Accessibility Checklist for Websites

This document is intended for educational, informational purposes only and it is not intended to explain or detail everything needed to make your website 100% compliant. Please do not use this checklist if you do not agree with this statement or the contents. Please consult a website developer for a more in depth assessment for your business requirements.

* **Style Headings:** Heading styles are consistently used to aid navigation of the page and post. Heading styles are used so that Heading levels (H1, H2, H2, H3, etc.)(sometimes called Styles depending on the website builder) are used and nested in the correct order – largest to smallest.

H1 is the Title of the Page or Post and is automatically applied. H2 should start your first heading as you build your pages/posts. You can use as many H2’s as you want but these should be in numeric order and not skip sizes.

* + **Fonts & Formats**: Fonts, colors, and formats (bold, italics, etc.) are not used as emphasis instead of a heading style.
  + **Fonts**: Use easy to read fonts such as Ariel, Helvetica Neue, Century Gothic, Veranda, or Tahoma to name a few and keep the number of fonts on a page to no more than three to make the content easier to read. Sizing should be 16 at paragraph level; 18 for a minimum heading size
* **Chunking:** Content which exceeds 3⁄4-page should have the Headings applied with meaningful sections and proper breaks with plenty of white space for easy reading
* **Links:** Links are embedded within specific and unique text (called a hyperlink) instead of displaying the URL only. Avoid phrases like “click here”, or “read more”, and “here’s the link”. Screen readers will let the user know it is a link.
* **Hyperlinks:** Links do not open in a new page. Screen readers or low vision visitors may not see the additional page pop in.
* **Lists:**Lists are created using the bullet or numbered list tool of the website builder and not formatted manually using dashes, stars, etc.
* **Underline:** Underlining for emphasis is not used on regular content as it is normally seen as a link.
* **Color Contrast:** There is sufficient color contrast between the foreground text and background to meet ADA requirements. Black or very dark text with a light or white background is best overall. The reverse is acceptable too.
* **Color and Meaning:** Color alone is not used as a means of conveying information, adding emphasis, indicating an action, or otherwise distinguishing a visual element.
* **Alt Text:** Alt text is used on all images, graphics, Word documents, slide decks, spreadsheets, etc. Alt text is a short, concise description of the image or object that you are including. This is what a screen reader reads to the user when it comes to that portion of a website. The alternative text does not contain “image of,” “picture of,” or the file extension type (e.g., “.jpg”).
  + **Tip**- Always name your image first before uploading it.
  + **Resize image:** Resize the image before uploading to no bigger than 1000 pixels. 800-900 is usually sufficient.
  + **Images of text:** No images of text, excluding logos- be sure to use alt text in that instance. If using text images, mark alt text as decorative
* **Decorative Images:** Headers are tagged appropriately. Images are not used for only decorative purposes as they should convey meaning.
* **Tables:** Column and row header cells are named so that screen readers can read table cells in the correct order. A table caption is included.
* **Slide Decks:**Slides are created using built-in accessible slide layouts, each with a unique title. All text on the slide is visible in “Outline View” to ensure that it can be read by assistive technology. Images are decorative only.
* **Videos:**Videos have accurate captioning and do not solely rely on auto-generated captioning. They also include player controls to play and pause.
* **Audio:** Audio files include appropriate transcripts.
* **Written Transcript of Video and Audio:** This is included either on the page itself, or as a separate optional download linked before or after the video/ audio.
* **Players:** Video/audio media players are not set to auto-play
* **Flashing Content:**There is no flashing, blinking, or moving content like in a GIF.
* **Downloads:** if using a download, use a Word or Google document rather than a PDF. A PDF is not completely accessible as of this writing although Adobe Pro may have tools to assist. Use the Accessibility Check, found on the Review tab, before publishing in Word or other platforms.
* **Italics** are used rarely, if at all. They can be hard to read. Rather bolding would be a better choice for emphasis in most instances, if needed.
* **Forms:** Forms are easy to understand & use
* **Pop-ups or Pop-ins, Layover opt-ins**, etc.: These may not be the best choice. It could be difficult to see them and may be hard to close when looking for the X.
* **Written Content:** Limited use of jargon and abbreviations

**Rule of thumb**- Take a minute before publishing to think about how your pages and overall website is seen and used for the best accessibility results.