

IMAGE ACCESSIBILITY BEHIND THE SCENES

CMS ISSUES AND SOLUTIONS

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CLink Media provides authentication and licensing tools for online content

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CONTENT MANAGEMENT SYSTEMS

Relevant Statistics

- CMS powers over 50% of the world's websites today
- ~78% of the CMS, including WordPress, Drupal and Joomla, are using PHP* programming language
- WordPress market share is ~65% -> ~ 42% of the world's websites

Source: <https://w3techs.com>

* [PHP](#): Hypertext Preprocessor (recursive acronym)

XMP and PHP

[IPTC Extension fields](#) are defined in XMP* format

- Alt Text and Extended Description are XMP fields

Issue

- PHP has no native functions for XMP

Solution

- Bundle XMP processing library with the CMS running on PHP
 - CLink “wraps” and bundles [ExifTool](#) ([Perl](#)) libraries with its WordPress plugin

* [XMP](#): Extensible Metadata Platform. [ISO standard \(16684-1\)](#) since 2012!

IMAGE PROCESSING IN CMS USING PHP

Image Processing Libraries

- [GD](#) > Part of the PHP library
- [ImageMagick](#) > Available in multiple programming languages including PHP

Issue

- GD strips the metadata

Solutions

- Use ImageMagick (available on most hosts)
- Rewrite the metadata when GD is used > CLink does this in its WordPress plugin