation. You should include written, turn, by turn directions as well as a linked map that could be used with a GPS. Also be sure to include a clear address that is not buried in a paragraph of text.</p>
Do we have to be concerned about MLS vow pages?	<p>I am not specifically familiar with VOWs, but I believe they allow users to search and find real estate. If that is true, and it's a public website then the "nexus to location" applies. However, some of the sites I have seen actually send the user out to that other site. So, in that case, the other site holds the responsibility for accessibility. Having said that it would be a good idea for these services to provide an accessible solution.</p>
Can you use GPS as the instruction?	<p>Part of the answer is above. However, is not sufficient to say, "use GPS." Also, that is an overall bad user experience...not just for web accessibility.</p>
Is there a formula for alternative text to be compliant?	<p>One rule of thumb I have heard is that your alt text should include information you might share over the phone. You don't give every single bit of descriptive detail. You general share the important pieces of information contained. Also, don't forget that infographics are also images.</p>
If you embed a video from YouTube, Vimeo, etc., can you add captions or does that have to be done by the creator (example, if we embed a video from the National Association of REALTORS®)?	<p>The video itself should include the captioning. However, if you know you are going to use a video that is not captioned, you can add a narrative in text in the form of a transcript. A transcript is essentially a full text version of the captions, with additional formatting and information as needed. Unlike</p>

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	<p>captions, which appear within the video player itself, the caption should be HTML (text on the webpage) so it is screen reader accessible. A transcript is required for all videos that contain information conveyed through sound. Here is a great site on using videos. There is an accessibility section near the bottom.  <a href="https://www.saidigital.com/news-and-insights/4-things-to-think-about-before-you-put-videos-on-your-website">https://www.saidigital.com/news-and-insights/4-things-to-think-about-before-you-put-videos-on-your-website</a></p>
What about Facebook pages?	<p>Facebook is an accessible platform, but there are some best practices for making your content more easily used. Here is a resource:  <a href="https://www.socialmediatoday.com/news/facebook-provides-tips-on-how-to-make-your-posts-more-accessible-infograph/578455/">https://www.socialmediatoday.com/news/facebook-provides-tips-on-how-to-make-your-posts-more-accessible-infograph/578455/</a></p>
What business is required at only level A?	<p>Most of the websites on the internet are barely level A, if that. There is a school of thought that only business who receive federal funding are required to be compliant. It's not a good practice, even if it's not required. However, the guidelines in the Fair Housing Act require compliance based on ADA WCAG 2.1 level AA.</p>
Is UserWay considered ADA compliant?	<p>I think UserWay is a compliance tool. As I mentioned in the webinar, I am not aware of any such tool that "automatically" fixes compliance issues. I don't really see how that is possible from a purely technical perspective. However, the concept is intriguing.</p>
Are Market Leader, Boom Town & Placester ADA compliant?	<p>They are designed to be, but how they are used makes a big difference. If bad custom development was done or users don't add alternative text, etc., then the site is not compliant.</p>
Is Zillow compliant?	<p>Based on a very quick audit I do believe it is compliant to at least level A. There are accessibility issues on the main Zillow site (I'm not sure that's what you are asking about.) But none of those that I found were critical for AA compliance.</p>
Do you have the Mandate Guidelines in print that we can send our vendors?	<p>Here is a less technical version of requirements.  <a href="http://romeo.elsevier.com/accessibility_checklist/">http://romeo.elsevier.com/accessibility_checklist/</a></p>
They tell us that Keller Williams, Market Leader, Placester, etc. is ADA compliant, but how can we know for sure?	<p>You can use one of the compliance tools provided in the resources list offered after the webinar. However, remember that it's up to your web developer to stay on the right path for compliance.</p>
Will the 3rd party vendor be held responsible for liability for not offering AA compliant templated websites?	<p>Not unless you write that into your contract.</p>

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<p>If we don't have access to add pages to our 3rd party Market Leader or Placester sites, how can we write descriptions and directions to our MLS listings?</p>	<p>That's a great question and I would consider that a very serious problem. Your account rep at either firm should provide you with that service if you offer the text.</p>
<p>If the website designer owns the domain then they would be responsible?</p>	<p>I'm guessing that the domain is actually registered to your company, but I could be wrong. Regardless, the site is a marketing tool for your business. I believe that would satisfy the ADA requirement and the Fair Housing Act standard. It would be a good idea to verify the question of registry with your vendor.</p>
<p>Is there an outside group that can do an assessment of our website?</p>	<p>Yes. There are many. The company we work with is Deque. They own the accessibility tool we use.  <a href="https://www.deque.com/">https://www.deque.com/</a></p>
<p>Are you familiar with software that calls itself a "full remediation service," like "Accessibe?" Does it create AA compliance?</p>	<p>I have very serious questions about completing accessibility through something like a plugin. I am doing some research on tools like Userway and "Accessibe" and will follow up.</p>
<p>Is ADA WCAG 2.1 compliance required for websites behind a corporate firewall that is specifically for employees? If so, any current cases for non-compliance on record?</p>	<p>I am not legal counsel, so I can't say for sure. I do, however, know that the Fair Housing Act seems to be focused on public-facing sites that offer a nexus to location. There certainly are sites that are required to be AA or even AAA compliant. Those are typically organizations funded through federal funds - or federal agencies themselves. For example, the Office of Personnel Management of the federal government.</p>
<p>Is it permissible to have purely decorative pictures on a site?</p>	<p>It is possible to have decorative pictures. However, if the picture conveys anything that is important for context, it should have alt tags.</p>
<p>If we offer the MLS PDF listing option for those with disability so they can view that way or print out at any size -- is that PDF in compliance?</p>	<p>Generally, this is a viable option to achieve compliance. Here is a resource on keeping PDFs accessible: <a href="https://www.pdfaccessible.com/en/pdf-accessibility/blind-visually-impaired/">https://www.pdfaccessible.com/en/pdf-accessibility/blind-visually-impaired/</a></p>
<p>How should we determine if we need to be A compliant or AA compliant?</p>	<p>Generally speaking, AA is the standard most non-governmental sites strive toward and it is the standard that most resources suggest achieving compliance based on the FHA guidelines. I am not an attorney or legal counsel, but I believe AA is the best approach.</p>
<p>The 2019 Fair Housing Act states we need to add Nexus to Location - providing the user the ability to find and access a physical location - how should we do that?</p>	<p>I think the FHA is actually saying that you must reach a higher level of accessibility BECAUSE you offer nexus to location. So, this is not a requirement in and of itself. Because you are providing location/direction to properties, you quickly meet the standard for this requirement.</p>

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When testing and using screen readers, will there be differences between say an NVDA and Voiceover behavior reading the site? How do you manage those differences?	There are differences, but they all meet standards set by organizations like <a href="https://www.atia.org/">https://www.atia.org/</a>
Are there reputable sites that will review your site? For free?	There is a list of tools provided in the resource list. However, it takes a substantial amount of time to evaluate the results. Plan to spend some time doing research on the issues that are exposed.
Also, any thoughts for those that use Weebly?	The tool itself is, but it depends on the theme and the way the site is managed/developed.
I used NVDA to test our website and the image of our company logo just read as "DBA Logo" it didn't say our company name. Is this an issue, how could we solve it?	The text is in the source code of your site most likely. You will need to have a developer access that and update to read the full name. Does your company go by the name DBA? If not, that could be a problem - especially since this could mean "doing business as-is."
What do we do when our sites are provided to us by 3rd parties such as a website vendor paid subscription or from a franchise and we do not have control over the formatting? They are templated sites.	If the site is not compliant, then you have a decision to make. Either place pressure on the vendor/supplier to make the site compliant or move to a new vendor. When/if you do move, make accessibility a part of your signed agreement. If the vendor is doing ALL maintenance updates, etc., then this should be an easy requirement to get agreement on. However, if your firm is doing some of the updates, they may push back with a clause saying that you have a burden for compliance as well.
Is there is an Accessibility Tool that Audits the site to inform you of issues?	We use Axe by Deque. They have a Chrome extension. There are others like it.
Under most common issues, shouldn't compliance with those regulations that be the responsibility of the website developer and provider and not the broker who has no real reason to be adept at technological techniques?	The reason sites are required to be compliant is because they are a marketing platform for your company. The site is a marketing platform for your firm/agency and not the site developer. Unless this is part of your contract, then there is not express burden on your vendor.
What's the best way to implement keyboard navigation (tabbing)?	If we think about a site less for visual appeal and more for the sake "which information is important to successfully conduct business with us," then it becomes clearer. Tabbing should be in order (not out of sequence). Each major section of the site should be "grouped" in what are called landmarks (listings, about "your firm", etc.) Those are good starts.
I'm using the vendor who provides our boards listings and updates. Shouldn't my website be compliant?	The questions is really whether the SITE is accessible and not the vendor. A vendor's site could be perfect, but their client sites could be inaccessible. Even fusionSpan struggles with this.

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<p>Is this just for a real estate company site or all sites (builders, real estate schools, card dealers just to name a few)?</p>	<p>The Fair Housing Act guideline specifically affects sites for business that are associated with providing access to housing. However, ADA and WCAG are for all websites. The difference is that many businesses are not REQUIRED. The WCAG standards serve as guidelines.</p>
<p>How does one describe a house verbally when the listing is through the IDX?</p>	<p>Through a transcript. See above. Also note that some services provide PDF descriptions, which (using the guidelines above) can be compliant.</p>