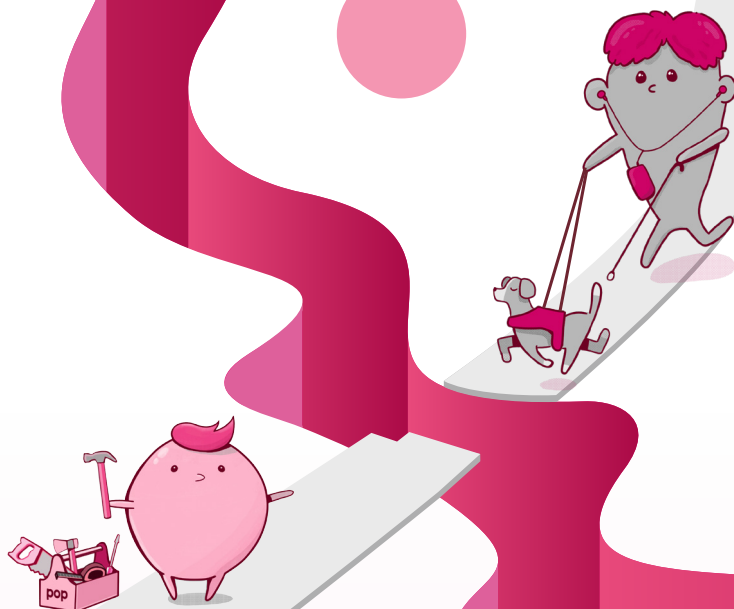


Build your website for everyone



# The little book of Webflow accessibility

by Jonathan Holden  
and Ankita Gupta





Written by Jonathan Holden and Ankita Gupta  
Illustrations by Alla Varta  
Design By Sergii Remennikov



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# ~~It depends~~ Just do this!



## Disclaimer

This is a little book of Webflow accessibility. We don't talk about web accessibility in detail. We're just looking at the main themes to show you what to think about when designing and developing in Webflow.

There's a lot of nuance in the world of web accessibility. A lot of "it depends". But that's not helpful when you're starting out with accessibility. So this book is very simple and direct. It's about clear actions you can take to make your Webflow sites more accessible today than yesterday.

**So... This is a practical guide, tips and tricks for Webflow designers and developers from [poppop.studio](https://poppop.studio).**

## How this book is arranged.

This book has 10 topics. Each topic is divided into sections for designers and developers.

**Attention Designers!**



This icon indicates that the information presented in the material will be useful for web designers.

**Attention Webflow Devs!**



This icon means that the information presented in the material for web developers working in Webflow.

**Testing**



This sign indicates advice on how to apply the recommendations and verify compliance with certain requirements.

**Google lighthouse**



Google Lighthouse is an open-source, automated tool for measuring the quality of web pages. Google Lighthouse audits performance, accessibility and search engine optimization of web pages.

### Progress over perfection

No one tries to make their websites inaccessible to disabled people. It's not intentional. But it is easy to fail to make a site accessible to everyone. This little book will help you succeed.

Don't worry about including every piece of advice in every website, and going back over every website you've built and making changes. Change takes time. Put what you can into your standard ways of working in Webflow. Dip into this little book every few weeks and see what else you can do. Over the next year or so, you'll understand more about accessibility, you'll see where you can make improvements.

### Introduction

By default, the web is accessible to everyone, but we design and develop problems into the web every day.

Two important questions to start any new project are

- Who is this website for?
- Who do we want to exclude from the website?

The more clarity you have on your users, the better your website will serve their needs, and ultimately your ambitions.

There are legal reasons to exclude people, for example websites which promote beer or gambling. You need to exclude people under 18 or 21.

All materials and examples described in this book can be seen online by scanning this QR.



There are geographic reasons to exclude people, for example a company that builds swimming pools in Colorado. You need to exclude people who live in Canada.

There are financial reasons to exclude people, for example if you are looking for large philanthropic donations for a university library. You need to exclude your famous, but poor, alumni.

There are skills reasons to exclude people, for example a no-code jobs board. You need to exclude people who don't no code.

But none of these exclusive sites should stop disabled people from accessing them, in whatever way they want.

**As long as we don't consider inclusive requirements, people will be out of the Web**

### A short history of Web languages.

When Tim Berners-Lee invented the World Wide Web, all we had to work with was HTML. Hypertext Markup Language. Take the content of a scientific paper, add headings, paragraphs, lists, and a title. Add hyperlinks to connect one idea to another.

HTML evolved to today's current "living language" HTML5. Its purpose is the same. To allow a "user agent" (browsers, bots, and screen readers) to understand the content in context.

In Webflow, you add HTML using the Add Elements Panel (A) on the left hand side of the Designer.

Styling of the page was left to the browser, and users of Mosaic, one of the first web browsers, could change colors and fonts. So it was up to the user to decide how a page would look!

This creates a tension between the author (or designer) and the reader. Who should have control of the presentation of the content? Eventually a unified system was introduced, CSS (Cascading Style Sheets). In Webflow you add CSS using the Style Panel (S) on the right hand side of the Designer.

But even today, users can change their browser settings to increase font size, use high contrast or dark mode, or read a web page on their watch. This is the beauty of CSS, which allows users to consume content any way they want.

So with HTML and CSS, we can describe content, and style it. But we can't create an application with these. There is no way to interact with the data, to log in and apply logic, for example. For that we have JS (JavaScript), and now we can create applications for the web.

However, in Webflow, JS interactions are still quite limited. In the Interactions Panel (H) we can create animation triggers, but not much more. When Webflow introduces Logic, the real power of JS will be released.

```
The World Wide Web project (p1 of 2)

World Wide Web

The WorldWideWeb (W3) is a wide-area hypermedia information
retrieval initiative aiming to give universal access to a
large universe of documents.

Everything there is online about W3 is linked directly or
indirectly to this document, including an executive summary
of the project, Mailing lists , Policy , November's W3 news ,
Frequently Asked Questions .

What's out there?
  Pointers to the world's online information, subjects ,
  W3 servers, etc.

Help
  on the browser you are using

Software Products
  A list of W3 project components and their current
  state. (e.g. Line Mode ,X11 Viola , NeXTStep , Servers
  , Tools , Mail robot , Library )

-- press space for next page --
Arrow keys: Up and Down to move. Right to follow a link; Left to go
H)elp O)ptions P)rint G)o M)ain screen Q)uit /=search [delete]=histo
```

The first webpages invented by Tim Berners-Lee at CERN in the 1990s looked something like this.



### Conceptual differences between HTML, CSS, and JS

Let's look at some examples.

HTML heading `<H>` versus CSS font-size

The HTML headings `<H1>` to `<H6>` give the relative importance of, and order to, the information on the page. This gives context to the content, and by perceiving the heading level we can decide how much of the page we want to read, and what we might skim. SEO bots can also understand the main point of the page.

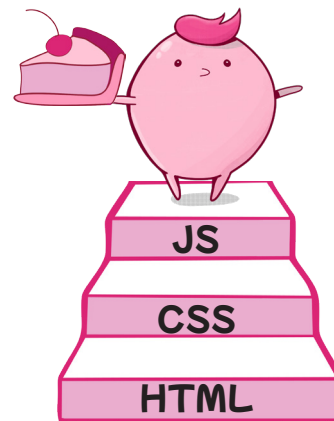
CSS font-size: small, font-size: medium, font-size: large just give us a visual way to see the content, if we can see it. SEO bots can't see the page, and neither can many blind people. It's style, but not substance.

### HTML `<Forms>` versus JS

When you make a contact form you want lots of things to happen at the same time.

- Make it clear to users where they are on the form
- Associate labels with the form input
- Give an error message for required fields
- Send the data to the right place
- Tell the user that the data has been sent

It's much better to use the built in support from the browser with HTML, than trying to script all of this with JS.



### Progressive Enhancement

The best way to design and build web pages is to start with the content, mark it up with HTML, add CSS, and then use a little JS where needed. This is called Progressive Enhancement, and it really helps to keep your design and build focussed on what your users need, and keeps your sites accessible.

### A note about ARIA

Accessible Rich Internet Applications (ARIA) supports HTML and JS to make some elements and components more accessible to disabled people where native elements are not enough. We will mention ARIA where it is needed for basic web building in Webflow.



### Who are disabled people?

Unfortunately we sometimes “other” disabled people. We think of them as different to us, not as capable as us, not worth worrying about. But who are disabled people really?

When we talk about disabled people, we need to question why they are disabled.

At **pop pop studio** we believe in the “social model of disability”. It is society that disables people. We see this all around us. Buildings with no ramps for wheelchairs. Sidewalks without tactile paving. A lack of work opportunities for people with Down syndrome.

Some people are born disabled. Born blind or deaf, or with missing limbs. These people are used to being disabled. Disabled by a society which does not allow them to take part.

Some people become disabled over time such as Stephen Hawking, who had cerebral palsy. He was supported by his colleagues to continue his work, write books, and have fun at parties. To have a full life.

Some people become disabled overnight. Through a car crash, falling off a horse, or as an act of war.

Some people have hidden disabilities. Whether these are physical or mental, we should be mindful of their needs to allow them to take part in society.

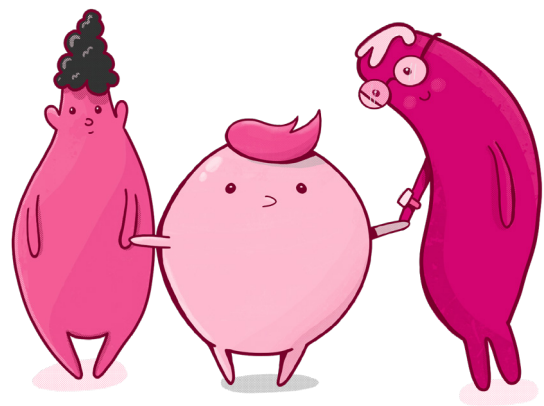
How we choose to treat disabled people reflects on us, and our humanity. So please don’t “other” disabled people. Don’t ignore their needs. Design and build for everyone.

### Testing for accessibility

In this book we’re going to show you how to test for accessibility as you build. You’ll use

- native Webflow tools
- Google Lighthouse

These are simple but basic tests that will remove a lot of barriers disabled people face every day on the web.



### Webflow and accessibility

Webflow is working to help you build accessible websites according to the WCAG standards. They’ve introduced tests for color contrast, checks for alt text on images, and duplicate IDs. They have made many components accessible. But it’s up to us as Webflow designers and developers to make sure that we follow standards across the whole of the web.

This little book only covers native Webflow elements.

### The WCAG

The Web Content Accessibility Guidelines (WCAG) are the industry standard. We don't go into great detail on individual guidelines. This is an introductory guide to accessibility standards.

The WCAG have 3 levels:

**A** is the absolute minimum required for disabled people to use your website.

**AA** is the standard that governments around the world are setting as the expected level of accessibility.

**AAA** is for specialist websites that cater to a known user group of disabled people

### Accessibility checklists process

Making your websites accessible to disabled people is a thoughtful process, not a checklist. In every project, create The WCAG have 3 levels:

- a beautiful design, with
- a great user interface (UI), and
- careful development, with
- accessibility in mind

Add the ideas from the little book to your SOPs (Standard Operating Procedures) or workflow

### Webflow + Accessibility = 😊

We've written this book because we love Webflow, and we want everyone to be able to access all the wonderful sites you build.

If you've got any questions about Webflow accessibility, send us an email, find us on Twitter, or fill in a form on our [website](#).



jonathan@poppop.studio

ankita@poppop.studio



<https://twitter.com/JonathanDHolden>

<https://twitter.com/UxAnkita>

[https://twitter.com/studio\\_poppop](https://twitter.com/studio_poppop)

Jonathan's  
Twitter



Ankita's  
Twitter



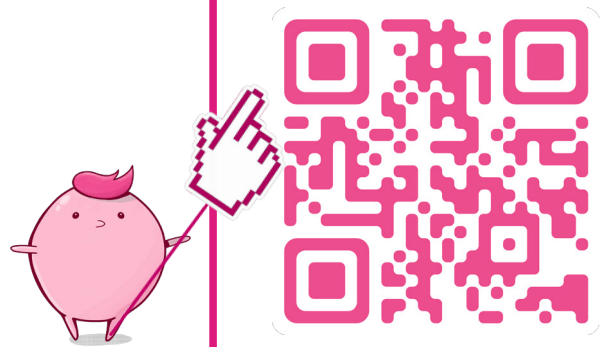
Pop pop's  
Twitter



**We've put a lot of love into making this little book for you.**  
**Thanks so much for your support.**

**Jonathan and Ankita**

This QR-code leads to pop pop studio. Tap your finger or click your mouse to go to the link.



# 1. Fonts and words



It is more fun to talk with someone who doesn't use long, difficult words but rather short, easy words, like 'What about lunch?'

A. A. Milne

### Attention Designers!



There are lots to choose from. A small sample of Google Fonts:

Andika,  
PT Sans,  
Sawarabi Mincho,  
Raleway,  
Chivo,  
KoHo or Cabin



### Choosing Fonts

Choose clean fonts with good legibility. Have a look at the characters **ll100bdpq**.

Can you clearly see the difference between the capital **I**, the lowercase **l** and the number **1**? If the **p** and **q** and **b** and **d** are symmetrical they can cause legibility problems too.

### Font size

- Use a minimum of 16px for the main text font.
- Remember that your Webflow Dev will be using rems for the font size. So designing with pxs that are divisible by 16 is helpful.

24px = 1.5 rems, 48px = 4 rems.

- Set line height to at least 1.5 times the font size.
- Set paragraph spacing to 2 times the font size.

### Headings

You should have a design system with up to 6 heading levels, H1 to H6. For most websites, H1 to H4 is all you'll need.

- Only one H1 per page.
- Size of headings does not always indicate the H level. For example in a blog posts index page, the name of the blog post might be in smaller type, but it will often be an H2.
- Headings describe the topic or purpose.

#### Visual perception of the font depending on its size

Home heading 128px

HEADING 1 64 px

Heading 2 48px

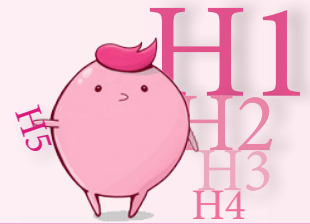
Heading 3 28px

Heading 4 20px

Heading 5 14px

Heading 6 12px

Using headings and font size in titles and paragraphs on a web page



Wrong Way ✕

Paragraph Bold Trustworthy Dental Clinic in Ohio

H1 We bring  
Your Healthy Smiles

Paragraph Let's take care of your teeth

Button Schedule

Right Way ✓

H1 Trustworthy Dental Clinic in Ohio

H2 We bring  
Your Healthy Smiles

Paragraph Let's take care of your teeth

Button Schedule

### Text alignment

For the most part, keep text aligned left. Some headings and text on cards are alright as center aligned.

Don't use justified text (aligned both left and right) as this makes reading more difficult, and will often lead to large gaps between words on mobile views.

### Writing style

Instead of writing long paragraphs, consider these points to make the text easier to read (or scan):

- develop a single topic per section
- consider dividing longer sentences into two.
- use sentences that contain no more than two conjunction.
- use lists

Attention  
Designers!



### Text Style

- Don't use ALL CAPS, it's harder to read.
- Use sentence case in headings and on buttons.
- Underline text links in paragraphs.
- Set a width of no more than 80 characters per line.

✗ Not so dyslexic friendly and readable

#### KIDS ENRICHMENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

#### ME TIME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

#### SOCIAL WELL BEING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

✓ Dyslexic friendly and readable



#### Kids enrichment

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



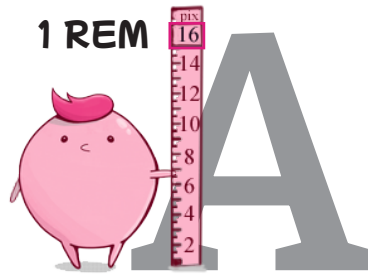
#### Me time

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



#### Social Well Being

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

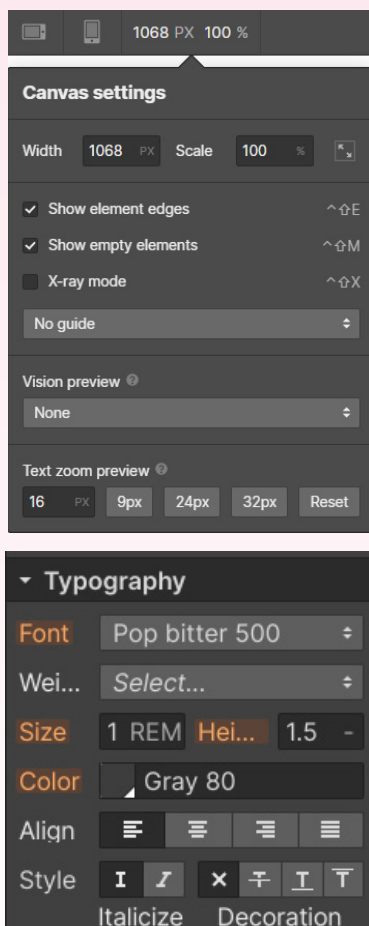


**Attention  
Webflow  
Devs!**

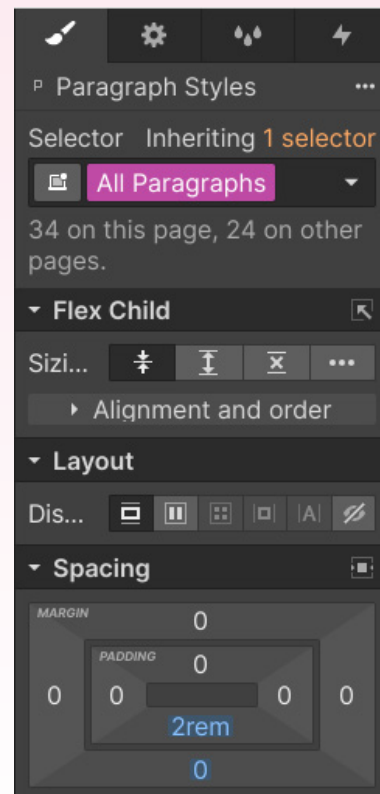
## Fonts

For better page speed, upload the fonts you will be using, don't rely on the Google Fonts CDN.

- Set the body font to 100%. Most browsers use 16px as the default font, but new devices might have their own choice, so allow your fonts to work with that.
- Set fonts in REMs. Some people set their browser font size to Large or Small to suit their needs. Using rems allows them to do this. In Webflow, you can check how your site looks when the user increases their browser font size through Text zoom preview in Canvas settings.



- Set line height using 1.5- units
- Set spacing between paragraphs to 2 times the font size. For example you can add 2rem padding to the ALL PARAGRAPHS class



## Headings

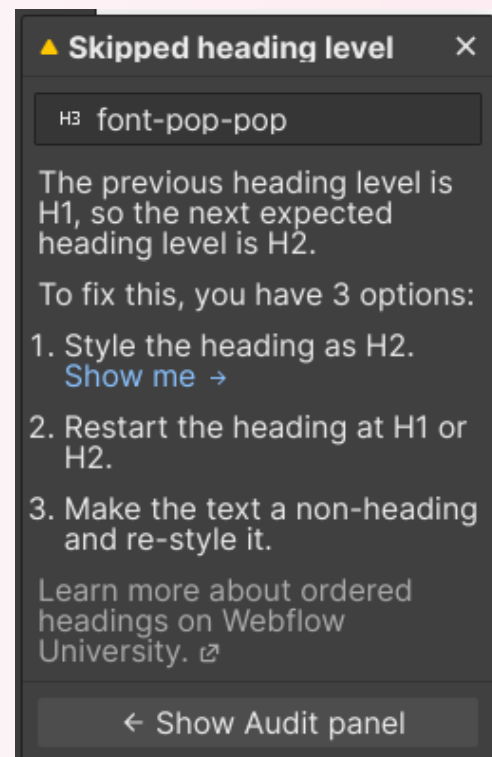
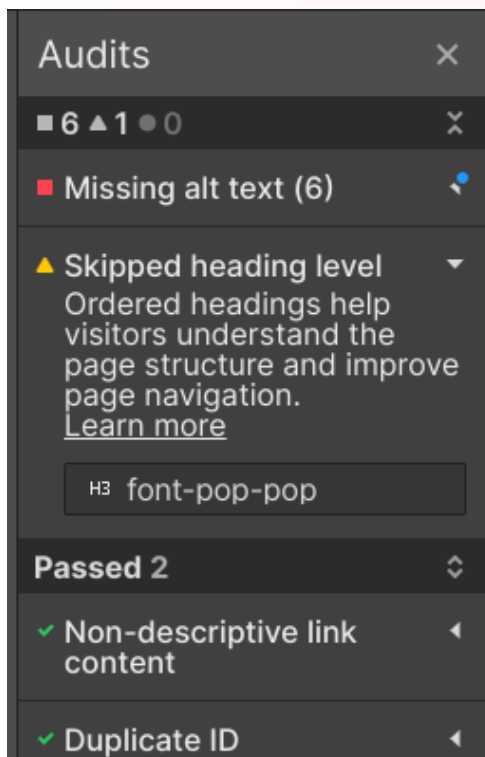
- Make sure there is only one H1 per page, even if there is a “jumbo” heading in the hero section.
- Use CSS to change the size of semantic headings. For example, for a larger H2, add a class .heading-xlarge.



### Testing



- Webflow Publish audit



Read more about Headings on the pop pop wiki



Google  
lighthouse

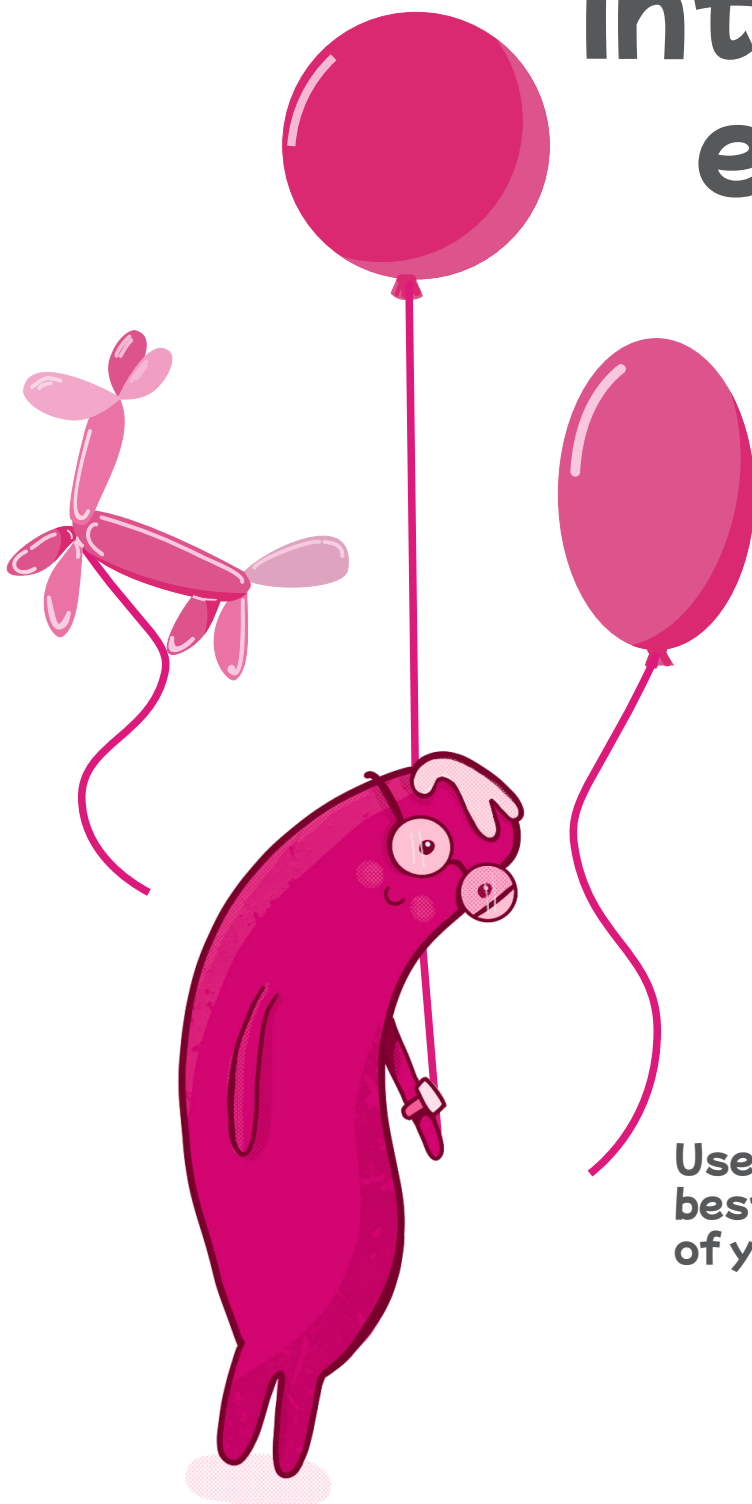


Headings  
sequence.

Screen readers have commands to quickly jump between headings or to specific landmark regions. In fact, a survey of screen reader users found that they most often navigate an unfamiliar page by exploring the headings. By using correct heading and landmark elements, you can dramatically improve the navigation experience on your site for users of assistive technologies.



## 2. Links, buttons, menus, and interactive elements



Use each interaction to be the best, most powerful version of yourself.

Marianne Williamson

### Attention Designers!



### Buttons and links and CTAs

Buttons are different to links. Buttons do something. Links go somewhere.

The Webflow Button isn't technically a `<button>` element, it's actually a link!

In HTML we have `<button>` for buttons and `<a href>` for links. (`<a href>` stands for Anchor Hypertext Reference, sorry)

When you log in to a page, that's a button. When you click a menu item, that takes you to another page, so that's a link.

Call-to-action (CTA) elements are usually links, even if they are styled as buttons:

"Start a trial"

"Download the app"


"Sign up for updates"

"Get a consultation"

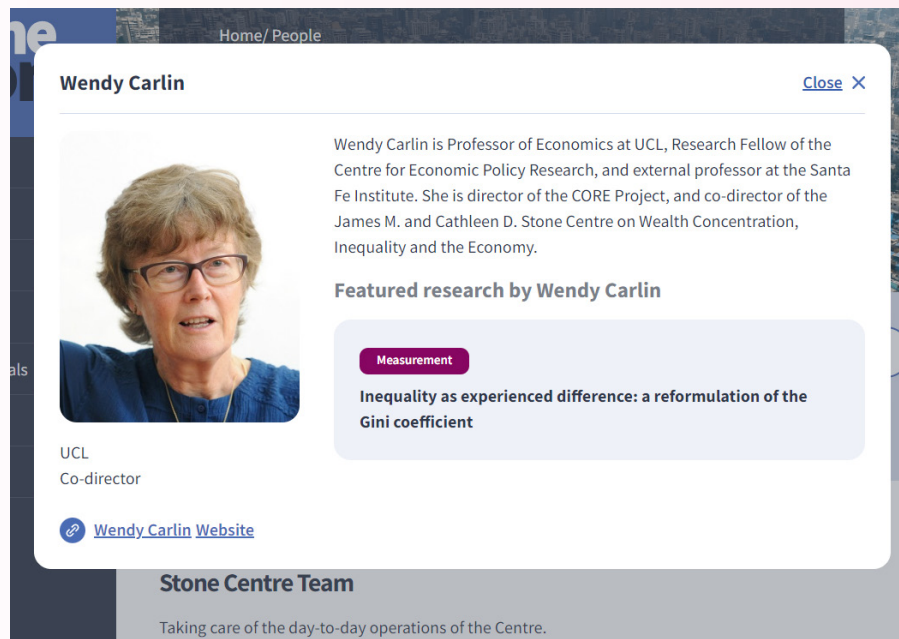
If the CTA is "Search" then it would be a `<button>`

A `<submit>` button is used on a form to send information somewhere.

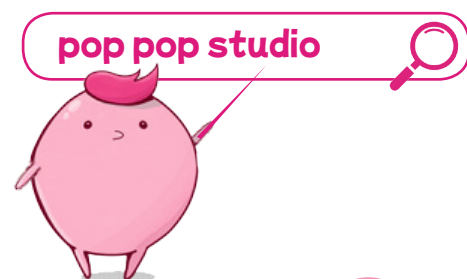
- Links must be understandable, preferably in words.
- Text links in paragraphs (inline links) explain the purpose of the link
- Text links in paragraphs should be underlined. This is a standard convention that makes sure that users can see what is a link.
- Avoid icon only links (though Twitter and Facebook icons are OK). If you use them, make sure the image has alt text explaining where the link goes.
- It's better to add words to icon links (such as a hamburger icon)
- Use text or an icon to tell users that a link opens in a new tab or window

Uneven growth: automation's impact on income and wealth inequality 

- Add the word “close” on modal pop-up buttons



- On larger sites, where all pages are not linked from the Home page, add a search, or a site map
- Button size should be at least 44x44 px for a larger hit target.
- Avoid sticky nav bars and other elements, they can be confusing for screen reader users.



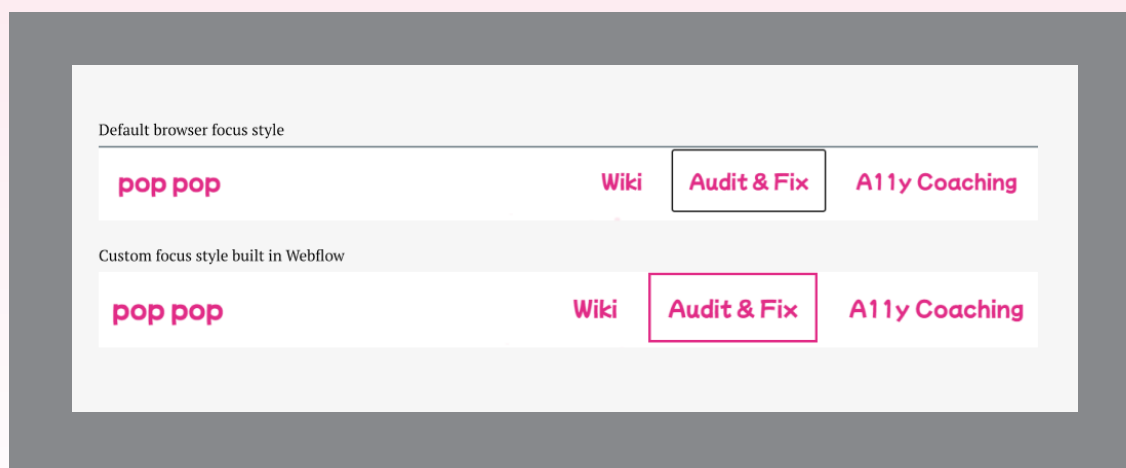
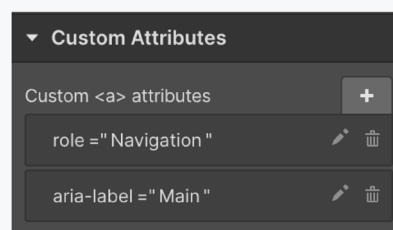
## Chapter 2: Links, buttons, menus and interactive elements

Attention  
Webflow  
Devs!



- For icon only links (Twitter and Facebook, for example) add an aria-label
- Make sure that there are no empty links
- Instead of using URLs, use the text name for the link.
- The links should have discernable text.
- Browsers come with a focus ring that shows which interactive element is in focus. In Webflow you can style the focus state and get rid of the default browser look. This provides a unified experience for all users. A focus state highlights the current interactive element enabling people to navigate websites using a keyboard.

```
role="navigation" aria-label="Main"
```





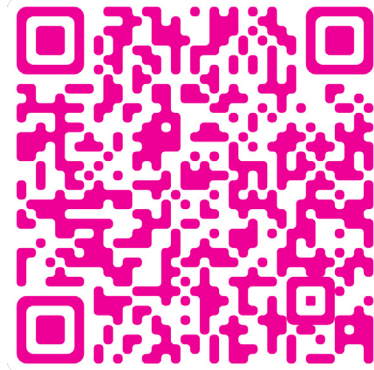
Google  
lighthouse



### Links do not have a discernible name?

Link text that is discernible, unique, and focusable improves the navigation experience for users of screen readers and other assistive technologies.

Read more about links on the pop pop wiki



**We left some space in the book.  
Feel free to use it for your  
thoughts and ideas**

[illegible]

# 3. Color and Gamut



The meaning of a word to me, is  
not as exact as a meaning of a  
color.  
Colors and shapes make a more  
definite statement than words.

Georgia O'Keeffe

### Attention Designers!



Colors have significant cultural meanings, but not everyone sees colors the same.

### Color contrast

The color contrast range is from 0 to 21. The contrast between black and white is 21:1.

- #FFFFFF, White



- #959595, 3:1



- #777777, 4.5:1



- #595959, 7:1



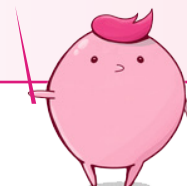
- #000000, Black



Level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text.

**Double A (AA)** compliance is the acceptable level of accessibility for many online services, and should work with most assistive technology. Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

**Triple A (AAA)** is the gold standard level of accessibility, which provides everything for a complete accessible compliance



Text Size		AA	AAA
Normal text	up to 18px	4.5: 1	7:1
Large text	18px bold , 24px	3:1	4.5:1
Graphical objects and user interface (buttons, icons)		3:1	3:1



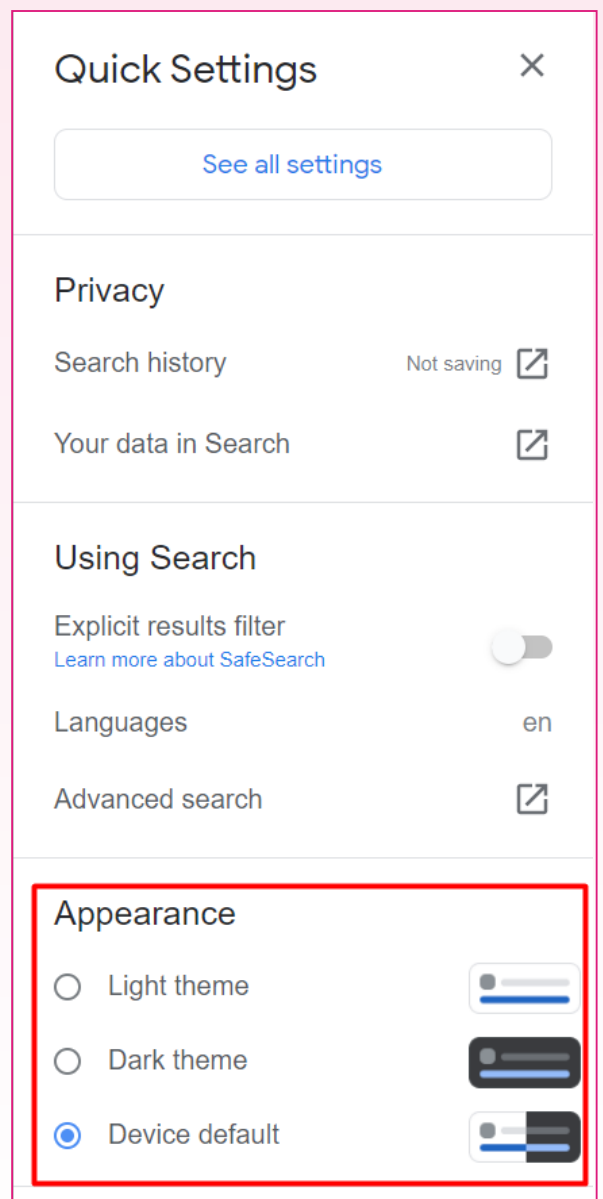
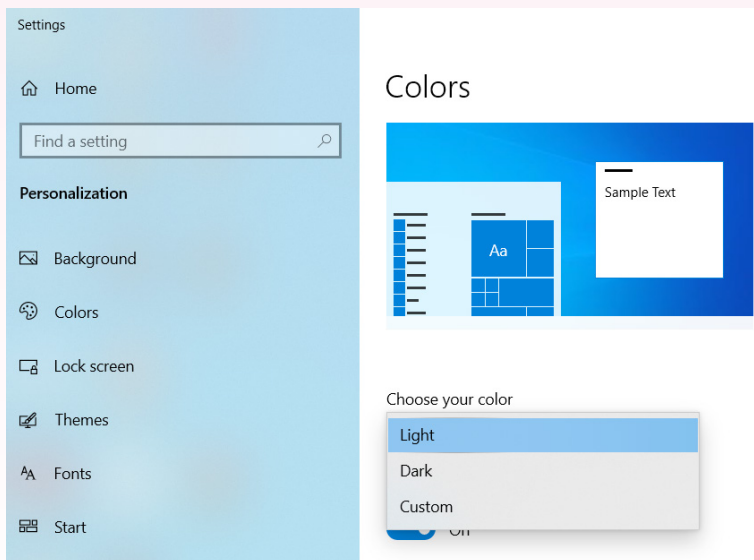
## Color contrast

Ratio of contrast level to font visibility

C	O	N	T	R	A	S	T
10.31	9.31	7.35	5.33	3.65	2.38	1.56	1.01





## Dark mode

Users can set up their color settings in the browser. So although it is possible to add light or dark mode to your Webflow site it shouldn't be necessary.



### Color alone

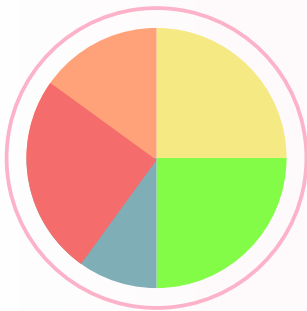
Don't use color by itself to convey information. Add an icon, pattern, or text to error messages, buttons, and graphics which use color to convey information. For example,

✗ Don'ts	✓ Do's
	
	
<div>Dec 23 Wellington Match</div> <div>Dec 24 Gala Ceremony</div> <div>Dec 25 Christmas Eve</div> <div>Dec 26 Annual Meeting</div>	<div>Dec 23 Wellington Match</div> <div>Dec 24 Gala Ceremony</div> <div>Dec 25* Christmas Eve</div> <div>Dec 26 Annual Meeting</div>

People with low vision cannot distinguish between adjoining color blocks which have a low contrast ratio.

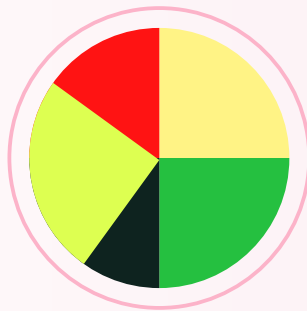
If you are using graphics where colors are being used to convey meaning, use adjoining color blocks with contrast ratio more than 3 or add high contrast boundaries to them.

❌ Pie Chart



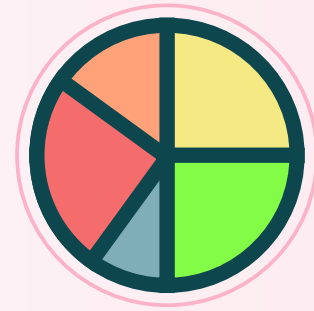
Less distinction between adjoining colors which has contrast ratio less than 3

✅ Pie Chart



Contrast ratio between each adjoining color is more than 3

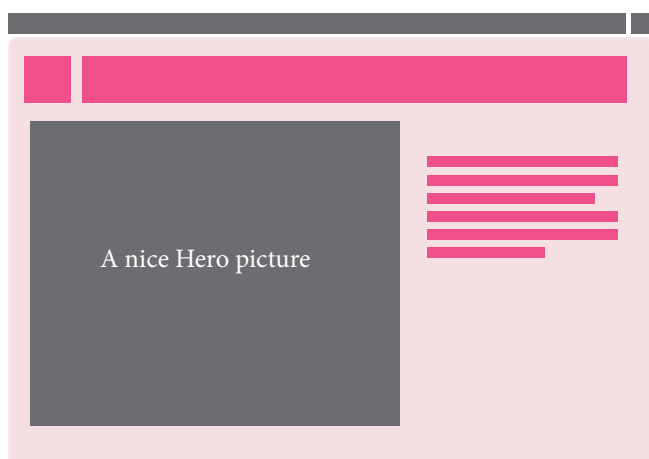
✅ Pie Chart



Distinction is created between adjoining color by using high contrast boundary



Attention  
Webflow  
Devs!



If the browser takes time to load the image, or the image fails to load, all the user will see is a white background. The text will be invisible. This will also fail automatic accessibility testing.

Create a global class for your “headings on hero photos” `.text-white-image` which has white text and a black background to ensure accessibility requirements.

### Testing



Attention  
Designers!



### Color alone

- Check 2 colors with the color contrast tool from **WebAIM**
- Check multiple colors with the color contrast tool from **EightShapes**
- On **Figma**, use the **Stark plug-in** to check color contrast.

### Testing



Attention  
Webflow  
Devs!



- Use the Webflow color contrast checker to make sure colors have enough contrast.

### Resources and tools to test your design solutions

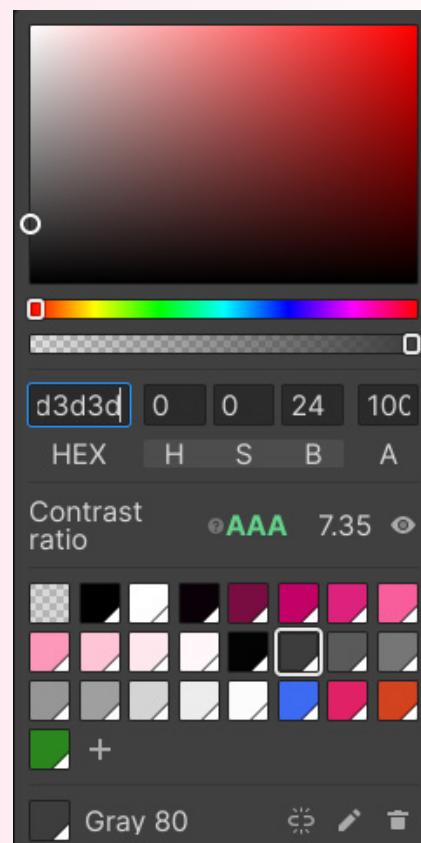
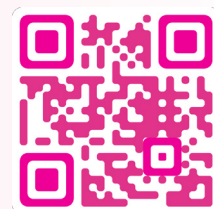
WebAIM  
web accessibility in mind



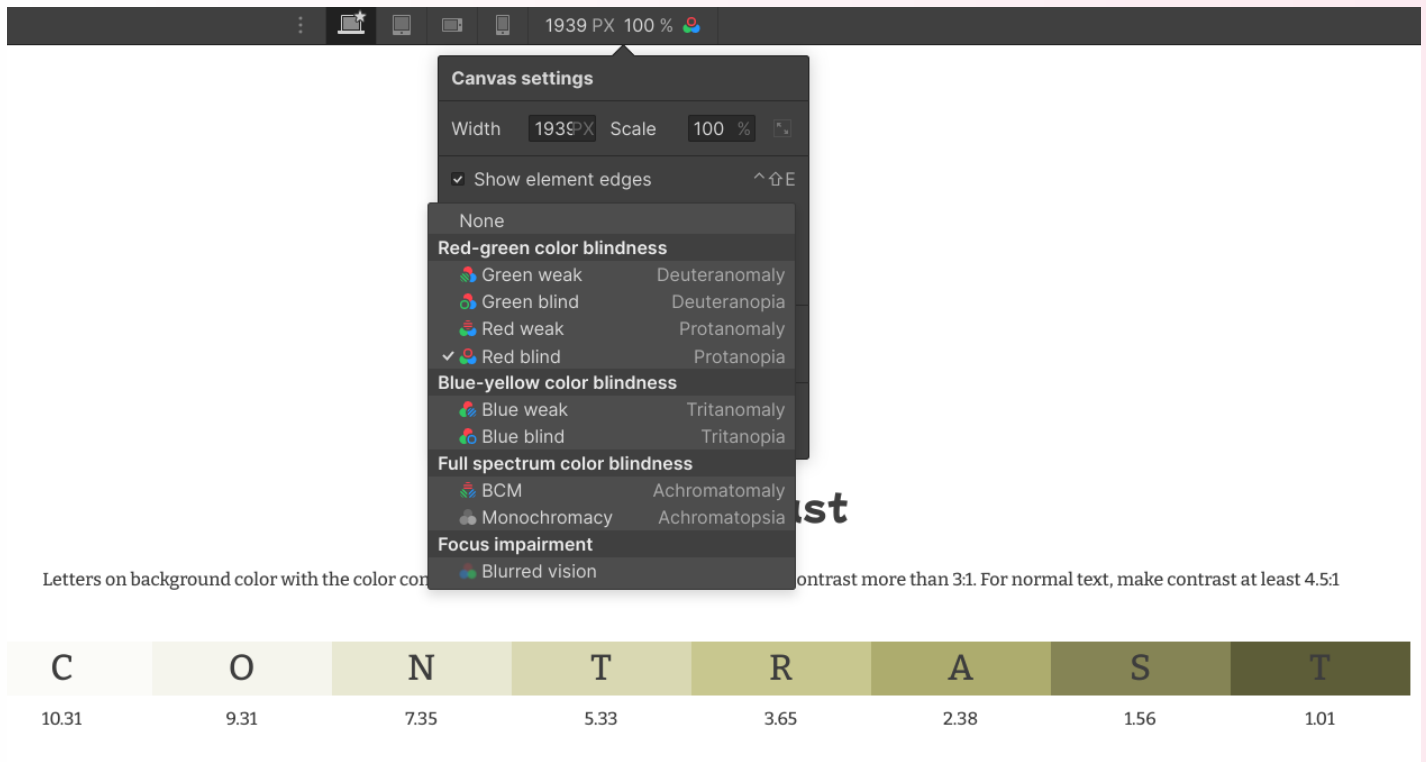
eightshapes



Stark



- Use the Webflow Vision preview to make sure you are not using color alone to convey information.



Text that has a low contrast ratio—that is, text whose brightness is too close to the background brightness—can be hard to read. For example, presenting light gray text on a white background makes it difficult for users to distinguish the shapes of the characters, which can reduce reading comprehension and slow down reading speed.

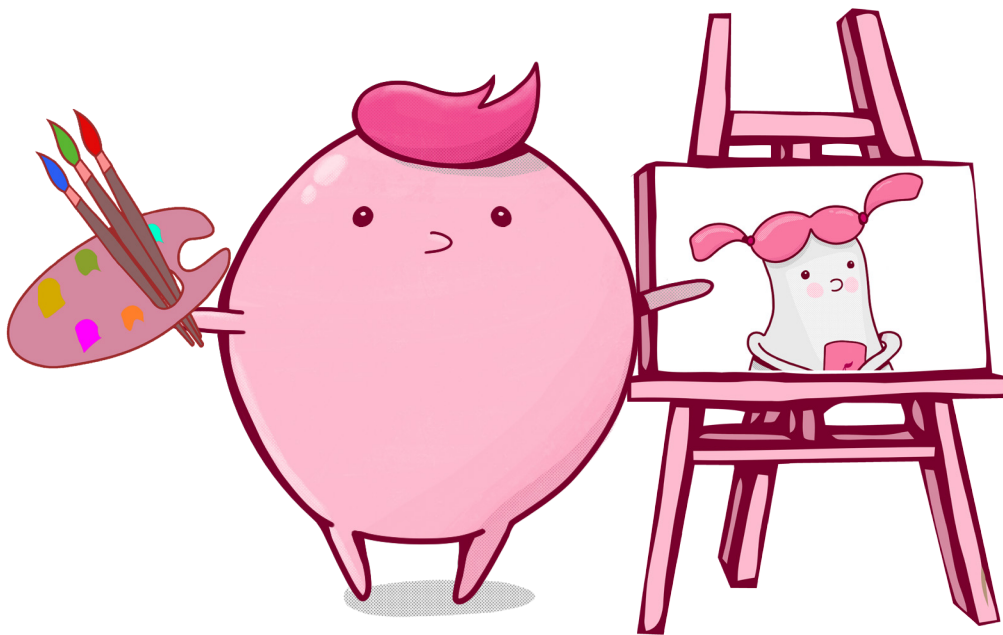
While this issue is particularly challenging for people with low vision, low-contrast text can negatively affect the reading experience for all your users. For example, if you've ever read something on your mobile device outside, you've probably experienced the need for text with sufficient contrast.

Read more about Color Contrast and a sufficient contrast ratio in our pop pop wiki



Feel free to use this space for sketches or drawings.

# 4. Images



A man's work is nothing but this slow trek to rediscover, through the detours of art, those two or three great and simple images in whose presence his heart first opened.

Albert Camus

Attention  
Designers!



### A picture paints a thousand words

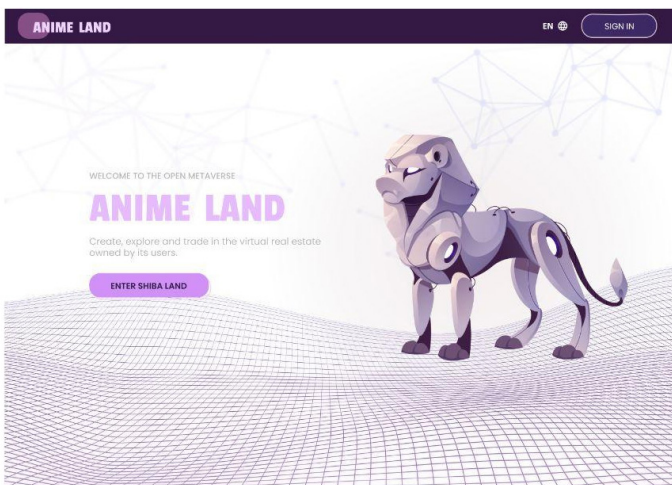
Images tell a story. People who can't see the images need to know what the story is too.



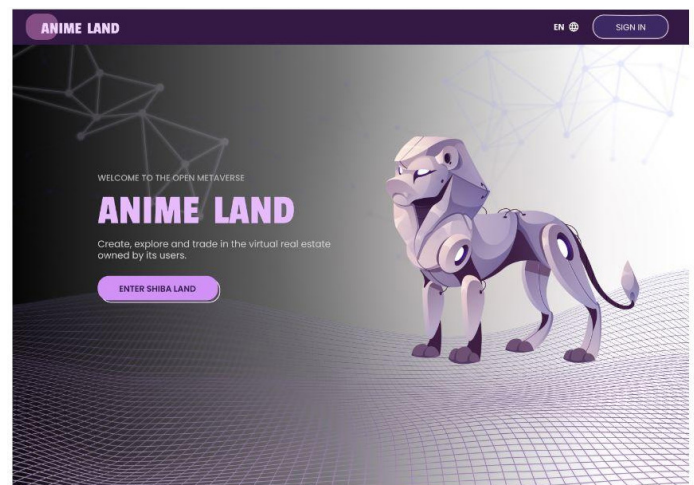
- Add alternative text to all non-decorative images
- Consider adding a background color to text on photos to make sure that text can always be read, regardless of the photo used.



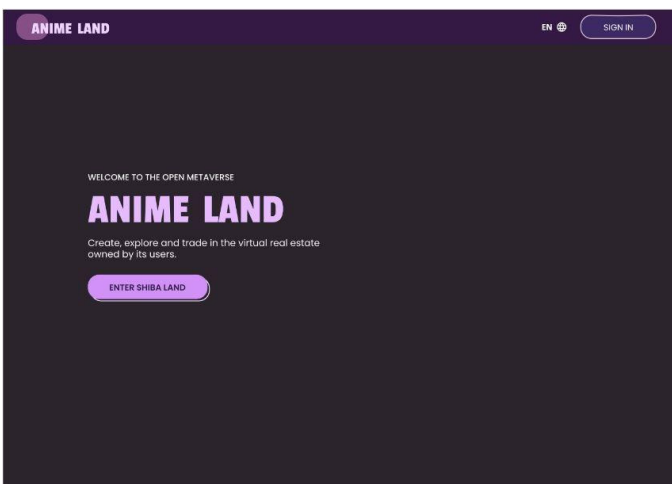
- If the page load is a bit slow, you sometimes see the text before the image is loaded. But if the text is white, and the background is white, there is nothing to see. Users might just scroll the page, missing your hero text altogether.



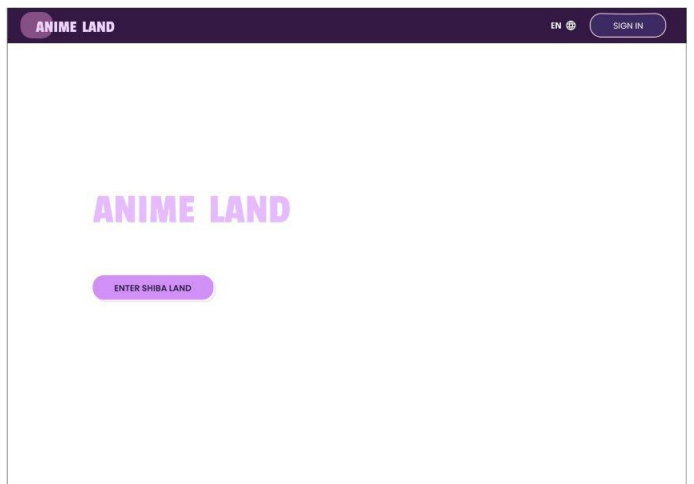
Text on background image



Text on background image and on div block with gradient effect



Text on background color when image fails to upload

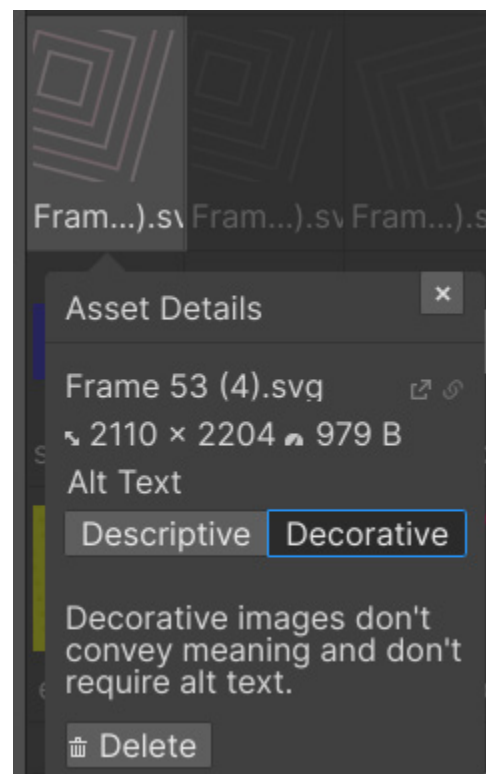
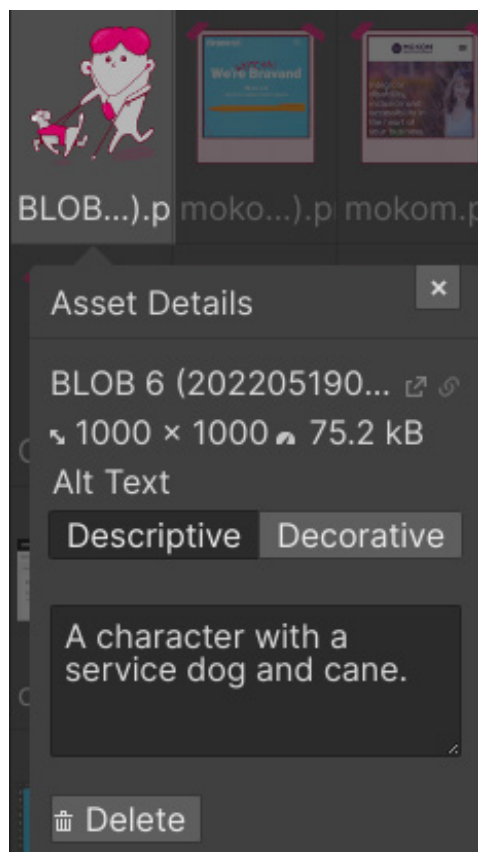


Text when background color is not set and image fails to upload

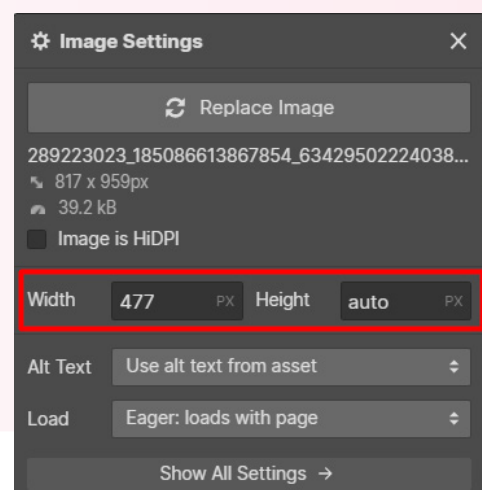
Attention  
Webflow  
Devs!



- Add the alternative text **<alt text>** for every image as you upload it.
- Decorative images which don't need alt text should be labeled.



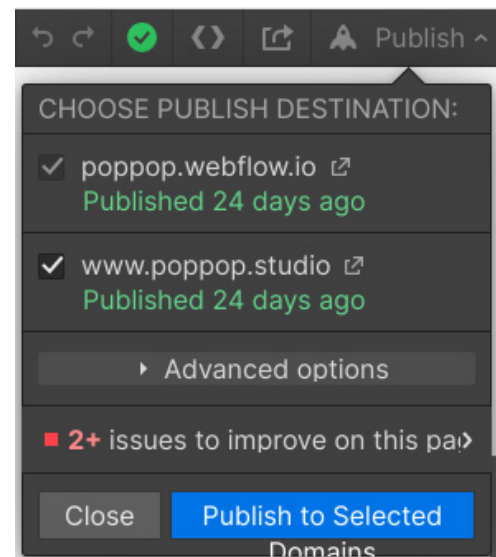
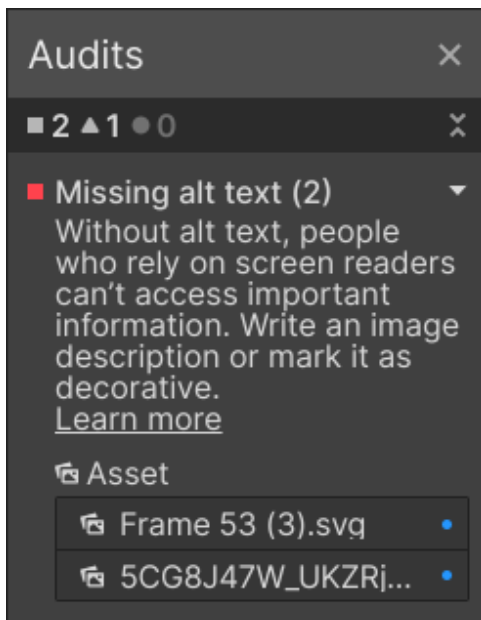
- Reject images that don't have alt text, unless they are marked as decorative
- Set the size of images in **HTML**. This stops the content jumping around the page as it loads. Size can be set in Image Settings.





### Testing

When you Publish, the Webflow audit panel will flag any images that do not have alt text and that are not marked as decorative.



### Google lighthouse [alt] attributes. Alt text for images

Alternative text for images is both the easiest and the most difficult accessibility standard. Put simply, every image **MUST** have Alt text - the text that screen readers and bots can read in place of the image.

Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute.

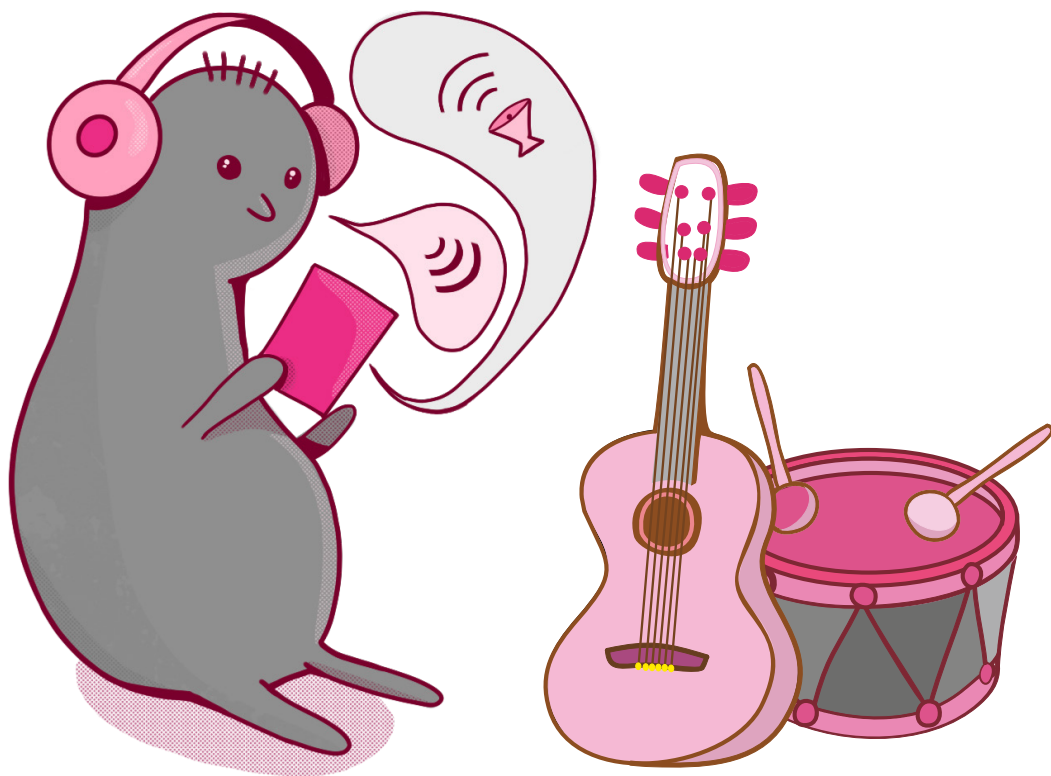
Additional information about [alt] attributes in our pop pop wiki



You can play with this Etch A Sketch



# 5. Video and audio on websites



The technology keeps moving forward, which makes it easier for the artists to tell their stories and paint the pictures they want.

George Lucas

### Attention Designers!



**Users need to be able control their video and audio experience.**

### Captions

Design captions in the video layout to remind content creators to add them.

### Transcript

Add a transcript of a speech from video and audio. You may choose to put it in an accordion, or add a link to a transcription which is located at the bottom of the page.

### Screenplay

For some projects, add a screenplay which includes the actions within a video, such as describing the setting, and people's expressions. You may choose to put it in an accordion, or add a link to a screenplay which is located at the bottom of the page.

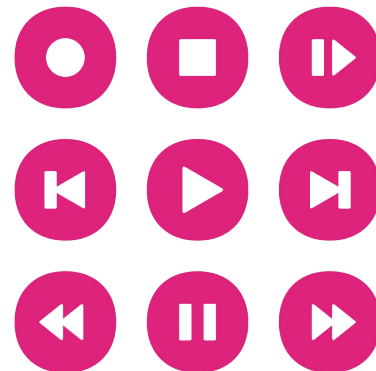
### Audio description

Add audio description, where the actions on the video are spoken in between the dialogue.

### Sign language

Add sign language interpretation in the design, if this will be included in the webpage.

- Show controls for all video and audio content.
- Design play / pause buttons to background video.



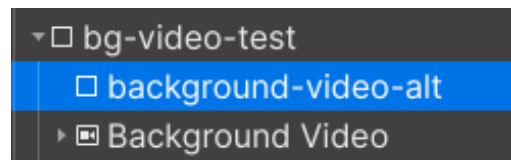


Attention  
Webflow  
Devs!

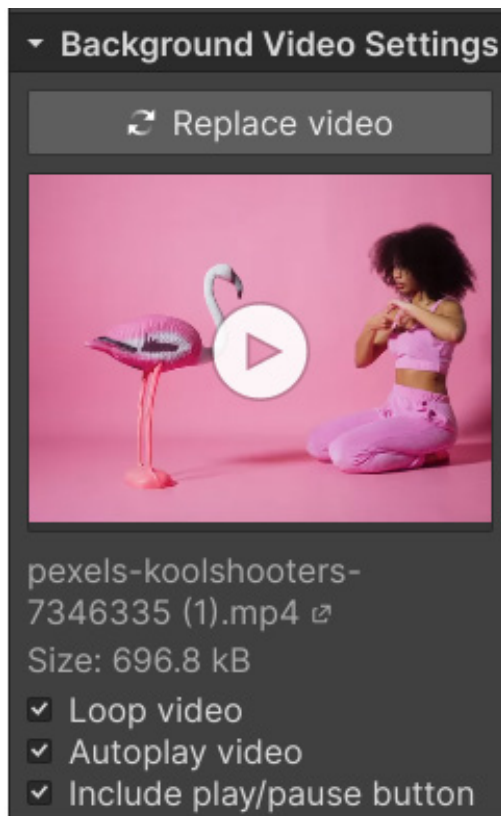
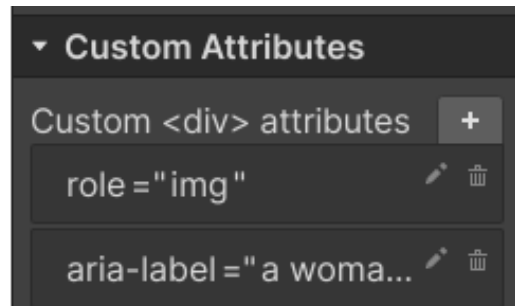
- Videos linked using the Webflow Video element automatically have playback controls.
- When using a service such as Wistia or Soundcloud, make sure the client supplies embed scripts with playback controls and captions enabled.
- For background images make sure you enable the play/pause button

For background images that are telling a story, use aria-label to give “alt-text” to videos. Add a div before the Background Video, and add 2 custom attributes

role="img"

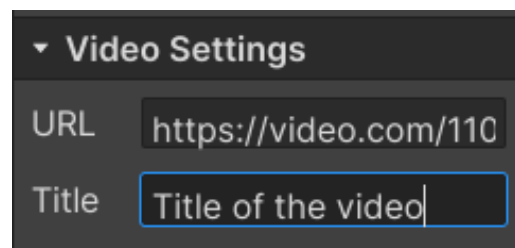


aria-label="alt text"



For YouTube and Vimeo videos a title attribute is automatically included. Check there is a title tag for other video sources. If not,

add Title= "Title of the video"





### Testing



### iFrames

`<frame>` or `<iframe>` elements do not have a title.

Give your iframes a `<title>` Informative elements should aim for short, descriptive alternate text.

Decorative elements can be ignored with an empty alt attribute.

Google  
lighthouse



### Navigating through frames

Users of screen readers and other assistive technologies rely on titles to describe the contents of frames. Navigating through frames and inline frames can quickly become difficult and confusing for assistive technology users if the frames do not have a title attribute.

Poppop Wiki will tell  
you more





# 6. Forms: design, testing, using



I try to just communicate  
what I want done as clearly  
and simply as possible.

Dick Wolf

### Great forms equal easy communication

Forms are one of the most important ways that people will communicate with you. Make them well and it'll be easy for everyone.

**Attention Designers!**  
These tips will help you in your work!



### 1 Labels

- Always have a visible label above every input. Clicking the label will put the cursor into the input field.
- Don't use placeholders. If you need hint text, add it below the label and above the input.
- Mark optional fields, not required fields. (This makes things easier for users, and makes you think more carefully about why you are asking the question).

### Accessible forms

**1** Name

E-Mail Address

**2**

Address  
The address where you want us to send your gift

**3**

Your Age  
(Optional. Giving your age will help us send an appropriate gift)

**4** Submit

### 2 Inputs

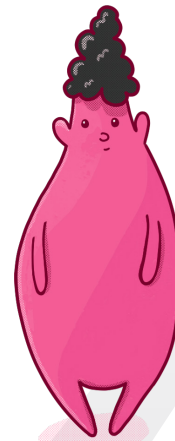
- Make inputs look like inputs, with a border.
- Leave inputs empty so it's obvious where the text goes.
- Make the input target 44px high so they are easy to hit, even on mobile. (Having a label gives you extra target space for your input!)
- Make the inputs as wide as the likely content, not the page. This gives users a clue as to how much text is required.

### 3 Layout

- Use single column forms. Multi column forms are error-prone, slower to use, and may be developed poorly so that keyboard users get lost.
- Make the Submit button look like a submit button.
- Align the Submit button to the left edge of the last input.
- Use sentence case for labels, hints and error messages, as it is easier to read.
- Use a verb for the Submit button, as the user is doing something.
- Use auto-fill where possible.

### 4 Legal, Success, and Error messages

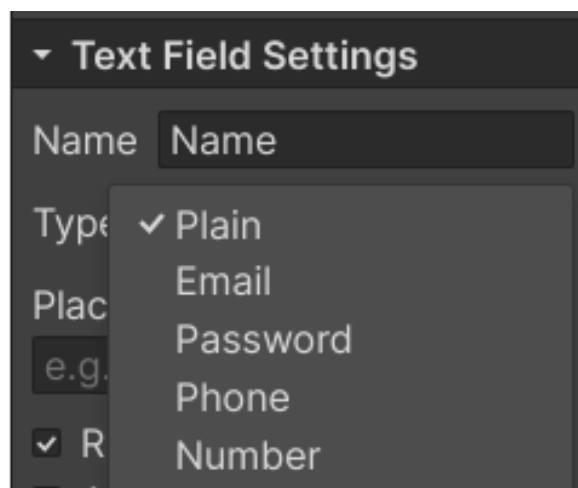
- Consider adding a checkbox to confirm acceptance of Terms or Privacy policy. Put the checkbox before the Submit button.
- Style error messages in red, with a warning icon.
- Write concise, specific error messages, with plain language.



### Attention Webflow Devs!



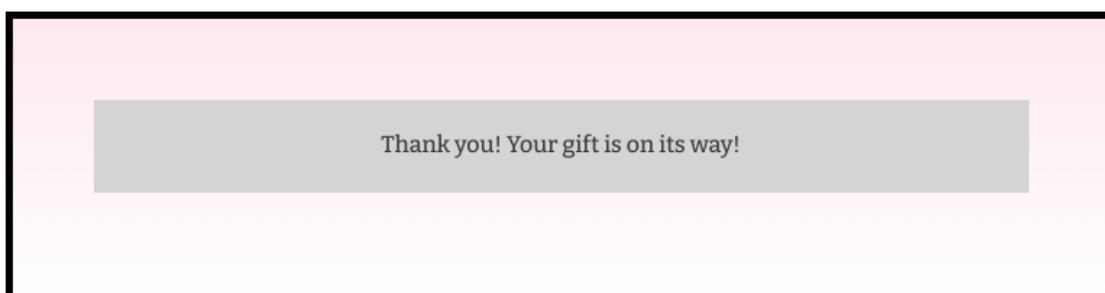
- Make sure Labels and Inputs are programmatically connected. Add a Label, then an Input. Don't cut and paste all the Labels and change the text in them and then add the Inputs. It is possible to fix this later, but you really don't want to waste that time.
- Set fields to the correct settings. The browser will check that the input text is correct, and auto-fill should work correctly.



### Testing



- Click every label to make sure that the cursor jumps into the correct input.
- Leave required fields empty and check the error message.
- Check Success and Error messages.



Oops! Something went wrong while submitting the form.

- Check auto-fill works as expected

Age  
(Optional. Giving your age will help us send an appropriate gift)

Please enter a number.

### Assistive technology



Google  
lighthouse

Assistive technology users rely on Labels to navigate forms. Labels help everyone know what the Field is for. Mouse and touchscreen users also benefit from labels because the label text makes a larger click target.

### Form Labels

The Webflow Form Block is a well designed accessible component.

When you add a new Input, Text Area or Select elements you **MUST** add a Label.

Take care to make the Name of the Input the same as the Field Label.

Learn more on  
the pop pop wiki



## Let us know!

To:

**hello@poppop.studio**

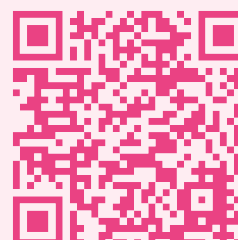
From:

**a book reader**

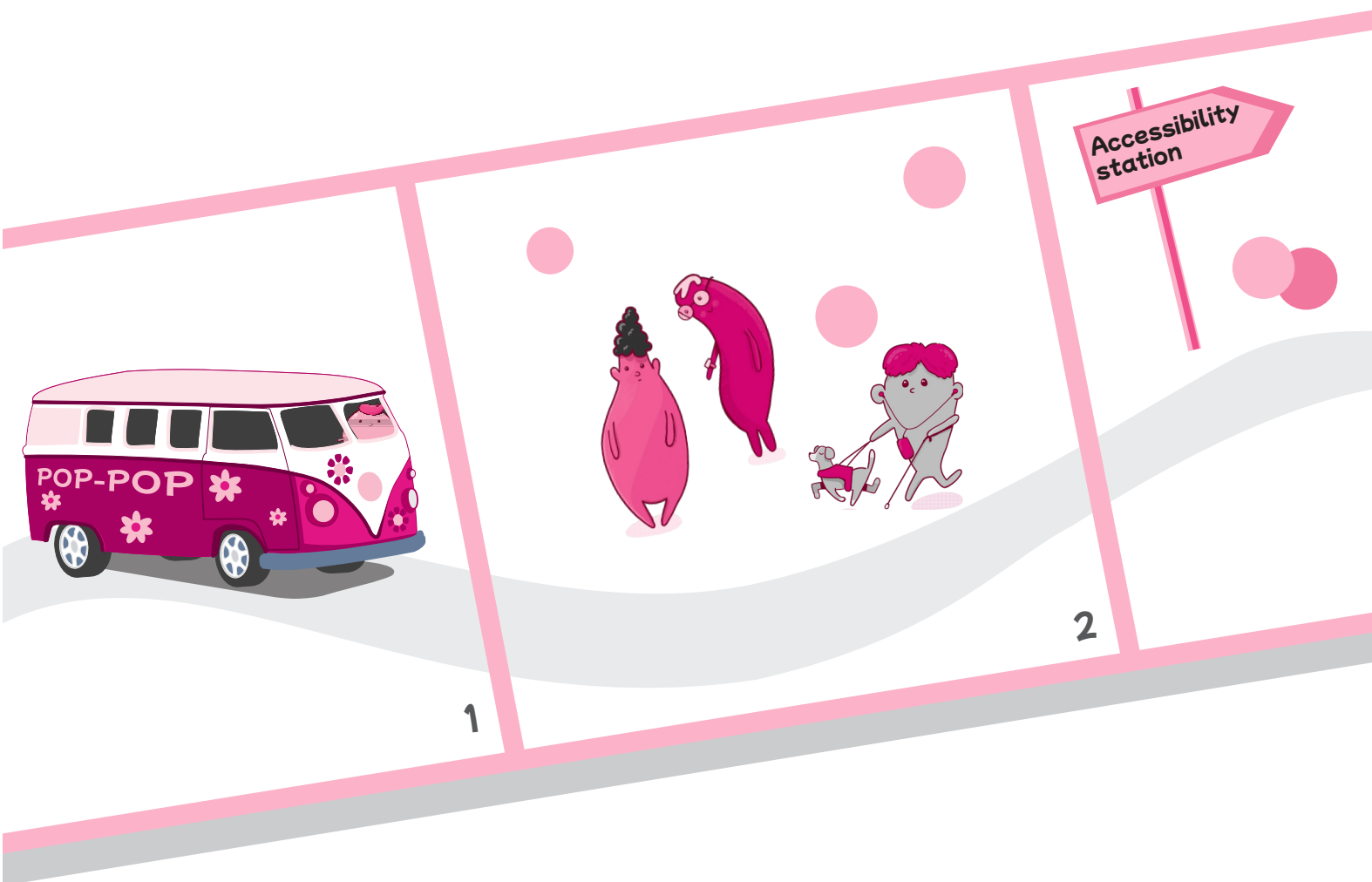
Subject:

**Book review**

**Submit**



# 7. Movement, animation, and interaction



Never mistake motion for  
action.

Ernest Hemingway

Attention  
Designers!



### Let your users be in control

Some people find any movement on a web page distracting.

#### 5 seconds

- Design a pause or stop button on any video or animation which starts automatically and lasts more than 5 seconds.
- Page loader animations are no problem, as long as there isn't any other content to see on the page.

### 3 Flashes

- People who might have seizures that can be triggered by flashes. This is extremely important, as children may not know that they are susceptible to flash induced seizures. In the past, a Pokemon TV episode and the game Super Mario World have induced seizures.
- Don't have anything on the page that flashes more than 3 times a second.

### Interactions

- Interactions should help users to know what is happening on the page. "Did I click the button?", "Is there more to read here?"
- Don't have images and text flying around for the sake of it. Make it meaningful.

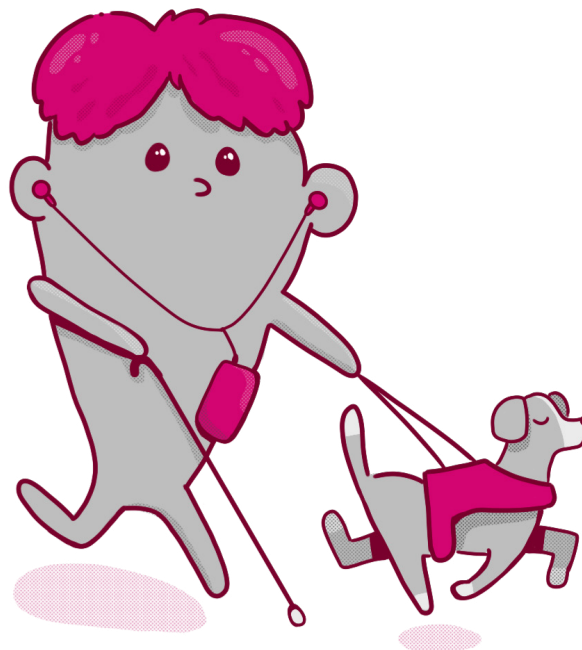
Attention  
Webflow  
Devs!



- Make sure that there is a control for any video or animation on the page, including hero videos.
- Keep interactions smooth, slow, and considered.



# 8. Keyboard control



I can't always control my body the way I want to, and I can't control when I feel good or when I don't. I can control how clear my mind is. And I can control how willing I am to step up if somebody needs me.

Michael J. Fox

### Attention Designers!



- Be clear about the TAB order of the page. On a simple page, interactive elements will be more or less top to bottom.
- On a more complex page, with vertical menus, related content, table of contents etc. you will need to show the developer the correct TAB order.
- Take care with horizontal scroll, which can be disorienting for keyboard users. They expect the page to scroll down, and a sideways scroll can be confusing.
- Design a visible outline for interactive elements.

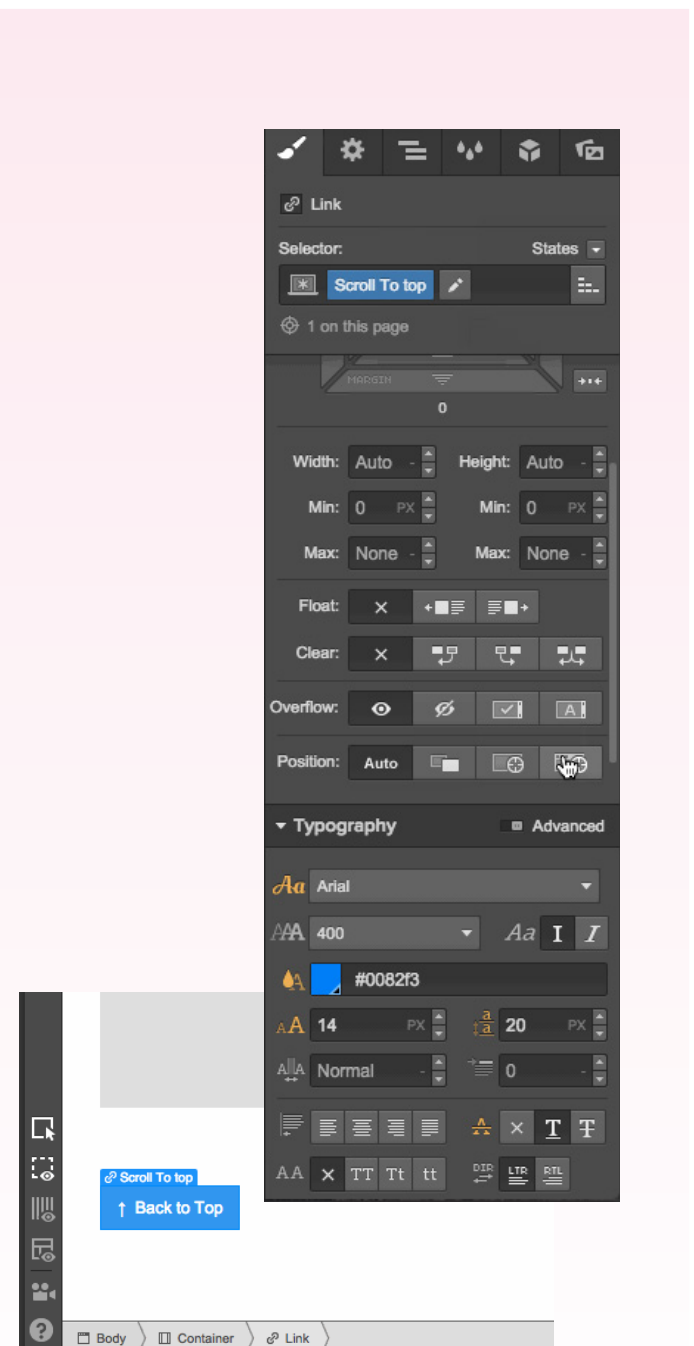
### Attention Webflow Devs!



- Sidebars with table of contents, featured links etc should probably be after the main article in the Tab order.
- Make sure Webflow elements such as Link Text, Link Block, Button, Form Elements, Video are in the right order.
- **“Back to top”** links are often placed near the top of the navigator, but moved visually with **Position:Sticky** or **Position:Absolute**. It is probably better to have “back to top” links at the end of the Navigator.

## Keyboard is king!

Power users and people with mobility issues prefer to use the keyboard rather than a mouse. Some people use a switch to control their computer. Consider their needs.



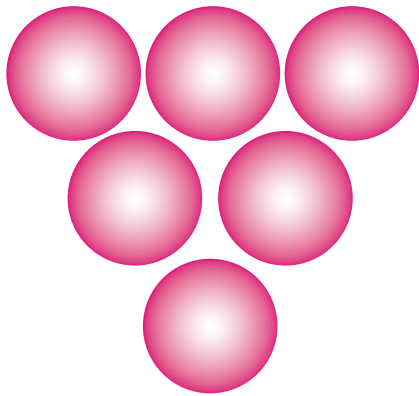


- Users must be able to navigate a website with the keyboard, without a mouse.
- Use SPACE to move the viewport down to read a new section.
- Use the ARROW (up down left right) to move.
- TAB through interactive elements such as links, buttons, and forms. The TAB key will follow the order of elements in the Navigator.
- ESC allows users to close open modals (pop ups).

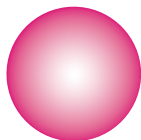


pop pop +  
Webflow =





# 9. Project settings



**All our projects are like fabulous expeditions. The story of each project is unique. Our projects have no precedent.**

**Christo**

Attention  
Webflow  
Devs!



Language Code:

en



### Let your users be in control

Settings	Level of accessibility
<ul style="list-style-type: none"><li>• Set page language, for example <code>lang="en"</code></li></ul>	A
<ul style="list-style-type: none"><li>• Content should flow without needing horizontal scroll</li><li>• Long URLs should break a <code>{overflow-wrap: break-word;}</code></li></ul>	AA

Testing



### Pronunciation



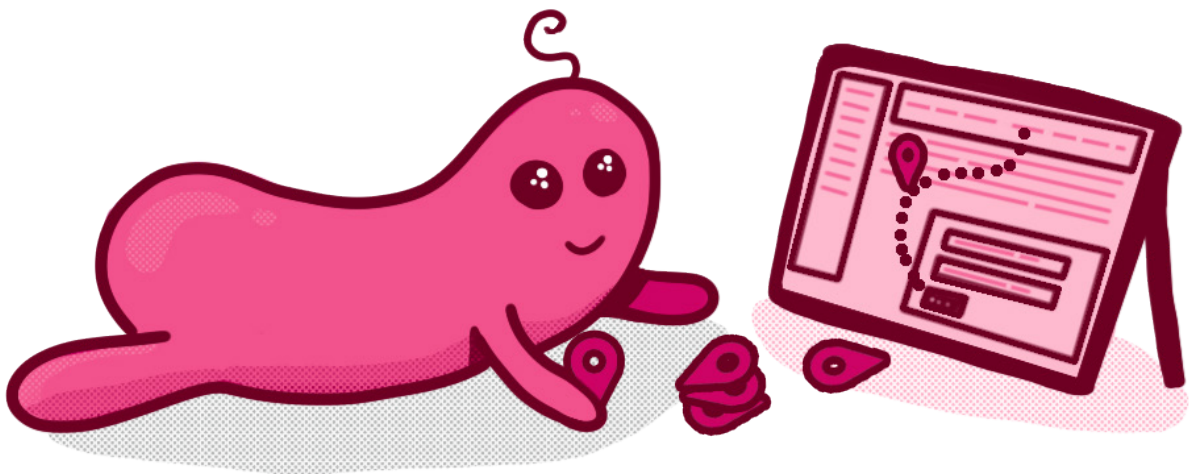
Google  
lighthouse

To ensure correct pronunciation, screen readers use a different sound library for each language they support. Screen readers can switch between these language libraries easily, but only if a web page specifies which language to read for a given piece of content.

Learn more on the  
pop pop wiki



# 10.Semantic landmarks



You see something, then it clicks with something else, and it will make a story. But you never know when it's going to happen.

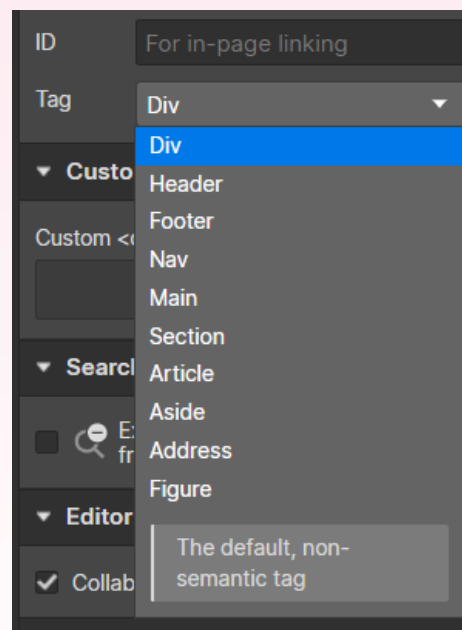
Stephen King

Attention  
Webflow  
Devs!

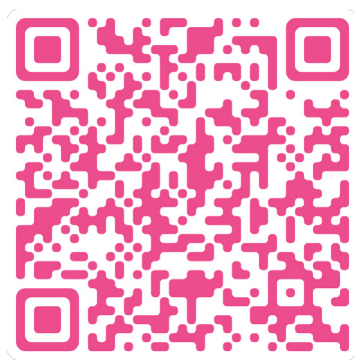


One of the things that many Webflow developers overlook is semantic tags. They not only improve site's accessibility but also improve site performance in search engines.

These landmarks provide information about the structure of a web page for the users of assistive technologies. You can add semantic tags to your div block through settings in Webflow.



Landmark Navigation  
via Keyboard or Pop-up  
Chrome extention



Add-on extention Tool Allows you to navigate a web page via WAI-ARIA landmarks, using the keyboard or a pop-up menu. Available for Google Chrome, Mozilla Firefox and Microsoft Edge.





The screenshot illustrates the visual controls of the website to improve accessibility.

A landmark is an important subsection of a page. The landmark role is an for sections of content that are important enough that users will likely want to be able to navigate directly to them.



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Past Puzzles, Wayward Wisdom, and Contemporary Capitalism

Posted 14 December 2022 | By Gaurav Khatri

Philippe Aghion Talks Inequality and Innovation in Capitalist Society

1st December 2022: The cold, winter air of Bloomsbury bristles with contradiction as I stride through the gates of University College London to the Stone Centre's inaugural public lecture by Philippe Aghion. Christmas lights glimmer on trees and the marble pillars of the Portico tower over me. Majestic. Ostentatious. But a sharper eye sees the insidious, bold lettering of posters that cling to walls, benches, and doors. *Why We Strike. Pay and Working Conditions. Why We Are Socialists. We Have Reached Breaking Point.* As I wander into the Gustave Tuck Theatre, I find myself thinking that this evening's lecture could not have come at a better time.

The crowd's excitement is palpable. An electric buzz of animated chatter hovers over the room. The audience seems to me a sea of giants—academics, authors, and journalists. Names I have only encountered in papers, textbooks, and news articles—come to life before me.

Professor Wendy Carlin, Co-director of the Stone Centre, and Henry Curr, Economics Editor at *The Economist* and chair of the lecture, introduce Professor Aghion who takes the stage with captivating enthusiasm.

**Growth, Innovation, and Inequality: "Enigmas of Economic History"**

Years past often carry important answers to contemporary debates. Aghion thus starts with the mystery of the US' low 21st century growth rate. The IT sector, he contends, explains this secular stagnation. The late 20th century saw the emergence of firms in this sector that accrued innovation rents, expanded rapidly, and over time became so large as to deter entry. With little fear of competition, their incentives to innovate dwindled, resulting in a reduced growth rate. Competition policy, Aghion asserts, had not adapted to a digital era.

Contrary to the opinions of some of his contemporaries, Aghion argues that innovation is not responsible for rising societal inequality. With chart after chart, he demonstrates that while sizable innovation rents increase the share of wealth of the top 1% of the population, they do not influence the Gini for the remaining 99%, and in fact increase social mobility by releasing labour from unproductive sectors and providing rewards for innovating in new areas.

He has successfully shown that innovation—often brought about through effective

Related news

Behavioural responses to estate taxation: evidence from Taiwan

Would an increase in the tax produce higher tax revenues for the government or will this incentivise individuals to change their behaviour by reducing savings or increasing tax avoidance and evasion? Stone Scholar Linda Wu presents her doctoral research, addressing this question with Taiwanese data.

By Linda Wu | Blog

Meet the Stone Centre PhD Scholars

Stone Centre PhD Fellows Joern Onken and Thomas Lazarowicz introduce themselves, their research, and their ideas to produce CORE Econ educational materials with the support of the Centre.

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55

Any thoughts or ideas?  
Don't worry - write it down,  
so you don't forget it!

A series of horizontal wavy lines, resembling a series of connected 'm' shapes, providing a guide for handwriting. There are 20 such lines spanning the width of the page.



