

Maximize Web Accessibility

TIPS FOR DESIGNERS

Color Contrast

Provide high contrast between background images and overlaid text and between adjacent colors



4.5:1 – Text contrast ratio between text & background



3:1 – Non-text contrast ratio between text & background

Headings

H1
H2
H3

Use proper header semantic tags, ensuring all content uses logical heading structure.

Size



Use adequate font size, making text optimal to read.

Preview site at 200% before launching to see if improvements can be made.

Graphics

Abc

Don't use images of text – true text enlarges and responds better, loads faster and is easier to translate.



Don't forget about legibility and contrast! Avoid text over complex images and gradients.

Animation & Video



Use clear navigation for sliders, galleries and videos –

arrows, play and pause buttons, etc.

Links

Underline text links – distinguishing links from body copy using more than just color.

Avoid [read more](#) or [click here](#) links – this does not describe where the link goes for screen readers.

TIPS FOR DEVELOPERS

Forms

Use labels outside of input fields

Use logical tabbing order

Clearly identify input errors

Video

Embed videos from hosting platforms like YouTube to include captioning

Include an option for downloading the script

Images

Use descriptive alt tags, unless the image is merely decorative.



Language

Assign a language for the site.

Keyboard Accessibility

Be sure a mechanism is available to “skip-to” main content – bypassing repeatable content like header and navigation.

When navigating with the keyboard, the focused item must visually stand out using a “keyboard focus indicator.”

