

Tutorial:Accessibility guidelines

Statistics Explained

This page and the related guidance is being revised in 2025; please consult the Statistics Explained team in case of any questions.

This page provides guidance and instructions for ensuring that Statistics Explained articles are compliant with the web accessibility rules and guidelines set out in the Web Accessibility Directive.

Alternative text

Alternative text (alt text) is descriptive text embedded in a webpage's code that explains an image's meaning or function, primarily for users who rely on screen readers, but also for search engines. Alternative text is important as it allows people with visual impairments to understand the content of images through screen readers.

Every PNG image of a graph or table that is included in a Statistics Explained article must have alternative text added to the wikitext tags, following these guidelines:

- The tag for alternative text is **alt=**

Example:

[[Image:Annual-number-of-transacted dwellings-Annual-average-rate-of-change-2023-and-2024(%) - v2.png|thumb|centre|700px|Figure 2: Annual number of transacted dwellings
"Source:" Eurostat {{Stable link|title=|code=prc_hpi_hsna}}|alt= Vertical bar chart showing percentage annual average rate of change of annual number of transacted dwellings in 17 EU Member States. For more details please use the link to the source dataset code below the image.]]

- Alternative text should not be too detailed; it should briefly describe what is depicted in the image, without detailing individual countries or results
- This text should be included in the alternative text: "For more details please use the link to the source dataset code below the image." (just make sure that there actually is a link to the source dataset and adapt if there are several datasets)
- Vistool graphs do not need alternative text as they have a table view option which is machine readable

Accessibility for graphs and tables

- Excel add-in

Every Statistics Explained article that includes PNG images of tables or graphs that have been created using the Excel add-in must also include the excel file with the corresponding information to enable the use of screen readers.

Ensure that a bookmark leading to the exact dataset (not the default dataset) is included in the excel file for each graph or table, written as follows:

Bookmark:

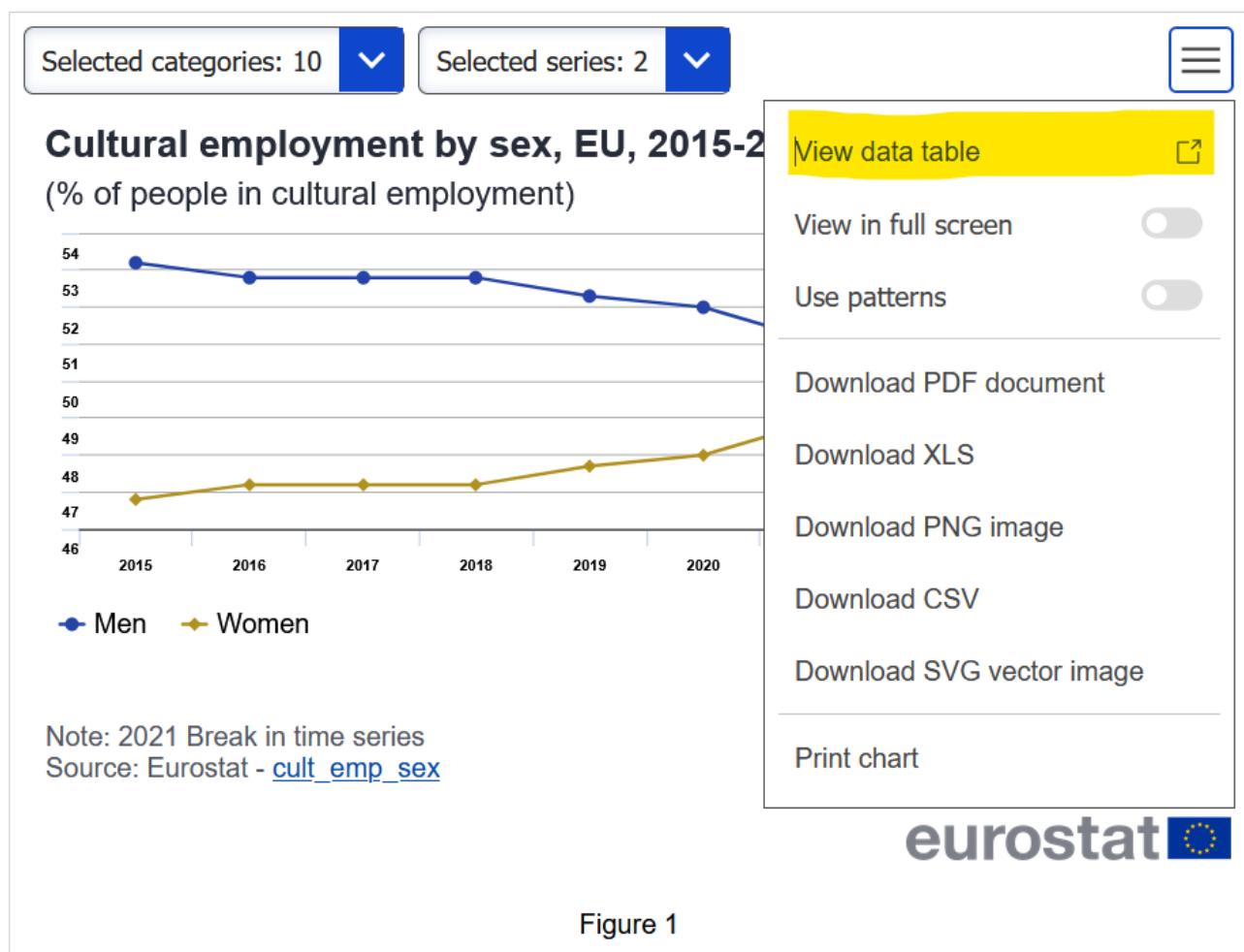
hlth_rs_prs2 <https://ec.europa.eu/eurostat/databrowser/bookmark/65709a40-8efe-44d7-9bcc-9898c08675bf?lang=en>

Example: [Excel file with bookmarks](#)

- Vistool

The Vistool has been developed to already include the necessary requirements for accessibility compliance. By clicking on **View table view** from the chart context menu, a machine readable table version of the data is displayed.

Example:



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Cultural employment by sex, EU, 2015-2024 (% of people in cultural employment)

Category	Men	Women
2015	53.2	46.8
2016	52.8	47.2
2017	52.8	47.2
2018	52.8	47.2
2019	52.3	47.7
2020	52	48
2021	51.1	48.9
2022	50.8	49.2
2023	50.5	49.5
2024	50.4	49.6

Cultural employment by sex, EU, 2015-2024

General accessibility rules

- No reference should be made to colours or shading; reference to the graph or map is enough
- Links should not show the complete URL address, eg
https://ec.europa.eu/eurostat/cache/metadata/en/earn_minw_esms.htm

to prevent this, insert links like this:

[https://ec.europa.eu/eurostat/cache/metadata/en/earn_minw_esms.htm NAME OF LINK]

leaving a space after the URL and then adding the name of the link

- Links should be clearly named and not simply be directed with vague terms, eg "here"

Example of incorrect link naming:

The data can be found [here](#).

See also

- [SE accessibility statement](#)
- [Eurostat website - accessibility](#)
- [Eurostat Web Accessibility Action Plan 2023](#)
- EC webguide: [Accessibility overview](#)
- [Guidelines for the accessibility of content produced by Eurostat](#)
- [OP guides on accessibility](#) and [Accessibility tips](#)