

A woman with short brown hair and bangs is smiling and looking upwards and to the right. She is wearing a teal patterned top and a multi-strand necklace of light-colored beads. She is holding a white smartphone in her hands. The background is a blurred outdoor setting with green foliage and a wooden railing.

Ten Tips To A
MORE ACCESSIBLE WEBSITE
(Without Knowing HTML)

01

Use a website theme that is responsive

If you don't know whether your website theme is responsive, open your website in a browser window and zoom in to about 200%. Elements should rearrange themselves on your screen so they aren't wider than your browser window. If the theme you're using isn't responsive, strongly consider choosing a different one that is.

Why? Some visitors with visual impairments automatically view websites zoomed in at high levels.

02

Make your main body text size 16 or larger

If you have an option to adjust the line height (the spacing between the lines of text), make this option 1.5x your body text size. For example, if you're using body text size 16, your line height should be 1.5 x 16, or 24.

Why? Some visitors with visual impairments have a hard time reading small text.

03

Use high contrasting colors

When you're selecting the color for your text, select a color that has a high contrast from the background it is on. For example, if the background of your page is white, use a dark grey (or black) text color.

Why? Some visitors may be viewing your website in low light situations or may have visual impairments that can cause difficulties with low contrast text.

04

Write body copy that is easy to understand

Write the text so that it can be easily to understand by someone who has between a grade 7 to grade 9 education. If industry jargon has to be used, make sure you're explaining what you mean by it immediately after using the term. Keep your text formatted in short sentences and short paragraphs.

Why? Some visitors may have cognitive, learning or neurological disabilities that makes it difficult to understand complex ideas.

05

Use relevant page titles and headings

Write your page titles so they easily indicate the purpose of the page or what can be found on the page. Use headings throughout the page wherever possible that indicate what content can be found in the following text.

Why? Some visitors who depend on screen readers use titles and headings to navigate through a page to find the exact content they are looking for.

06

Avoid using "click here" or "read more" in link text

Use text that describes what is on the page or site that you are linking to.

Why? Visitors who use a screen reader may navigate from link to link to find specific content, and "click here" doesn't describe what they might find if they follow the link.

07

Use descriptive ALT text

Write alt text (sometimes called “image description”) that describes what the image is showing – not what would be good for social media platforms.

Why? Screen readers use the alt text to describe what is in the image to the website visitor, and is used to give a visitor a better idea of the overall purpose and meaning on a page.

08

Add captions to videos and transcribe podcasts

Provide an alternate way for people to be able to consume your content, whether it's through a service that creates transcriptions and/or captions, or whether you create the alternates yourself.

Why? Some visitors may not have the ability to listen to your media.

09

Make forms easier to understand

Indicate which form fields are required and make sure error messages are clear and easy to understand.

Why? Some visitors may have cognitive, learning and neurological disabilities and may be confused when a form doesn't submit properly.

10

Give your visitors control over slideshows

When using a slideshow, set the options so the slides don't change automatically.

Why? Some visitors may have cognitive, learning and neurological disabilities and removing the automatic change takes away from the distraction it may cause when they are trying to read other content on your page.