

Tips on Improving Web Accessibility



Including information on search engine optimization
and how to implement in Typo3

OEK, March 2010



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Introduction

"Web accessibility means that people with disabilities can use the Web. Web accessibility encompasses all disabilities that affect access to the Web, including visual, auditory, physical, speech, cognitive, and neurological disabilities."¹

Many people with disabilities use assistive technologies to help them navigate the Web. People with visual impairments, for example, may use screen magnifiers or screen readers that read out loud the content of a page or translate it to a Braille display. People with mobility impairment may be unable to use a mouse and are forced to use just the keyboard or another assistive device to surf the Web.

Special attention needs to be given to accessibility in the development of Web sites to ensure they are usable by people with different types of disabilities and using a wide range of assistive technologies. It is much more productive to consider this aspect at the start of a project rather than modify an inaccessible site once published.

Benefits of Accessibility

Web accessibility also benefits people without disabilities as a key principle of accessibility is designing Web sites that are flexible enough to meet different user needs, preferences and situations. This flexibility ensures Web sites are:

- more user-friendly because they strive to give users the greatest level of control on how they access content
- optimized for display on any type of device, such as iPhones
- easier to access with low-bandwidth connections
- optimized for search engine indexing which contributes to an increased visibility in search results
- easier to maintain with redesigns and different language versions quicker to implement

W3C

The W3C Web Accessibility Initiative (WAI) has developed guidelines that are considered the international standard for Web accessibility. Their Web Content Accessibility Guidelines (WCAG) -- now in version 2.0 -- defines how to make Web content more accessible to people with disabilities.

The FAO Web accessibility guidelines have been derived from WCAG 2.0 as they are established as a stable and referenceable technical standard.

1. Each Web page should have a unique page title

A title tag tells both users and search engines what the topic of a particular page is. The <title> tag is placed within the <head> tag of the HTML document and each page of a Web site should have a unique title.

¹ W3C -- <http://www.w3.org/WAI/intro/accessibility.php>

If a document appears in a search results page, the contents of the title tag will appear in the first line of the results. Words in the title are shown in bold if they appear in the user's search query which can help users recognise if the page is likely to be of interest to them. If a user then clicks the result and visits the page, the page's title will appear at the top of the browser.

[Livestock, Environment and Development: LEAD Home](#)
The **LEAD** (Livestock, Environment and Development) initiative is an inter-institutional consortium with the secretariat located within **FAO**. ...
www.fao.org/agriculture/lead/en/ - [Cached](#) - [Similar](#)

Figure 1: Search result from Google

See Annex 1 for adding page titles in TYPO3

Good practice

- Accurately describe the page's content
- Create unique title for each page, avoid using a single title across a large group of pages
- Use brief, but descriptive titles

2. Make use of the 'description' meta tag

A page's description meta tag gives search engines a summary of what the page is about. Where a page's title may be a few words or a phrase, a page's description meta tag might be a sentence or two or a short paragraph.

As with the <title> tag, the description meta tag is placed within the <head> tag of your HTML document.

Description meta tags are important because they are displayed as the short paragraph of text or snippet that appears under a page's title and above a page's URL in a search result.

Search engines these days tend not to use the "keywords" meta tag in their Web search ranking, in fact Google disregards keyword metatags completely. Thus adding keywords to meta tags is no longer a requirement.

See Annex 2 for adding description meta data in TYPO3

Good practice

- Accurately summarize the page's content
- When feasible, use unique descriptions for each page

3. Think about the structure of your URLs

Creating descriptive categories and file names for the documents on your Web site helps to keep the site better organized and leads to improved crawling of documents by search engines. It also creates easier, "friendlier" URLs for those who may want to link to your content: visitors may be intimidated by extremely long and cryptic URLs that contain few recognizable words.

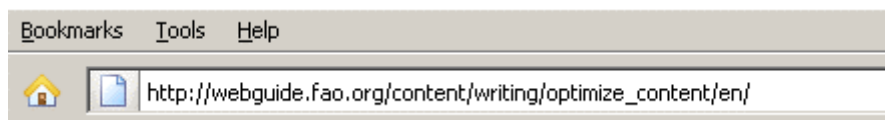


Figure 2: An example of good URL structure

Some users might link to your page using the URL of that page as the anchor text. If your URL contains relevant words, this provides users and search engines with more information about the page than an ID or oddly named parameter would.

Also the URL to a document is displayed as part of a search result in search engines, below the document's title and snippet.



Figure 3: Search result from Google

Like the title and snippet, words in the URL on the search result appear in bold if they were used in the viewer's query.

See Annex 3 for adding aliases in TYPO3

Good practice

- Use real words in URLs
- Create a simple directory structure
- Include an alias

For developers
Provide one version of a URL to reach a document.

4. Produce Web sites that are easy to navigate

The navigation of a Web site is important to help users quickly find the content they want. It can also help search engines understand what content the Web site owner thinks is important.

All sites have a home or "root" page, which is usually the most frequented page on the site and for many the navigation starting point. Information about the user's location within a set

of Web pages should be readily available, e.g. through breadcrumbs or specifying the current step in a sequence (e.g., "Step 2 of 5").

Unless your site has only a handful of pages, you should think about how users will go from a general page (your root page) to a page containing more specific content. If you have enough pages around a specific topic area, it could make sense to create a page describing these related pages (e.g. root page -> related topic listing -> specific topic).

Navigation links that are repeated on Web pages should not change order when navigating through the site. Elements that have the same functionality across multiple Web pages should be consistently identified, e.g. a search box should always be labeled the same way and appear in the same position.

A sitemap is a simple page on your site that displays the structure of your Web site and usually consists of a hierarchical listing of the pages of your site. Visitors may use this page to help find content on your site. Search engines will also visit this page, getting good crawl coverage of the pages on your site, however it's mainly aimed at human visitors.

TAB key navigation

The TAB key provides a shortcut for skipping between links on a page. Landing on a link highlights it and pressing the RETURN or ENTER key takes you to the target location.

Repeated TABs takes you from link to link in the body text of a Web page. Continuing to TAB through a page will eventually take you back to the beginning, usually via the URL drop down box at the top of the browser window. Pressing the SHIFT and TAB keys together reverses the order.

One accessibility problem with many Web designs is that the main content is not usually the first thing on the page. People using screen readers are forced to listen to a long list of navigation links, sub-lists of links, corporate icons, search boxes etc. before reaching the main content.

"Skip navigation" links are links at the top of the page that takes the user down to an anchor within the main content, giving the user the capability of going directly to the main content.

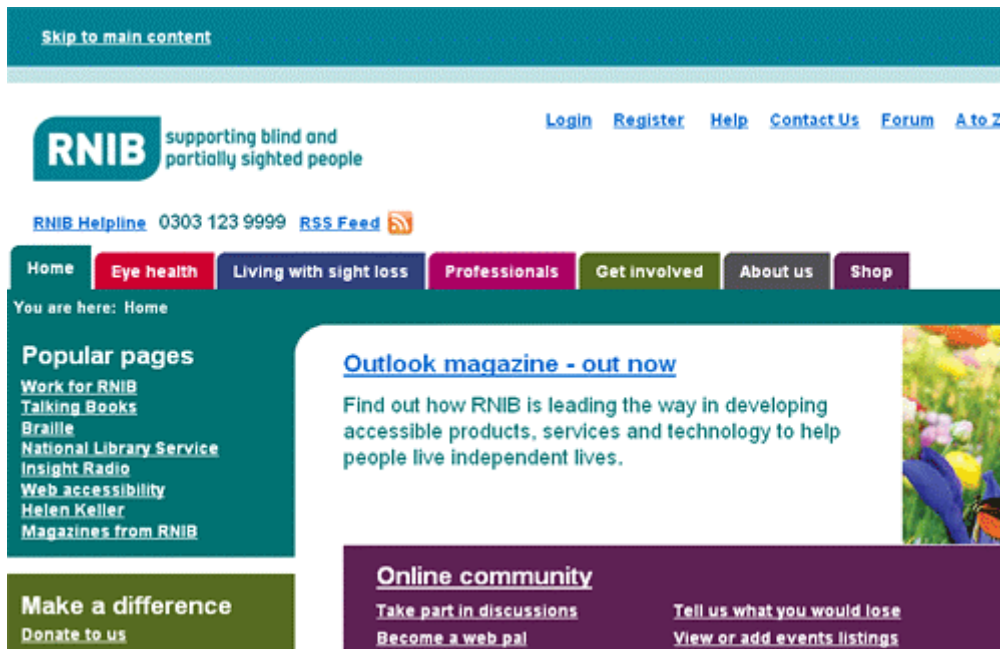


Figure 4: The Royal National Institute for the Blind Web site
<http://www.rnib.org/>

Good practice

- Create a naturally flowing hierarchy
- Use mostly text for navigation, try to avoid using images, Flash animations or JavaScript generated drop-down menus
- Use "breadcrumb" navigation
- Put an HTML sitemap page on your site and use an XML Sitemap file
- Have a 404 page that guides users back to a root page if they hit a broken link

5. Provide quality content and make text readable

Creating useful content is undoubtedly the best way of bringing visitors to your site. Users know good content when they see it and will probably want to direct other users to it. This could be through blog posts, social media services, email, forums or other means.

Blocks of text should be no more than 80 characters wide, not fully justified (aligned to both the left and the right margins) and not require horizontal scrolling when the text size is doubled.

Words that may be ambiguous, unknown, or used in a very specific way should be defined using adjacent text. Also, expansions for abbreviations should be provided the first time they are used.

Colour should not be used to distinguish links from surrounding text. Additional differentiation (e.g., text becomes underlined) is provided when the link is hovered over or receives focus. Read more about this in Section 9.

For Developers

The default human language of each Web page should be programmatically determined using the HTML lang attribute (<html lang="en">). The language of sections of content that are in a different language should be identified, for example, by using the lang attribute (<blockquote lang="es">).

Good practice

- Write easy-to-read text free of spelling or grammatical errors
- Avoid using images as text (users may want to copy and paste the text and search engines can't read it)
- Stay organized around the topic
- Use relevant language containing words that a user might search for
- Create fresh, unique content
- Create content primarily for your users, not search engines

6. Write good anchor text

Anchor text is the clickable text that users see as a result of a link, it is placed within the anchor tag ``. This text tells users and search engines something about the page to which you're linking.

The better your anchor text is, the easier it is for users to navigate and for search engines to understand what the page to which you're linking to is about. Avoid using such text as 'click here'.



Figure 5: Example showing good use of anchor text

Use concise, unique and accurate text, such as '2007 Annual Report, PDF 365KB'. If icons are used, e.g. for PDF or PowerPoint files then write 'PDF' in the alt text [see Section 8], do not include these as background CSS images.

Avoid opening links in new browser windows as this makes it difficult for users to navigate back.

Good practice

- Choose descriptive text that provides at least a basic idea of what the page linked to is about
- Write concise text
- Format links so that they're easy to spot
- Use anchor text for internal as well as external links
- Titles on links are not recommended, except for expanding on acronyms

7. Use heading tags appropriately

Heading tags (not to be confused with the `<head>` HTML tag) are used to present structure on the page to users.

There are six sizes of heading tags, beginning with <h1>, which is the most important, and ending with <h6>, the least important.

As heading tags typically make text contained in them larger than normal text on the page, it provides a visual cue to users that this text is important and could help them understand something about the type of content underneath the heading text.

Multiple heading sizes, used in order, create a hierarchical structure for content, making it easier for users to navigate through a document.

See Annex 4 for adding heading tags in TYPO3

<H1> - main page heading

<H2> - subheading

<H3> - additional navigation

Ensuring Web pages are correctly structured using such semantically correct HTML will improve accessibility and make it easier to navigate. It will also make the page more 'scannable'.

Making accessible PDFs

Portable Document Format (PDF) documents are used for information intended for download and can be read by browsers that have the Adobe Acrobat plugin installed.

PDFs created from a scan will have zero accessibility as they are essentially a large image. When generating a PDF from Word, however, the semantic information can be preserved provided the original Word document was correctly structured with H1, H2 headings etc.

Adobe has done a lot of work towards making PDFs as accessible as possible. Since Adobe Acrobat 7 Professional and Standard, full tagging tools and an accessibility checker have been available to enable the production of accessible tagged PDFs.

For more information on improving the accessibility of PDFs see Adobe Accessibility [<http://www.adobe.com/accessibility/>], where there are specific accessibility sites for individual Adobe products.

Good practice

- Imagine that you're writing an outline
- Avoid erratically moving from one heading tag size to another
- Use headings sparingly across the page
- H1 should be used for the main title of a page, it should not be used for the Web site title

8. Optimize images

All images can have a distinct file name and alternative or "alt" text. The alt text (contained in an alt tag) allows you to specify alternative text for the image if for some reason it cannot be displayed. The text in an alt tag should be concise and an accurate description of the image.

Alt tags are used so that if a user is viewing your site on a browser that doesn't support images or is using alternative technologies, such as a screen reader, the contents of the alt attribute provide information about the picture.

Also, if you're using an image as a link, the alt text for that image will be treated similarly to the anchor text of a text link. It is, however, not recommend to use too many images for links in your site's navigation when text links could serve the same purpose.

Lastly, optimizing your image file names and alt text makes it easier for search engines to better understand your images.

All images, including form images (such as 'submit', 'reset', 'search' etc.) and image map hot spots should have appropriate alt text.

Images that are purely decorative however and do not convey any content should have null alt text (alt="") and are best included in the CSS as a background image.

Where CAPTCHA images are used on Web pages form validation then text or audio alternatives should be provided.



Figure 6: CAPTCHA image with sound alternative

See Annex 5 and 6 for optimizing images in TYPO3

Good practice

- Use brief, but descriptive file names and alt text
- The function of the image should be considered, e.g. magnifying glass next to search, trolley for checkout
- Supply alt text when using images as links
- Store images in their own folder labeled appropriately, e.g. 'images'
- Use commonly supported file types
- Titles on images are not recommended

9. Control all formatting and layout by CSS

HTML markup should be used in a way that facilitates accessibility which requires that presentation be separated from content. The resulting HTML should not contain any formatting or layout information, this should all be contained in the CSS. Thus, correct semantic markup is maintained, e.g. headings (<h1>, <h2>), lists (,), emphasized text (), etc.

```
<h2>Document reproduction</h2>
<p><strong>David Lubin Memorial Library</strong> provides copies of FAO documents and
out-of-print publications in print or in electronic (PDF) format. This service is available on a cost
recovery basis at the following rates:</p>
<ul>
<li>Document reproduction (print or digital): US$0.2 per page (min charge per item: US$15)</li>
<li>Additional charge for delivery by mail (CD-ROM, print): US$10/shipment</li>
<li>Additional CD duplicates: US$15 per CD</li>
</ul>
<p>Requests can be submitted by email to <a href="mailto:fao-library-reproduction@fao.org"
class="mail">fao-library-reproduction@fao.org</a> or by mail.</p>
<h3>Payment methods</h3>
<ol>
<li>Credit card</li>
<li>Proforma invoice<br />NB: A 50% reduction applies to requests from developing countries.
</li>
</ol>
```

Figure 7: Semantically correct HTML2

Semantically correct HTML

- HTML **tables** should only be used for tabular data and not for controlling the layout of Web pages. Their structure should be kept simple, without extra rows or columns and empty cells or span cells should be avoided.

It is important to use the <th> table header tag to improve accessibility for screen readers and adding an 'id' to the <th> code will improve the experience.

Avoid fixed font sizes for all containers including tables as text will not re-size correctly.

- Do not use bold etc for headings, use the heading tags.
- **Navigation bars** are best coded as a list:

```
<ul>
  <li><a href="Page 1">Menu item 1</a></li>
  <li><a href="Page 2">Menu item 2</a></li> etc.
</ul>
```
- Don't use **hidden links** in the CSS as these will be available to screen readers: disabling all styles in the browser will reveal any hidden links.
- Avoid adding font sizes in HTML, use **relative units** (em rather than px) in the CSS for font size and line heights to enable flexible re-sizing.

- Background and foreground **colours** should have a minimum contrast ratio which can be checked using a colour contrast analyzer, such as the colour contrast analyzer available with FireFox browser.

Links with rollover effects should be examined. Also, check for white text on white backgrounds when background images are removed.

Good practice

- Tables in HTML should only used for tabular data, such as statistics and spreadsheets, they should not be used for layout
- The colour of the foreground and background should be specified in the CSS
- Colour should not be used to distinguish links from surrounding text
- Additional differentiation (e.g., text becomes underlined) should be provided when the link is hovered over or receives focus
- The page should be readable and functional when the text size is doubled

10. Provide alternatives for audio or video files

Audio and video can enhance the accessibility of a Web site by becoming additional means of providing information. When used alongside an accessible alternative, audio and video can considerably enhance the accessibility of a page. For example people with cognitive or language problems will find it easier to absorb information when they can hear or see it.

The problem is, without text alternatives, audio and video is inaccessible to people who are deaf, blind or both.

Techniques for improving accessibility

- Text transcripts to the audio or video must be provided in HTML format. This is fairly straightforward for speeches or news pieces.
- Alternative content should be provided within the OBJECT element. This should be a brief description or title of the content and instructions on where else it can be accessed. This will be picked up by assistive technologies and text-based browsers (which do not support audio or video) as well as by search engines.
- Controls such as on and off buttons should be provided for video. Sound in a movie can conflict with a screen reader so the user should be given the ability to start and stop it, there should be no autopsy. Easy YouTube Player provides a more readily accessible interface for watching YouTube videos: <http://icant.co.uk/easy-youtube/>
- Captioning should be provide where possible for video. A transcript should be included in closed captions and encoded into the audio or video track. Captions can be created using MAGpie 2.0 <http://www.Webaim.org/techniques/captions/magpie/version2/>
- Web casts are difficult to provide alternatives to in real time but these can be added retrospectively.

11.JavaScript and ARIA

JavaScript widgets and AJAX (Asynchronous JavaScript And XML) provide dynamic aspects

to Web pages and are found in around 60%² of Web sites.

This has a dramatic effect on the ability of people with disabilities to access Web content as (X)HTML cannot provide sufficient accessibility support for dynamic content, resulting in a semantic gap between what is seen on the page and what is seen by screen readers.

WCAG 2 allows JavaScript so long as the script is accessible. Accessible Rich Internet Applications (ARIA) markup can be added to address the accessibility of dynamic Web content for people with disabilities. It improves the accessibility of script heavy Web sites and Web applications for assistive technology users without extensive modification to existing libraries of Web resources.

An overview of ARIA is provided WAI-ARIA Primer - <http://www.w3.org/TR/wai-aria-primer/>

² http://www.securityspace.com/s_survey/data/man.200607/techpen.html

References and further reading

1. Google's Search Engine Optimization Starter Guide
[<http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf>]
2. Making Accessible Websites for the United Nations
[<http://www.un.org/webaccessibility/index.shtml>]
3. Web Accessibility Guidelines For UN Websites
[http://www.un.org/webaccessibility/accessibility_guidelines_consolidated_final.pdf]
4. Web Accessibility Initiative of the World Wide Web Consortium (W3C)
[<http://www.w3.org/WAI/>]
5. Web Content Accessibility Guidelines (WCAG) 2.0
[<http://www.w3.org/TR/WCAG20/>]
6. Mobile Web Best Practices
[<http://www.w3.org/TR/mwbp-wcag/mwbp-wcag20.html>]
7. Mobile Web Initiative
[<http://www.w3.org/Mobile/>]
8. Web Accessibility Initiative - ARIA
[<http://www.w3.org/WAI/intro/aria.php>]
9. Web Accessibility Initiative - ARIA Primer
[<http://www.w3.org/TR/wai-aria-primer/>]
10. Making Accessible Web Sites for the United Nations
[<http://www.un.org/Webaccessibility/>]
11. Universal Design for Web Applications - Web Applications That Reach Everyone
by Wendy Chisholm, Matt May
Publisher: O'Reilly Media
12. Adobe: Accessibility
[<http://www.adobe.com/accessibility/>]
13. Adobe® Acrobat® 9 Pro Accessibility Guide: Creating Accessible PDF from Microsoft® Word
[<http://www.adobe.com/accessibility/products/acrobat/pdf/A9-accessible-pdf-from-word.pdf>]
14. RNIB Web Access Centre
[http://www.rnib.org.uk/professionals/Webaccessibility/Pages/Web_accessibility.aspx]
]
15. RNIB See it Right accessible website audits
[http://www.rnib.org.uk/professionals/Documents/WAC_See_it_Right_standard.doc]
16. RNIB Blog
[<http://www.rnib.org.uk/getinvolved/onlinecommunity/Pages/blog.aspx>]
17. Access Mozilla
[<http://www.mozilla.org/access/>]

Resources

Screen readers and magnifiers

1. Job Access With Speech - JAWS
[\[http://www.freedomscientific.com/products/fs/jaws-product-page.asp\]](http://www.freedomscientific.com/products/fs/jaws-product-page.asp)
2. NonVisual Desktop Access - NVDA
[\[http://www.nvda-project.org/\]](http://www.nvda-project.org/)
3. Dolphin HAL - Screen reader with Speech and Braille support
[\[http://www.yourdolphin.com/productdetail.asp?id=5\]](http://www.yourdolphin.com/productdetail.asp?id=5)
4. GW Micro - Window-Eyes
[\[http://www.gwmicro.com/Window-Eyes/\]](http://www.gwmicro.com/Window-Eyes/)
5. iSpeech
[\[http://www.ispeech.org/\]](http://www.ispeech.org/)
6. ZoomText Magnifier/Reader
[\[http://www.synapseadaptive.com/aisquared/zoomtext_9/zoomtext_9_magnifier_reader.htm\]](http://www.synapseadaptive.com/aisquared/zoomtext_9/zoomtext_9_magnifier_reader.htm)

Developer tools

1. Captioning with MAGpie 2.0
[\[http://www.Webaim.org/techniques/captions/magpie/version2/\]](http://www.Webaim.org/techniques/captions/magpie/version2/)
2. Web Accessibility Toolbar for Internet Explorer
<http://www.wat-c.org/tools/index.html>
3. Web Developer extension for Firefox
<http://chrispederick.com/work/web-developer/>
4. Firebug extension for Firefox
<http://getfirebug.com/>
5. Firefox Accessibility extension
<http://firefox.cita.uiuc.edu/>
6. HTML Validator for Firefox
<https://addons.mozilla.org/en-US/firefox/addon/249>
7. Obtrusive JavaScript Checker
<https://addons.mozilla.org/en-US/firefox/addon/9505>
8. Colour Contrast Analyser
<http://www.paciellogroup.com/resources/contrast-analyser.html>
9. Colour Contrast Analyzer Firefox Extension
[\[http://juicystudio.com/article/colour-contrast-analyser-firefox-extension.php\]](http://juicystudio.com/article/colour-contrast-analyser-firefox-extension.php)

Validation tools

1. Quick Page Accessibility Tester
[\[http://accessify.com/tools-and-wizards/accessibility-tools/favelets/quick-page-test/\]](http://accessify.com/tools-and-wizards/accessibility-tools/favelets/quick-page-test/)
2. Web Accessibility Evaluation Tool - WAVE
[\[http://wave.webaim.org/\]](http://wave.webaim.org/)

3. AChecker
[\[http://www.atutor.ca/achecker/\]](http://www.atutor.ca/achecker/)
4. Total Validator
[\[http://totalvalidator.com/\]](http://totalvalidator.com/)
5. HiSoftware Cynthia Says
[\[http://contentquality.com/\]](http://contentquality.com/)
6. BrowserShots
[\[http://browsershots.org/\]](http://browsershots.org/)
7. Access Keys
[\[http://www.accesskeys.org/\]](http://www.accesskeys.org/)
8. Web Overhauls
[\[http://weboverhauls.com/\]](http://weboverhauls.com/)
9. mobiReady
[\[http://mobiready.com/\]](http://mobiready.com/)
10. siteSifter
[\[http://www.sitesifter.co.uk/\]](http://www.sitesifter.co.uk/)

Useful links

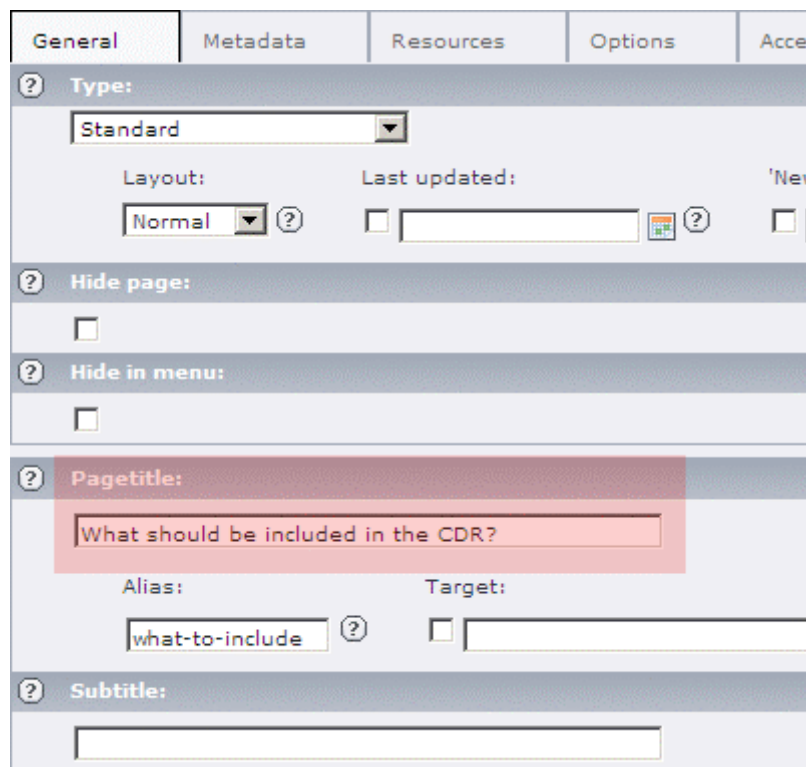
1. Accessible interface for watching YouTube videos
[\[http://icant.co.uk/easy-youtube/\]](http://icant.co.uk/easy-youtube/)
2. Accessify
[\[http://accessify.com/\]](http://accessify.com/)
3. RNIB Useful Links
[\[http://www.rnib.org.uk/professionals/Webaccessibility/usefullinks/Pages/useful_links.aspx\]](http://www.rnib.org.uk/professionals/Webaccessibility/usefullinks/Pages/useful_links.aspx)

Annex

Web accessibility using TYPO3

1. Page title

To add a page title to a Web page in TYPO3, select 'Edit page properties' and then 'General' tab. Type your page title in the text field marked 'Pagetitle'.



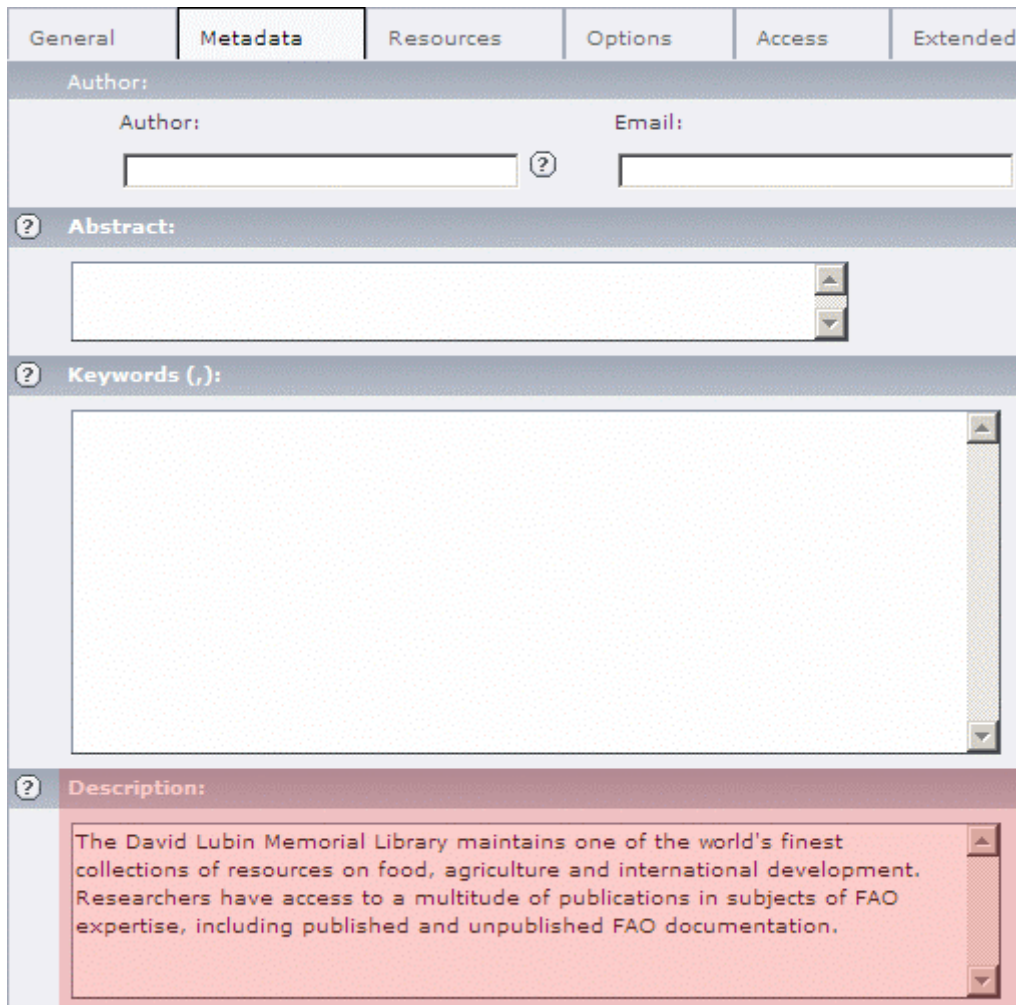
The image shows a screenshot of the 'Edit page properties' dialog in TYPO3, specifically the 'General' tab. The dialog has several sections:

- Type:** A dropdown menu set to 'Standard'.
- Layout:** A dropdown menu set to 'Normal'.
- Last updated:** A checkbox and a text field.
- Hide page:** A checkbox.
- Hide in menu:** A checkbox.
- Pagetitle:** A text field containing 'What should be included in the CDR?'. This section is highlighted with a red background.
- Alias:** A text field containing 'what-to-include'.
- Target:** A checkbox and a text field.
- Subtitle:** A text field.

Figure 8: Inserting the Page title in TYPO3

2. Description metadata

To add a description to your page in TYPO3 select 'Edit page properties' and then the 'Metadata' tab. Insert your text in the field headed Description.



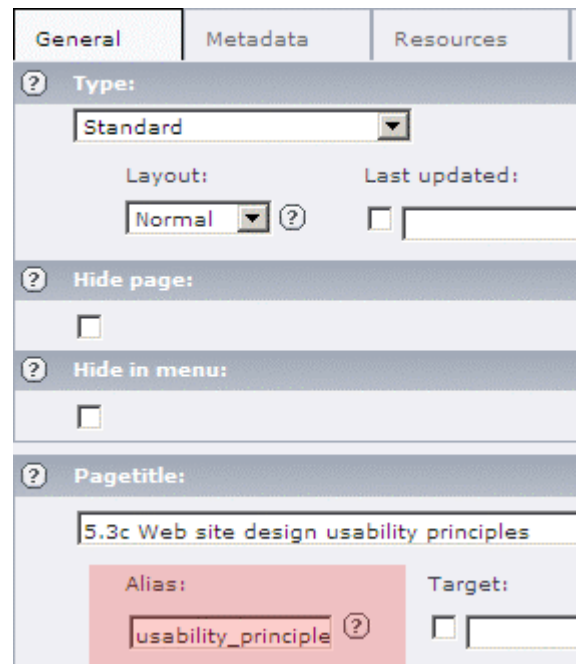
The image shows a screenshot of the TYPO3 'Edit page properties' dialog box, specifically the 'Metadata' tab. The tab is highlighted in blue. Below the tab are several sections for metadata entry:

- Author:** A section with two input fields labeled 'Author:' and 'Email:'. The 'Author:' field contains a question mark icon.
- Abstract:** A section with a large text area and a vertical scrollbar.
- Keywords (,):** A section with a large text area and a vertical scrollbar.
- Description:** A section with a large text area and a vertical scrollbar. This section is highlighted in red and contains the following text: "The David Lubin Memorial Library maintains one of the world's finest collections of resources on food, agriculture and international development. Researchers have access to a multitude of publications in subjects of FAO expertise, including published and unpublished FAO documentation."

Figure 9: Inserting the 'description' meta tag in TYPO3

3. Aliases

In TYPO3 the file names of Web pages are derived automatically from the 'Page title' but this can result in often inappropriate or overly long file names. This can be overridden by using the 'Alias', which is a feature to control the URL generated. It is particularly important to include an alias for any Web page that is in more than one language in order to provide consistent URLs across the site.



The image shows a screenshot of the TYPO3 page configuration interface, specifically the 'General' tab. The interface is divided into three main sections: 'Type', 'Hide page', and 'Page title'. The 'Type' section includes a dropdown menu for 'Standard', a 'Layout' dropdown menu for 'Normal', and a 'Last updated' checkbox. The 'Hide page' and 'Hide in menu' sections each have a checkbox. The 'Page title' section contains a text input field with the value '5.3c Web site design usability principles'. Below the page title, there is a red highlighted section for 'Alias' with the value 'usability_principle' and a 'Target' checkbox.

Figure 10: Adding the alias in TYPO3

4. Heading tags

To create heading tags in TYPO3 first select the text and then select the required heading tag from the formatting drop-down menu.

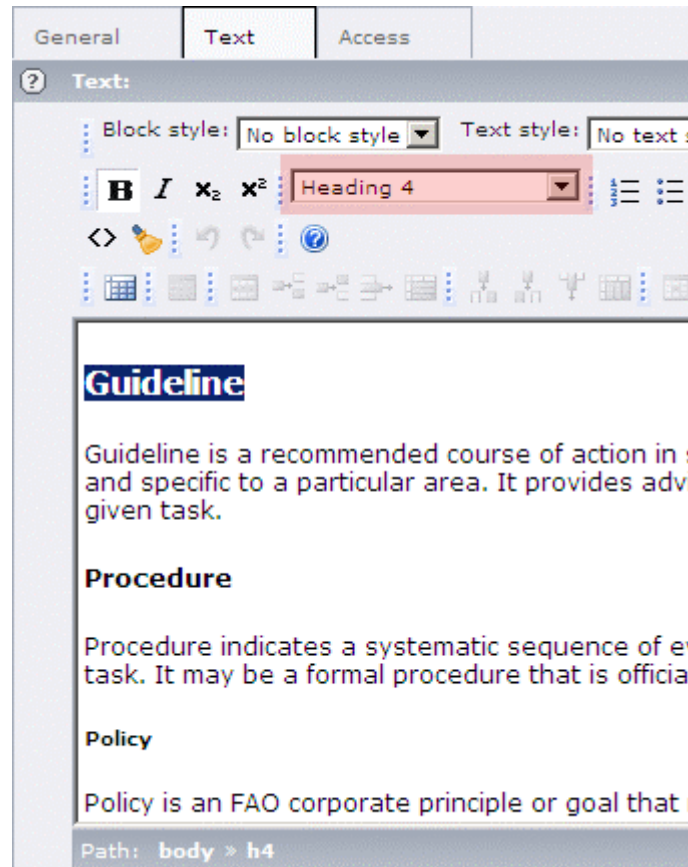
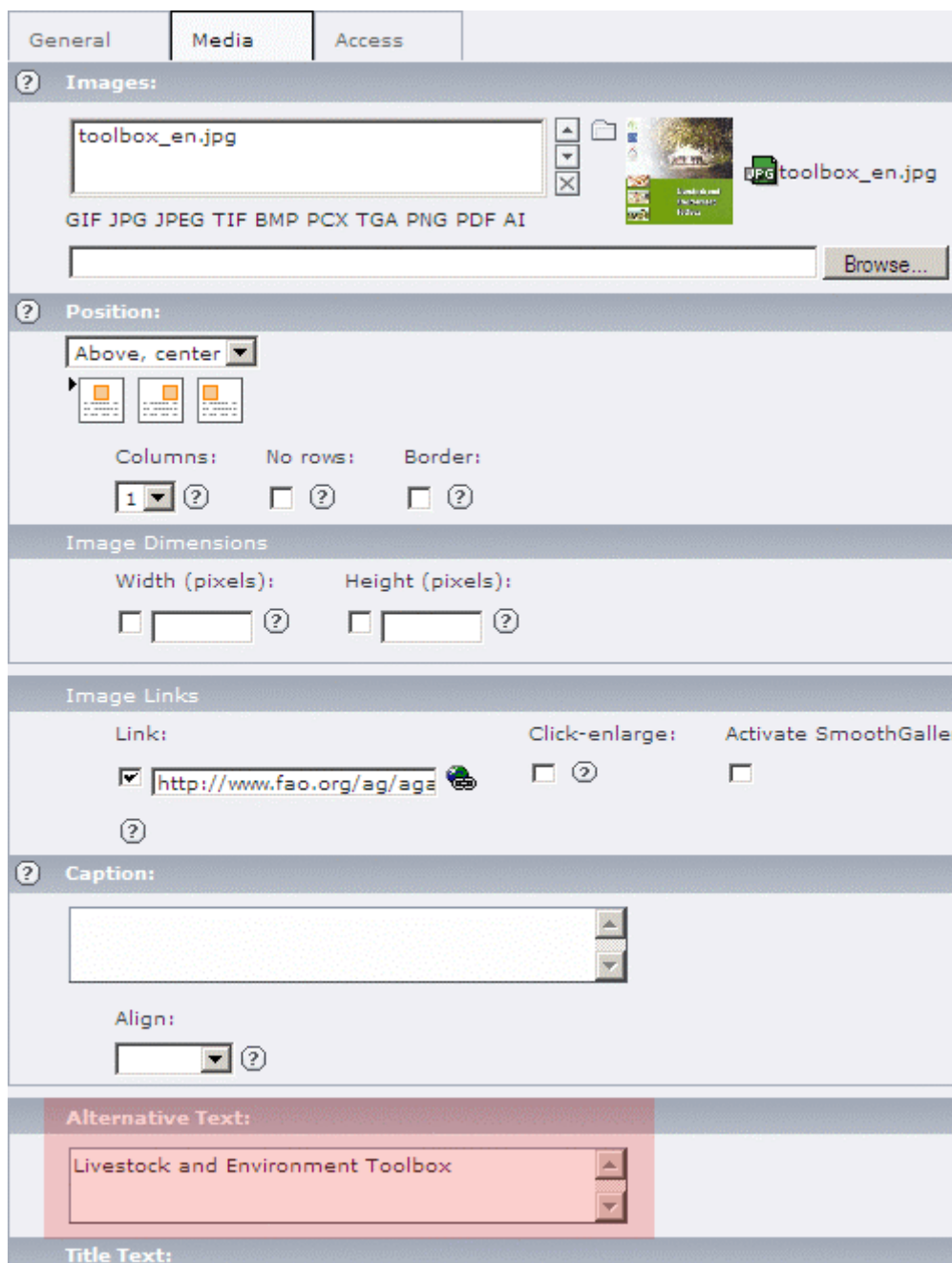


Figure 11: Inserting heading tags in TYPO3

5. Alt text

In TYPO3, alt text can be added to an image at the same time as it is included in the Web page.

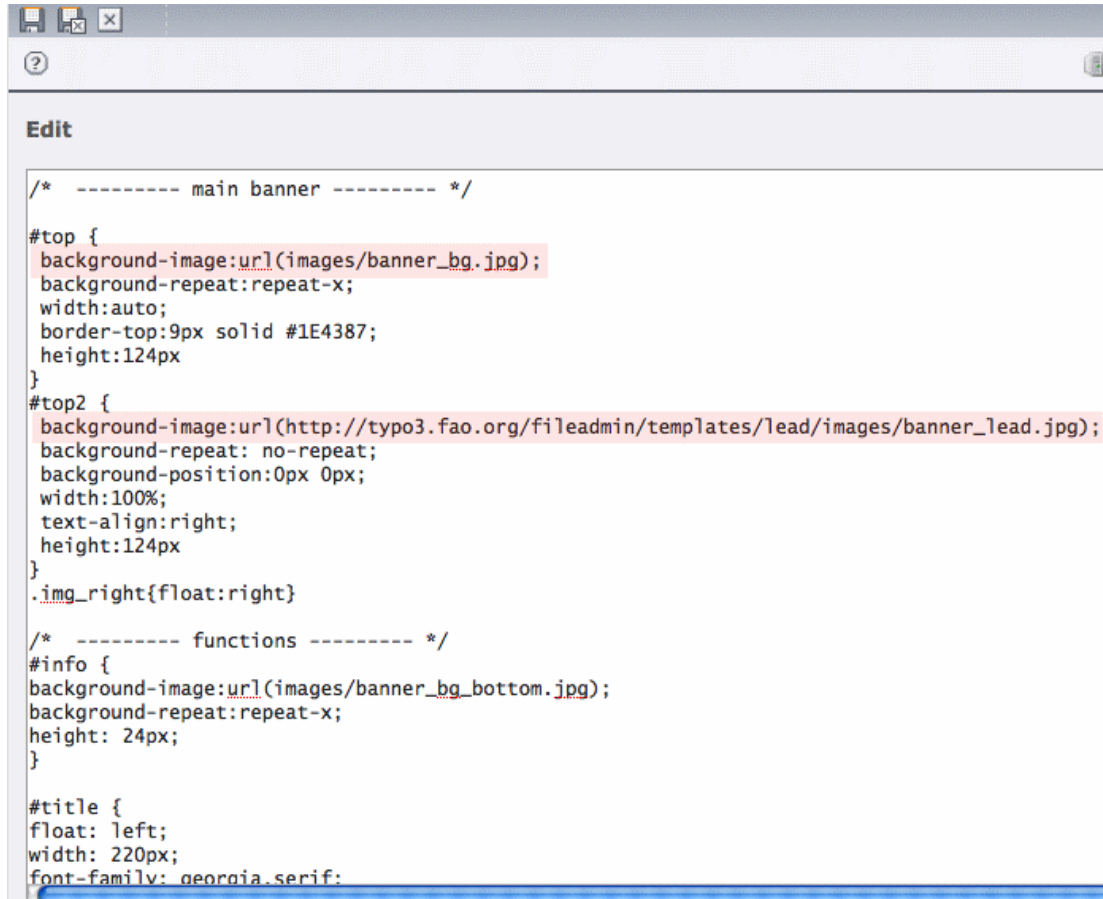


The screenshot displays the 'Media' tab of the TYPO3 Media Manager interface. The 'Images:' section shows the file 'toolbox_en.jpg' with a 'Browse...' button. Below this, the 'Position:' section includes a dropdown menu set to 'Above, center', three alignment icons, and checkboxes for 'Columns: 1', 'No rows', and 'Border'. The 'Image Dimensions' section has input fields for 'Width (pixels)' and 'Height (pixels)'. The 'Image Links' section features a checked checkbox for 'Link' with the URL 'http://www.fao.org/ag/age', and checkboxes for 'Click-enlarge' and 'Activate SmoothGalle'. The 'Caption:' section has a text area and an 'Align:' dropdown. The 'Alternative Text:' section, highlighted in red, contains the text 'Livestock and Environment Toolbox'. The 'Title Text:' section is visible at the bottom.

Figure 12: Inserting alt text in TYPO3

6. Null alt text

Images that are purely decorative and do not convey any content should have null alt text (alt="") and are best included in the CSS as a background image.



```
/* ----- main banner ----- */
#top {
background-image:url(images/banner_bg.jpg);
background-repeat:repeat-x;
width:auto;
border-top:9px solid #1E4387;
height:124px
}
#top2 {
background-image:url(http://typo3.fao.org/fileadmin/templates/lead/images/banner_lead.jpg);
background-repeat: no-repeat;
background-position:0px 0px;
width:100%;
text-align:right;
height:124px
}
.img_right{float:right}

/* ----- functions ----- */
#info {
background-image:url(images/banner_bg_bottom.jpg);
background-repeat:repeat-x;
height: 24px;
}

#title {
float: left;
width: 220px;
font-family: georgia,serif;
```

Figure 13: Images included as part of CSS