Web Accessibility Checklist for Content Editors/Creators

Achieving accessibility in your digital presence not only relies heavily on design, but also content. Use this checklist during content creation to stay proactive about digital accessibility.

Page Structure

- Organize content using semantic structure so assistive technologies, search engines, and website visitors understand the page hierarchy.
- Provide a "Skip Navigation" link at the top of pages to allow assistive technologies to skip directly to the page's main content.
- Focus on readability and usability. Accessible websites improve the experience for ALL users.

Titles

- Write page titles that accurately reflect the topic on the page for better SEO results and improved visitor experience.

Text

- To allow assistive technologies to correctly read web pages, use proper headings to organize your information.
- Avoid instructions based solely on location on the page. For example, instead of "in the box to the right," combine location and text: "in the box to the right, titled 'Related Links and Publications.'"
- If language changes within the text, highlight text and select the corresponding language.

Links

- Ensure that link text makes sense when read out of context. Avoid links like "read more" or "click here." Be specific about where links will lead.
- Keep link text to 100 characters or less.
- Avoid using the page URL as linking text.

Images

- Use alternative (alt) text on images to accurately reflect the purpose of the image and/or provide an accurate description.
- If the image is linked, describe the link destination in the alt text.
- Be careful using images with text in them. Be sure image alt text communicates the same information as the text in the image.
- When using graphs or diagrams, include accompanying text to explain the meaning.

Lists

- Use built-in editing features to create bulleted or numbered lists. Understand the differences between ordered, unordered, and definition lists—and use them properly.
- Avoid using lists for visual effect.

Video & Audio

- Provide captioning and audio descriptions for video.

- Review any auto-generated closed captions for accuracy.
- Provide a transcript of audio content.

Readability

- Use short concise sentences. If you need to use long sentences, try to limit it to one per paragraph.
- Use headings to split up content. Headings provide structure and meaning to your content and give readers an easy way to scan.
- Use shorter words when possible.