

Your Website – Volume 1, Issue 3

February 6, 2015

Welcome to the **third** in a series of newsletter Tip Sheets about Your Website and best practices.

REMINDER...

By law, we are required to make our posted public information accessible to **ALL** users – including those who are blind, deaf, or have other disabilities such as low vision. Every time we post on our websites, we either make information accessible to our users, or build unnecessary obstacles to public information. Luckily, with a little knowledge, it is **EASY** to make content accessible to ALL your website users!

Please take the time to read and implement these **simple tips** to help you **comply with the law**.
THANKS!

TODAY'S TOPIC: PDF Documents!

DID YOU KNOW...?

Screen reading software can read the text of a PDF document aloud to a blind or low-vision user.

THE GOOD NEWS:

If you create your PDF correctly for posting to web (easy to do), blind and low-vision users will be able to access the information in your document, too! Yay!

THE BAD NEWS:

If you create your PDF incorrectly for posting to the web, you ensure that blind and low vision users will get NO INFORMATION from your document. It is IMPORTANT to *make PDF documents correctly for posting to the web*.

THE WRONG WAY TO MAKE A PDF FOR POSTING THE WEB:

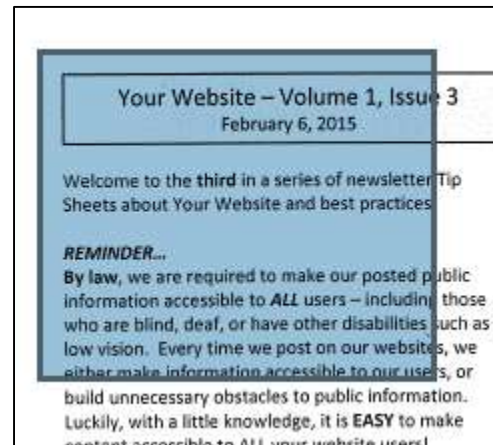
Taking a piece of **paper**, scanning on the **copy machine** and sending it to your email address makes a PDF that is **NOT** accessible to blind or low vision users!

In this example, a copy machine is used like a big *camera* to create a **PICTURE** of the text. It may *LOOK* like text, but it isn't. Blind and low-vision visitors using screen reading software to read your PDF will hear only:

"Empty document."

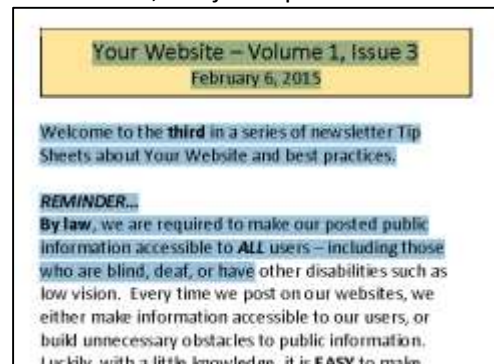
Q: YIKES! HOW CAN I TELL FOR SURE if the PDF on my website is made up of *text* or just *a picture of text*?

A: Try to click and drag to select the text in the PDF. If it looks like this (a bluish rectangle), your PDF is just a **PICTURE of text**, not actual, selectable text:



A PICTURE OF TEXT

If instead you can actually **select words and sentences** like in the illustration below, then you know it is made up of **ACTUAL TEXT**, not just a picture of text:



ACTUAL TEXT

Now that you know IT MATTERS... How do you easily make an ACCESSIBLE PDF for posting to the web?

THE EASY AND RIGHT WAY TO MAKE A PDF FOR POSTING THE WEB:

DON'T START WITH PAPER! Start from your ORIGINAL Word document and save an additional copy as a PDF.

Open your previously-saved Word document, click **File** > **Save As...**, and choose a location and filename as appropriate. Change the **"Save As Type"** to **PDF** and click **Save**. **DONE!**

File name:	Your_Website_vol_1_number_3_2015-02-05
Save as type:	PDF