

WEB ACCESSIBILITY CHECKLIST

1. Is your site content accessible via the keyboard and are those elements identifiable as selected?

Can you use just a keyboard to navigate your site navigation and move through the content? This is an item that most often an automated tool can not determine, but you can easily test out yourself.



2. Do all images have alt text?

Alt text isn't just used for best practice on SEO. Alt tags are also used for screen readers to determine what the context of the image is. Proper and descriptive alt tags are essential for the visually impaired user.



3. Content does not blink for more than 3 seconds.

Ensure that if you have any blinking text or other elements on your site that they don't blink for more than 3 seconds.



4. Aria labels.

Some items on your site such as navigation or forms may require additional markup to indicate to screen readers and other assistive technology what their purposes are. Using Aria tags accomplishes this. While this item does require a bit more technical knowledge, it should still be noted.



5. Links have discernible names.

Make sure that all your links have a clear and discernible name for those that may be visually impaired. If images are used for links, this means ensuring they have alt tags.



6. Proper heading hierarchy.

Hand in hand with SEO optimization, ensure that your pages uses proper <h> tag order. Website visitors using a screen reader will use <h> tags to determine the hierarchy of your page and present the visitor with those items for easier navigation through the content.



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7. Use semantic language (<main> for main content <nav> for navigation inside a <header>).

When building pages and templates, there are specific items that by their nature describe the content held within. Some common examples are the <nav> tag, where sites' main navigation should be placed. Main navigation is also generally provided in a <header> tag, indicating it's the header of a page. Other tags that are commonly used are <footer>, <article> and <section>.



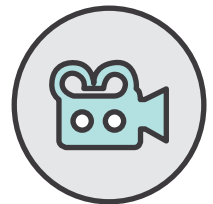
8. If using charts as images, provide text alternatives.

Oftentimes, providing graphs and charts is a great way to add rich content to your pages. When adding these elements, however, you should always make sure you provide alternative content either in alt text format or full descriptions. and breakdown the context and meaning in text.



9. If using video/audio, provide transcripts, captioning and/or descriptive text.

If your site has videos or audio embedded, there are many requirements to bring this type of content in line with WCAG standards.



10. Ensure color contrast is sufficient.

Proper color contrast is important for visual impairments including but not limited to color blindness.



11. Page elements describe the contents of what is on the page.

Just as important as the content on your page, adequately describing that content is paramount. This goes hand in hand with using proper html elements on your page but can go a bit deeper.



12. Errors are clearly indicated.

When errors occur, and they always inevitably will, ensure they are clearly indicated to the user. Common items are form fills with required fields that may have been missed, or failure produce an expected result when a user clicks an element on your page.

