

A11Y Checklist

FOR CONTENT AUTHORS

A checklist for content authors to create accessible Web experiences



1. Alternative Text

Author meaningful text descriptions for all images. Keep alt text short and concise like a Tweet (around 140 characters or less).



2. Headings

Use provided heading styles in correct order to create structure. Avoid manually formatting headings to be large and bold.



3. Lists

Use the list feature for all bulleted and numbered lists, and use the indent feature to create sublists.



4. Tables

Indicate column and row headers for all data tables. Provide a concise summary of the purpose of the table.



5. Color Contrast

Small text must be a minimum 4.5:1 contrast ratio and large text must be a minimum of 3:1. Logos and decorative pieces of content are out of scope.

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6. Links

Provide descriptive text for hyperlinks, avoid terms like “click here,” and indicate if link opens in a new window/tab.



7. Languages

If a language other than English appears in the content, ensure the language is identified.



8. Images of Text

Do not use an image of text if that text conveys important information, is used as a heading, or appears in the user interface.



9. Layout Tables

Tables have a specific semantic for screen reader users, therefore we cannot use them to create columns of text.



10. Sensory Characteristics

Avoid using spatial relationships, page position, or relying on any single sensory ability such as vision or hearing.



11. Color Alone

Do not rely on color alone to communicate information; instead provide redundant visual cues like shape, pattern, or text equivalents.