

Digital Accessibility Fundamentals Checklist

Alt text and image descriptions

- ☐ Keep alt text to 150 characters or fewer
- ☐ Don't use extra words like "image of"
- ☐ Describe the "why" of the image as well as the "what"
- ☐ Describe how the image relates to the major themes or takeaways from the page
- ☐ For complex images, add longer image descriptions to the main text of the page

Audio and video text alternatives

- ☐ Add captions to your videos through whatever platform you are publishing in
- ☐ Create a transcript for audio content
- ☐ Describe visual content when recording video narration, **or**
- ☐ Provide an audio description track for prerecorded videos if important visual content isn't described

Color and contrast

- ☐ Use a [contrast checker](#) on text and other visual elements
 - Minimum contrast ratios:
 - Normal size text – 4.5:1
 - Large text (18+ pt font) – 3:1
 - UI elements like icons, buttons, text boxes – 3:1
- ☐ Avoid using images behind text
- ☐ Use a solid-color background to get a better contrast ratio with text
- ☐ Avoid relying on color to convey information

Headings and titles

- ☐ Add a unique title to your website or document that matches the content of the page
- ☐ Use heading level one (h1) only once for the title of a document or webpage
- ☐ Use remaining headings in descending order without skipping levels

Links and buttons

- ☐ Use links to open new content; use buttons to perform actions
- ☐ Use concise labels for buttons, often starting with a verb
- ☐ Write unique, descriptive link text
- ☐ Make links stand out from regular text (typically blue and underlined)
- ☐ Ensure good color contrast for text used in links and buttons
- ☐ Open new content in the same tab when possible; warn users if it won't
- ☐ Warn users if a link will open or download a special file type like a PDF

Lists

- ☐ Always use the built-in list buttons (bullet points or numbers) from the editing toolbar to create a list
- ☐ Use a bulleted list when the order of the information doesn't matter
- ☐ Use a numbered list when the order of the information is important for understanding

Magnification

- ☐ Use high-quality images that won't blur when magnified
- ☐ Avoid using images of text
- ☐ Give enough space between lines, paragraphs, and images to support magnifying content

Readability

- ☐ Use plain language and avoid jargon
- ☐ Support content scanning with headings and lists
- ☐ Keep paragraphs short

Table structure

- ☐ Set header rows and/or columns to label data in the table
- ☐ Avoid complex tables with multiple header rows
- ☐ Avoid merging or splitting cells
- ☐ Avoid blank cells
- ☐ Contextualize tables within the content of the surrounding page

Text styling

- ☐ Use plain, sans serif fonts for paragraph text
- ☐ Use at least 12 pt font size
- ☐ Limit the use of italic, bold, and underlined text
- ☐ Avoid using all-caps

User support and accessibility statements

- ☐ Provide an [accessibility statement](#)
- ☐ Include user support information in a consistent spot in your content