

Quick Tips for Creating

ACCESSIBLE EMAILS

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1

HTML

Use plain text or HTML. Plain Text limits formatting and is consistent on any device. However, HTML allows for some formatting and supports headings, alt text for images, links, and lists, so it is recommended as more accessible.

2

STYLES

Always use Styles for Text to create a consistent structure and preserve tab order.

3

FONTS

Use a larger, sans serif font 11pt or larger, with sufficient white space between sentences and paragraphs.

4

LINKS

Write descriptive links that explain where the link goes and how it will perform. A link like "Siteimprove US Homepage," is much more useful than "Click Here!" or using the web address.

5

ALT TEXT

Include Alt Text for all images. Avoid using text inside of images to relay important information.

6

LISTS

Use bulleted and numbered lists to organize data and make it easily scannable when possible – and be sure to format your lists with Outlook formatting or Styles.

7

CHECKER

Use the Accessibility Checker - An Accessibility Checker is available in Outlook to help you determine if there are any accessibility problems with your email. Find it in the the Review tab.