

10 tips for accessible content

Accessibility isn't just the domain of designers and developers. Web writers have an important role to play, ensuring content does not create barriers for people with disabilities.

- 1 Provide a text alternative for images**

Write a short text alternative for images that provide information or act as a link. For detailed images, add a long text alternative (on the same or a linked page). Leave the text alternative blank for images that are purely decorative.
- 2 Choose images that don't rely on colour**

Don't use images that use colour alone to convey information. Supplement colour with text labels, patterns or textures.
- 3 Choose images with high colour contrast for text**

Avoid using images where the text and background colour combinations provide poor contrast.
- 4 Don't turn text into an image**

Use live text rather than images of text. If necessary, get a web developer to create a style to display the text as desired.
- 5 Use icons consistently**

If the site uses icons to label document downloads or link behaviours, use them consistently and with the same text alternatives.
- 6 Don't rely on sensory characteristics**

Avoid writing instructions that rely on colour, size, shape, position or orientation. Supplement with references to text labels.
- 7 Tag foreign language words**

Use the appropriate language tags around foreign language words or phrases, unless they have become part of English or are commonly used in a particular discipline or profession.
- 8 Tag headings, lists, quotations and tables**

Use the relevant HTML or PDF tags to identify headings, lists, quotations and table header cells and data cells.
- 9 Write meaningful <titles>**

Identify pages and documents with a meaningful title.
- 10 Write meaningful link text**

Show the purpose or function of a link by labelling it clearly. Where possible, write links that are meaningful without relying on the nearby content.