

YOUR CHECKLIST

FOR AN ACCESSIBLE WEBSITE



Want your website to be ADA compliant, but aren't sure what that all involves? At a loss regarding how to make your website more accessible? Follow this checklist to get started!



✓ Aa normal text ✓ Aa large text

✓ ● Components

- | | |
|-----------------|----------------------|
| ✗ Actionable | ✓ Useful |
| ✗ Game changer | ✓ Significant change |
| ✗ Bleeding edge | ✓ New approach |
| ✗ Optimize | ✓ Improve |
| ✗ Deep dive | ✓ Explore |



Image of the main office building

- ☐ Include web page titles and article headings that directly relate to what the page or article is about.

Including important keywords and phrases in your headings and page titles is also a good practice for Search Engine Optimization (SEO) purposes. It gives your site a better chance of ranking high in relevant search results.

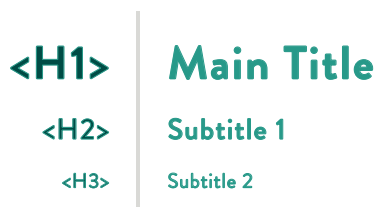
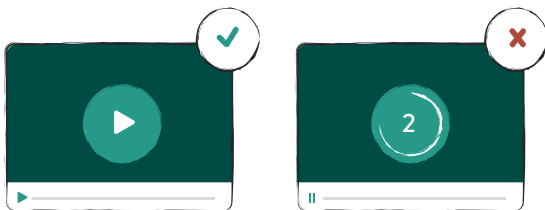
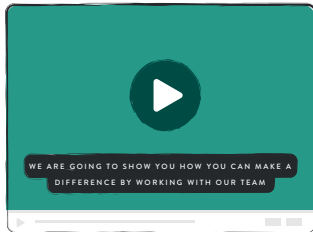
- ☐ Use colors with a high level of contrast for ease of viewing.

- ☐ Use plain, easy-to-understand language instead of industry jargon.

This is a general best practice for writing web copy.

- ☐ Add alternative (alt) text to all visuals to provide context for screen readers.

As an added bonus, if your visuals have trouble loading, the alt text will display, providing useful information for all site users.



☐ Don't forget to add skip navigation to all of your web pages.

Skip navigation code allows screen readers to avoid reading the navigation bar and skip right to the page's main content.

☐ Add captions to visual content.

☐ Get rid of autoplay.

Autoplay can be distracting for users with screen readers or hearing issues.

☐ Include descriptive, relevant link descriptions.

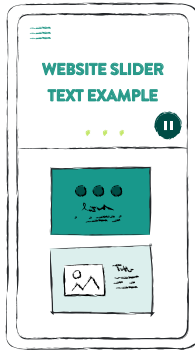
Doing so provides useful information for both screen readers and all of a site's users.

☐ Use proper heading structure.

H1 comes first, followed by H2, which precedes H3, and so on. This is another best practice for SEO purposes.

☐ Be concise, using short paragraphs rather than massive blocks of text.

This increases scannability, which is important for all web users considering how attention spans have shortened.



Include a pause option for parts of your site that incorporates movement.

Some users who have a disability may need longer to take in information, and all site users will appreciate having a pause option available to them.



Brush Script

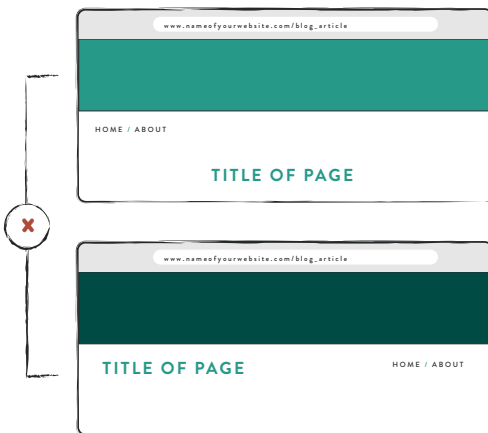


Futura



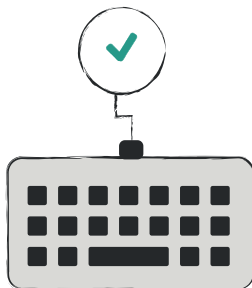
Use clear, legible, easy-to-read fonts.

When making design choices, readability should always be top of mind. After all, it doesn't matter how visually-appealing a piece of content is if viewers cannot understand the message being communicated.



Make sure that elements appearing across multiple web pages maintain the same location on each page.

This will make things less confusing for everyone.



Ensure that your entire site can be navigated without a mouse - by using just a keyboard.

Follow these guidelines, and you will be well on your way towards establishing an accessible website!