

# Formatting for Accessibility

## The Syndigo Advantage

*In 2016, Syndigo (through legacy company Webcollage) began updating clients' enhanced content to align with Web Content Accessibility Guidelines (WCAG) 2.0, Level AA standards. We have updated the user experience of our content players with the needs of people with disabilities in mind.*

To ensure the greatest consumer awareness and retail coverage for your items, it is important to consider formatting content to help shoppers with visual, hearing, motor or cognitive disabilities.

**3 of the top NRF retailers and 5 of the top US retailers require WCAG 2.0, Level AA compliance**



### ENSURE YOUR CONTENT IS COMPLETE AND VERIFIED FOR WCAG 2.0:

- Ingredients / Nutrition
- Alt text image tags
- Color Contrast
- Video Transcript/ Closed Caption
- WebVTT Format

The screenshot displays the Syndigo CXH platform interface. At the top, there are navigation tabs: Products, Assets, and Distribute. Below this, a search bar shows 'Syndigo' and 'Syndigo Default'. The main content area features a product listing for 'Red Bull Energy Drink, Sugar Free, 12 Pack of 16 Fl Oz, Sugarfr'. The product details include: Date Added: March 10, 2019; Last Modified: May 9, 2019; Brand: -; Added By: Service User; Modified By: Prince Carl; UPC: -; Linked Recipients: 2 recipients linked; Trade Item Unit: -; and a link to 'View Packaging Hierarchy'. Below the product details, there are tabs for 'Attributes', 'Enhanced Content', and 'Product'. The 'Enhanced Content' tab is active, showing a 'Power Page' and a 'Mosaic' view. The 'Power Page' view displays a list of active widgets: 1. Feature Sets Widget (Header: Red Bull Gives Your Wings, Tag: About this brand) and 2. Videos Widget (Header: Wings in Action, Tag: Product Views). A text box overlay on the right side of the screenshot states: 'With **CXH** you can publish your content with confidence to meet WCAG 2.0 Level AA standards for accessibility. The CXH platform includes validation checks during data entry to alert you of content that does not meet standards for online accessibility.'



## HOW TO:

### Suggestions for making your content accessible to users with disabilities

#### Images

- **Minimize / eliminate text that is embedded in an image.** This text cannot be read by screen readers. For text on product packaging, include this text elsewhere, such as the Product Description Page (PDP).
- **Include important item information on the PDP as text.** Details such as dimensions, health claims, features, ingredients and other specific attributes should be included as text.



*Syndigo's CXH platform reminds you to include Alt Text while you're assembling your enhanced content.*

- **Include Alt text where prompted.**

These short alternative descriptions (100 characters) can be included with any web image. Alt text is used to describe images for accessibility browsers with a screen reader. Adding Alt text by including a caption allows authors to keep images within a design and still provide the content in an accessible format.

<b>Caption</b> ⓘ
Take a bite out of perfection
<b>Image Description</b> ⓘ
The classic combination of chocolate and peanut butter, REESE'S Peanut Butter Cups are the perfect companion for movies, sports and parties.

- **Use descriptive text in calls to action.** "Learn More" isn't always clear; "Learn how to care for your product" helps the reader understand the context.
- **Consider color contrast.** WCAG 2.0, Level AA, requires a contrast ratio of at least 4.5:1 for normal text, 3:1 for large text, and at least 3:1 for graphics and user interface components. You can check your contrast here: <https://webaim.org/resources/contrastchecker/>

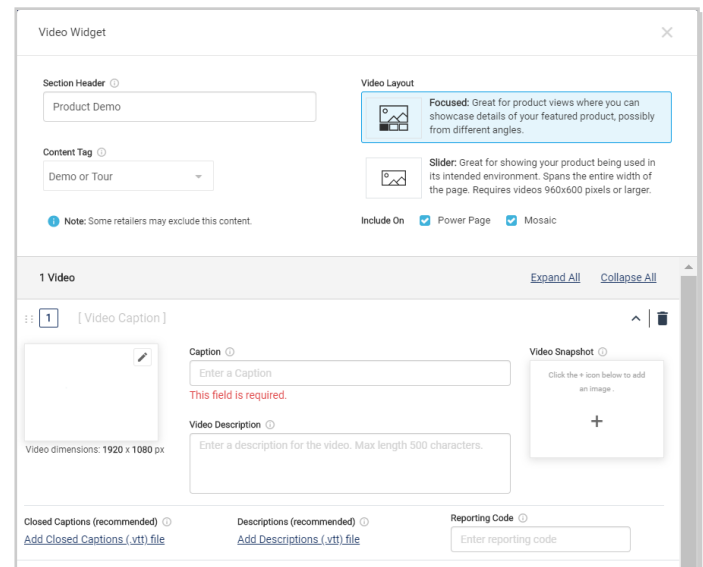
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## Suggestions for Accessibility Compliant Content

### Videos

- **Videos should not include embedded text.** Similar to photos, they cannot be translated by screen readers.
- **Include Closed Captions and Transcripts.** Closed captions are timed transcriptions of audio files. Transcripts are a complete translation of your video's audio into text. Transcripts differ from closed captions because they also can describe what's going on in the video (e.g. "outside in a park"). WebVTT format is designed to provide closed captions and transcripts for video content.



The screenshot shows the 'Video Widget' configuration window. It includes fields for 'Section Header' (set to 'Product Demo') and 'Content Tag' (set to 'Demo or Tour'). A 'Video Layout' section offers two options: 'Focused' (for product views) and 'Slider' (for product usage). Below this, there are checkboxes for 'Include On' with options for 'Power Page' and 'Mosaic'. A note states: 'Note: Some retailers may exclude this content.' The main area shows '1 Video' with a list of items, including a 'Video Caption' field with a placeholder 'Enter a Caption' and a red error message 'This field is required.' Below the caption is a 'Video Description' field with a placeholder 'Enter a description for the video. Max length 500 characters.' To the right is a 'Video Snapshot' field with a placeholder 'Click the + icon below to add an image.' At the bottom, there are three sections: 'Closed Captions (recommended)' with a link 'Add Closed Captions (.vtt) file', 'Descriptions (recommended)' with a link 'Add Descriptions (.vtt) file', and 'Reporting Code' with a text input field.

*Syndigo makes it easy to add .vtt files to video. The CXH platform will notify you before publishing if there is no .vtt file included with your video.*

### PDFs

- **Ensure PDFs are accessible when they are created.** Your PDF-creation software can help you address accessibility issues, such as a missing document description or title. It looks for common elements that need further action, such as scanned text, form fields, tables, and images.
- **Upload your PDFs.** Once your PDF is accessible, simply upload it as another one of your Enhanced Content assets. Please ensure to add a Caption (used as Alt text) for your PDF. It's the same process as described above for Images.

**Syndigo can help guide you to become WCAG-ready.** Speak with your CXH representative to learn more about the accessibility options for your content through Content Experience Hub.

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