

Principles of Accessibility

- **Perceivable** - Available through sight, hearing, or touch.
- **Operable** - Compatible with keyboard or mouse.
- **Understandable** - User-friendly, easy to comprehend.
- **Robust** - Works across browsers, assistive technologies, mobile devices, old devices/browsers, etc. Follows standards.

webaim.org/articles/pour/

Provide appropriate alternative text

- Every non-text element needs a text alternative (alt text) that provides an equivalent to the image content.
- Alt text should present the **content** and **function**, not necessarily a description, of an image.
- If an image has no relevant content or function, is decorative, or the alternative text is provided in nearby text, then the image should have an empty alternative text value (`alt=""`).
- If an image is a link (or hotspot), the alt text *must* describe the link's function.
- Avoid words like "picture of," "image of," or "link to."
- Use the fewest number of words necessary.

webaim.org/techniques/alttext/

Content is well structured and clearly written

- Use the simplest language appropriate for your content.
- Organize your content using true headings (e.g., `<h1>`) and lists.
- Use empty (white) space to improve readability.
- Use illustrations, icons, etc. to supplement text.
- Check spelling, grammar, and readability.

Help users navigate to relevant content

- Provide a link that allows the user to skip over navigation to the main content in the page.
- Use true headings to organize content.

Provide headers for data tables

- Identify all data table headers using the `<th>` element.
- Provide an appropriate scope attribute:
`<th scope="col">` for column headers or
`<th scope="row">` for row headers.
- If appropriate, add a table `<caption>` for the data table.

webaim.org/techniques/tables/

Do not rely on color alone to convey meaning

- The use of color can enhance comprehension, but do not use color alone to convey information. Be especially cautious of red/green color combinations.
- Make sure that color contrast is strong, especially between text and background.

webaim.org/articles/visual/colorblind/

Ensure users can complete and submit all forms

- Put form labels adjacent to or near their controls, so the labels are associated visually.
- Use the `<label>` element to associate labels and controls.
- Group similar elements (such as checkboxes or radio buttons) together using `<fieldset>`.
- Clearly identify required form elements. Don't make a field required if it is not necessary. Ensure all directions and cues are readily accessible.
- If there are errors in a form that has been submitted, alert the user in an accessible way (especially to a screen reader user) and make it easy to fix the incorrect information and resubmit the form.

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Ensure links make sense out of context

- Avoid phrases like "Click here", "Here", "More", "More information", "Read more", and "Continue."
- URL's as link text should usually be avoided, unless the URL is relevant content.

Caption and/or provide transcripts for media

- Videos and live audio must have captions and a transcript. A transcript is sufficient for archived audio.
- Captions should be synchronized, equivalent, and accessible.

webaim.org/techniques/captions/

Ensure accessibility of non-HTML content

- HTML content will almost always be more accessible than content in any other format.
- PDF, Microsoft Word and PowerPoint files, OpenOffice.org, and Adobe Flash provide basic accessibility features.
- Provide accessible alternatives when non-HTML content cannot be made fully accessible.
- Test the accessibility of non-HTML content in assistive technologies.

Miscellaneous

- Ensure that the page is readable and usable when fonts are enlarged 150-200%.
- Provide a descriptive page `<title>`.
- When using scripting, ensure events are available with both mouse and keyboard. Make all scripted content and page updated/changes available to screen readers.
- Limit pop-up windows and notify users when pop-ups are used.
- Provide a descriptive title for all frames (e.g., `<frame title="navigation">`).
- Follow HTML and CSS coding standards.