ACCESSIBLE WEBSITES

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1

ALT TEXT

Include alternative (or alt) text on all informational and functional images so that vision-impaired users get the same information as sighted users.

2

HEADINGS

Web pages should have unique page titles that convey the intent of the page. Provide consistent and logical headings to help assistive technology users navigate.

3

LINKS

Link text should be descriptive so that a user will understand where the link goes and what to expect when they click it (e.g., "Email our marketing department" rather than "click here").

4

COLOR

Use an appropriate color contrast ratio according to WCAG Guidelines between text and background. Additionally, color should not be the only way information is conveyed or understood (e.g., use icons along with colors to display an error).

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5 LISTS

Format lists to group ordered or unordered information. Screen readers will announce the number of items in a formatted list.

6 FORMS

Make forms easy to complete and offer clear suggestions and error prevention methods. Form field labels work best when they are directly above the form field. Do not rely on placeholder text that may disappear in a field when it is clicked.

7 NAVIGATION

Tab order should be consistent and predictable for those using keyboard navigation. Ensure all website elements are reachable by keyboard and that nothing is mouse-dependent.

8 CAPTIONS

Videos and audio should have captions. Disable auto-play, and allow controls to stop moving content.

9 ZOOM

Some assistive technology enlarges content as much as 500% or more. Enlarge your content to test if all the text remains readable.

10 REVIEW

As your website content changes, ensure you perform regular accessibility reviews. Are you ready to become an Accessibility Champion?