A checklist for content authors to create accessible Web experiences

1. Alternative Text
   Author meaningful text descriptions for all images. Keep alt text short and concise like a Tweet (around 140 characters or less).

2. Headings
   Use provided heading styles in correct order to create structure. Avoid manually formatting headings to be large and bold.

3. Lists
   Use the list feature for all bulleted and numbered lists, and use the indent feature to create sublists.

4. Tables
   Indicate column and row headers for all data tables. Provide a concise summary of the purpose of the table.

5. Color Contrast
   Small text must be a minimum 4.5:1 contrast ratio and large text must be a minimum of 3:1. Logos and decorative pieces of content are out of scope.
6. Links
Provide descriptive text for hyperlinks, avoid terms like “click here,” and indicate if link opens in a new window/tab.

7. Languages
If a language other than English appears in the content, ensure the language is identified.

8. Images of Text
Do not use an image of text if that text conveys important information, is used as a heading, or appears in the user interface.

9. Layout Tables
Tables have a specific semantic for screen reader users, therefore we cannot use them to create columns of text.

10. Sensory Characteristics
Avoid using spatial relationships, page position, or relying on any single sensory ability such as vision or hearing.

11. Color Alone
Do not rely on color alone to communicate information; instead provide redundant visual cues like shape, pattern, or text equivalents.

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