Quick Tips for Creating ACCESSIBLE WEBSITES

Siteimprove Academy is your greatest ally for creating an inclusive and optimized experience for every site visitor— with scalable learning programs, interactive course content, and actionable outcomes to put your best digital foot forward.

01 Alt Text

Include alternative (or alt) text on all informational and functional images so that vision-impaired users get the same information as sighted users.

02 Headings

Web pages should have unique page titles that convey the intent of the page. Provide consistent and logical headings to help assistive technology users navigate.

03 Links

Link text should be descriptive so that a user will understand where the link goes and what to expect when they click it (e.g., “Email our marketing department” rather than “click here”).

04 Color

Use an appropriate color contrast ratio according to WCAG Guidelines between text and background. Additionally, color should not be the only way information is conveyed or understood (e.g., use icons along with colors to display an error).
Some assistive technology enlarges content as much as 500% or more. Enlarge your content to test if all the text remains readable.

As your website content changes, ensure you perform regular accessibility reviews. Are you ready to become an Accessibility Champion? Check out the training courses today to grow your skills and make the web a better place for all.

For more information, visit WCAG online: https://www.w3.org/WAI/standards-guidelines/wcag/