



A Checklist for Creating Accessible Content

Content

- ☑ **Use short sentences.** Average sentence length should be around 20 words for optimal readability. Words with four or more syllables are considered difficult to read. If you need to use long or difficult words, try to keep the overall sentence short.
- ☑ **Avoid long pages.** If your content is extensive, consider dividing it into multiple pages and linking them for easier navigation.
- ☑ **Break up text with headings, subheadings, and bullet points.** These elements organize content, making it easier for users to scan and navigate. Headings guide users through the text, while bullet points highlight key details, benefiting all users, including those using assistive technologies.

Links

- ☑ **Use clear and descriptive link text.** Avoid vague terms like "click here" or "read more," and instead, specify what the user will find at the link destination. This helps all users understand where the link will take them.
- ☑ **Link to other content only when necessary.** Since links direct users away from your page, use them only if they're essential to a process or if the required information is located elsewhere.
- ☑ **Include alt text for images.** Alt text provides a description of images in the markup/code, allowing screen readers to convey the image content to users with visual impairments. Ensure all meaningful images have alt text, while purely decorative images can be left without it.

Multimedia

- ☑ **Include transcripts** for audio-only content, like podcasts, to make them accessible.
- ☑ **Add captions** to audio-visual content, such as training videos, for improved accessibility.

Tables

- ☑ **Use tables exclusively for presenting data,** not for layout purposes. Rely on CSS for structuring content.
- ☑ **Avoid blank cells.** Instead, use "N/A" or "None" to represent missing data when possible.
- ☑ **Use proper HTML markup in tables.** Designate headers appropriately, ensure data cells are correctly marked, provide a caption for context, and associate headers with their related data using attributes for clarity.

Colors

- ☑ **Do not rely solely on color** to communicate information, show actions, or differentiate elements. For example, instead of using red text for errors, add an icon or label, such as "Error." Additionally, ensure there is adequate color contrast between text and its background for clarity.