REMEMBER

- Use one HTML Heading H1 per page, and arrange the rest hierarchically. Don’t skip heading levels (H2 to H4). Choose headings based on the appropriate level, not because of how they look.

- Make sure link text alone is sufficient to convey the meaning of the link. Avoid “Click Here”, “Read More”, etc.

- Images that provide information or are links must have alt text. Complex images should have further explanation in the surrounding text. Decorative images should not have alt text.

- Videos and audio recordings should have captions and/or transcripts. Videos and audio recordings should have captions and/or transcripts.

- Use bulleted and numbered lists, as appropriate. Write simply and clearly. Try to write on a high school reading level, if possible.

BE CAREFUL

- Avoid using tables for layout. However, if necessary, simple, short tables should have column headings. Longer tables should have column headings and row headings.

- Avoid using PDFs where a standard web page will work. However, if necessary, PDFs should be organized hierarchically using headers, and created from Word documents using PDF software. PDFs should not be created by a scanning or printing machine.

- Avoid describing things by their color or by their position on the page. Don’t say “Click the blue button” or “Click the link on the right”, for example.

- Avoid content that automatically plays, rotates, updates, flashes, or animates. If you must have such content, include a play/pause button.

For more information, see accessibility.yale.edu