10 easy ways to make information more accessible

Links

1. Describe where a link will take the user.

   ✔ Do: use Contact us to find out more.

   ✘ Don't: use click here to find out more.

2. Always open links in the same window, unless it provides contextual support.

   Help documents can open in a new window if the information needs to be referenced while using the current page. Warn people with text after the link.

   ✔ Do: use Support for completing this form (opens in new window).

Colour

3. Use additional visuals (icons, text, graphics) to convey meaning alongside colour.

   ✘ Don't: use colour as the only way to communicate something.

   E.g. Black & white version of the London tube map.

4. Check text has a high contrast against its background.

   ✔ Do: use a colour contrast checker (like this one from WebAim) that tells you if your contrast is high enough. Aim for minimum WCAG AA.

Text

5. Use minimum size 12 point, sans-serif fonts (minimum 10 point for footer text).

   ✔ Do: check text can be made larger by zooming in (Ctrl/Cmd++).

   ✘ Don't: use serif fonts, as these can be less legible on screen.

6. Only use underlined text to denote a link.

   ✔ Do: Emphasise using **bold text**, as long as you do not overuse this.

   ✘ Don't: use *italics* and ALL CAPITALS as these are less legible.

7. Use actual heading styles (H1, H2) and in the correct order, to help people using screen readers to navigate.

   ✔ Do: use H2 for sub-headings (assuming H1 is used for the page heading) and nest further sub-heading (H3, H4) in order beneath.

   ✘ Don't: use H1 again for sub-headings, if it is already used for the page title.

8. End every sentence or phrase with a full stop (period) or semi-colon, including items in a bulleted list, as screen readers won't always know to pause otherwise.

Images

9. Add descriptive alternative text to images, including any text displayed within the image, so those using screen readers will have it read aloud to them.

Videos

10. Provide video transcripts or notes, alongside closed captions or subtitles.

   ✔ Do: auto-caption videos (using YouTube or similar) and edit for accuracy.