Digital Accessibility Basics

Review Your Content

Headings

- Make sure the titles of all your pages are an H1 heading.
- Check that headings are nested in order (e.g., no skipping from H1 to H3).
- Rewrite unclear headings to make them descriptive of the content that follows.
- Fix instances where headings were used to make text look a certain way instead of for organizing content.

Writing

- Think about content from your audience's perspective and modify it if it isn't focused on what they want to learn or do.
- Check readability using Hemingway Editor (https://hemingwayapp.com/) or another tool. An AI tool may help with adjusting the text if you prompt it to simplify the content to an 8th grade or lower reading level.
- Remove jargon or complex terms if you can.
- If there are acronyms, spell them out the first time they are used.
- Put the most important information at the top of the page.
- Include lists when appropriate. Bulleted lists should be used when the order of the items doesn't matter. Use numbered lists if the order of items is important.

Links

- Rewrite Click here, Learn more, etc. links to describe where they go or what they do.
- Check that links don't open in new windows or tabs without a note to the user. In most instances, it's best practice to open links in the same window as the content.

Color

- Test color contrast between text and background colors using the WebAim Contrast Checker (https://webaim.org/resources/contrastchecker/) or another tool.
- Review links and visuals to make sure color isn't the only indicator for information.

Images

- Review images, making sure each one has alternative text (alt text) that helps people understand its purpose and meaning in the context of the rest of the content.
- Mark decorative images as decorative.