



FREE PDF CHEAT SHEET:

10 Important Practices to Make Your Digital Content More Accessible

Below, you'll find 10 guidelines that your website and digital content should follow. This will help keep your digital footprint legal, and accessible for all to read, hear, and see.

Important Legal Disclaimer - Tom Jenkins is not a lawyer. Tom Jenkins is not *your* lawyer. If you need legal clarification of any of the suggestions made in this document, please consult your attorney. By reading and implementing the strategies listed below, you hereby do so at your own risk. Tom Jenkins and HandiMarketing, LLC are not liable under any circumstances for results you may get as a result of using the information on this document.

Watch out for Emoji Overload

(Difficulty level - Beginner)



Be careful with emojis. It's typically best to use them sparingly at the beginning or end of your copy. Each emoji has an audio description. Screen readers will describe the emoji. This may make deciphering what is happening on the page very difficult for someone who has to rely on the speech from a screen reader.

Keep an Eye on the Color

(Difficulty level - Beginner)

Many users have low vision or other vision problems that may not necessarily require a screen reader but can still make reading and finding information difficult.

Check out <https://color.a11y.com>.

You can enter a webpage. It will analyze the page until you know exactly where all the page corrections need to be made.

The ideal color contrast is at least 4.5:1.

Also, using color as the only way to convey meaning is a bad idea. Suppose somewhere on your website red text indicates something bad while green text means something positive. In that case, visitors with vision impairments or screen readers could have a problem deciphering what is positive from what is negative.

It's Simple to Make Social Media Inclusive

(Difficulty level - Beginner)

It's hard to imagine social media without images. In fact, it's possible there would be no social media without images or videos. But how can you comprehend images if you are blind or have low vision? The answer is alt text.

Alt text stands for alternative text. It's a simple description added to images that can be read by screen readers or other assistive technologies.

All major social media platforms allow for alt text to be added to your posts.

Here is a guide to help you [add alt text to your social posts](#).

Stick with Camel Case

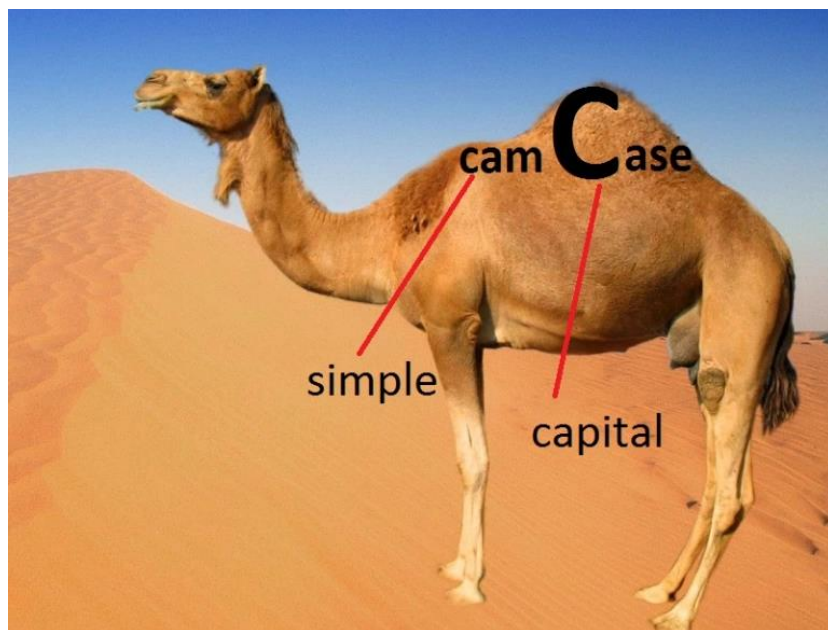
(Difficulty level - Beginner)

Hashtags are everywhere on the Internet and social media. Running the text for your hashtags together in one chunk makes it difficult for people with or without visual impairments to quickly recognize what the hashtag is all about.

You may have never heard of camel case, but it's a simple way to make your hashtags easily accessible to everyone.

Simply capitalize the first letter of each word in the hashtag.

Here is an example. [#ThisIsCamelCase](#)



Use Descriptive Text for Your Links

(Difficulty level - Beginner)

When setting up a link on your webpage, you have the option to control where your link goes and what the link text says on the screen.

Individuals who use screen readers can get a list of all the links available on a page. Having a good link description makes it easy for them to know which link they want to click.

Descriptive links are also a simple way to give your marketing a decent boost. Having descriptive links is a good practice for boosting conversions when it comes to digital marketing. [Click here](#) is a terrible call to action. However, [start your free trial today](#), tells your audience member exactly what you want them to do, and give them a psychological shove to take action.

Titles and Subtitles Make a Big Difference

(Difficulty level - Beginner)

You have probably heard of title and heading tags. You might even be using them every time you create a new webpage or blog post.

Titles and headings give structure to your page not only is this good for every visitor to your website, it's also good for those with disabilities and even search engine optimization.

Titles and subtitles allow users with visual impairments to scan your page quickly and find the information they're looking for. They also give Web surfers with visual impairments the ability to understand what each page section is about without reading the entire page. They will be able to quickly find the information they need.

[Proper headings and subtitles](#) with keywords also make the search engines happy. It gives them an idea of what your page is about and what keywords are relevant.

Explain Your Visuals

Someone with a visual impairment may not be able to get a clear picture of what the speaker in the video looks like. They may also struggle to understand items such as charts or infographics.

Simply taking a moment to describe the physical attributes of each speaker is a simple way to make these audience members feel more connected with your content.

Quickly describing what is being conveyed on a chart or infographic is another very simple approach that will make it easier for audience members to engage with your content.

Captions and Transcriptions

(Difficulty level - Beginner)

Captions and or Transcriptions not only make video accessible for those with visual impairments, they are useful for individuals with learning disabilities, or someone even trying to watch a video in a noisy environment.

Captions and transcripts are not difficult to add to your videos or web pages. In fact, with [YouTube captions can be turned on easily](#).

Transcriptions aren't difficult to implement either. There are many free online transcription services that use an automated process to transcribe your video.

Most automated transcription services offer 95% accuracy or better. There is very little you have to correct once the transcription has been created.

Make Sure Your Focus Is in the Right Place

(Difficulty level - Intermediate to Advanced)

Make sure the parts of the page that enable the user to take action such as clicking or filling out a field are able to be focused on properly. If you've ever used the have button to move through a webpage or application, you know exactly what we're talking about. When you hit the tab key, it moves to the next area where you can take action.

Problems here may include fields or buttons not being accessible by pressing the tab key. Or the order in which the user is taken item by item through a page might be random and out of order when compared to the visual order of the page.

Sizing up Your Page

(Difficulty level - Intermediate to Advanced)

Be sure your page can handle a 200% zoom while still being readable. Oftentimes, when users have to use the zoom feature, the page loses alignment or text wrapping doesn't take place. This leaves users having to scroll horizontally back and forth across the screen which can be incredibly difficult and frustrating.

Simply zoom your webpage to 200%. Make sure everything aligns nicely. If you see some issues, make sure your page is set to be responsive and text wrapping is enabled.

Text wrapping means the text automatically repositions if the viewing area of the window or the size of the window is changed.

Responsive web pages change with the size of the window. For example, making a website responsive ensures it will look good on a cell phone screen or your massive monitor at work.