Web Accessibility Checklist for Content Authors

Clear Writing

Make your message easier to understand and remember. It particularly helps those with cognitive disabilities, language learners, and new community members.

- Follow the [web writing style guide](#)

Structure: Headings, Lists, Tables, and Links

Good structure and unique links make your text easier for everyone to scan quickly, including users of assistive technology. They also improve search results for your content on the web.

- **Use styles on your page or document to add real headings** in descending numerical order (heading 1, then heading 2, then heading 3, etc.)
- **Create bulleted or numbered lists using the text editor options**
- **Tables**
    - Use tables for data only (not layout)
    - Make tables as simple as possible
    - Include a header row and column
    - Text in table cells should display on one line. Word wrapping in tables creates problems for browsers and screen readers.
- **Links**
    - The text of each link should be short, descriptive, and unique
    - Avoid vague phrases like "click here" and "read more". Instead, be specific with phrases like "Read the report".

Color and Images

Plan ahead when creating visual elements so that everyone can appreciate your document, whether they experience it through a screen reader, via black and white printouts, or on pages where images might not load.

1. **Give images concise, specific alternative text** ("alt-text"). How you do this will depend on the platform you're using. For help on what to write, see this [WAI chart](#).
2. If you post images that contain non-selectable text (like event posters), include **all** of the image text in the accompanying post.
3. **Don't use color alone to convey meaning.** Make your text descriptive instead.
4. If you change text color, highlight color, or background color in your document, **check that your contrast is high enough** with the [WAVE tool](#).

Documents and Forms

1. Documents or PDFs posted online should have **text that is selectable and/or searchable** by a computer, and generally follow the guidelines listed above.
2. Our step-by-step instructions can help you create accessible PDFs.
3. **For fillable forms, avoid using PDFs.**
   a. If you're using Qualtrics, try the Check Survey Accessibility tool/feature.
   b. Use descriptive labels marking input elements and labels for input groups.

Media: Captions, Transcripts, and Audio Description

Many people use captions, including those who can't hear, viewers in loud environments, and those who prefer to read. If your media is for a broad audience, consider adding audio descriptions to video.

- **Videos need captions added** (and audio descriptions if applicable).
  - Request Captioning for a video
- **Audio files need transcripts.**