

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 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

Titles and headings

- 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

Table structure

- Set header rows and/or columns to label data in the table
- Avoid complex tables with multiple heading 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

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, and warn users if it won't
- Warn users if a link will open or download a special file type like a PDF

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

Consistent help and accessibility statements

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