“Quick Start Tips” for Web Accessibility
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This “Quick Start Tips” page is founded on the WCAG’s Four Principles of Accessibility: Web content must be perceivable, operable, understandable and robust. Source: https://www.w3.org/TR/UNDERSTANDING-WCAG20/intro.html#introduction-fourprincs-head

Web content can be difficult to access by people with physical or cognitive challenges or by software such as search engines and assistive technologies. By applying these techniques, web content can be user-friendly and accessible for users and user agents.

Tip #1 – TEXT NEEDS STRUCTURE

- *Use headings*—allows skimming the content on the page
- *Assign styles to headings*—do not use bold face
- *Assign headings in sequential order*—must start with Heading 1 (one per page), Heading 2 is followed by Heading 3, then Heading 3 is followed by Heading 4, up to Heading 6.
- *Use lists*—to break up a wall of text
- *Use “back to top” anchors*—for long pages
- *Use informative hyperlinks*—users need to know where the link goes or what the link does. Instead of linking to “click here” use “go to” or “download”

Tip #2 – IMAGES AND DOWNロADS NEED TO BE READABLE

- *Select images that add value or additional content*—use decorative images only if needed
- *Add an Alt Tag*, an alternative description of the image in the html code
- *Alt Tag should be succinct and different*—do not copy/paste nearby titles or captions
- *Decorative images do not need an alt tag*—unless they function as a button
- *Make downloadable files accessible*—for PDFs use Acrobat Pro > Tools > Accessibility; in Word docs use Review > Check Accessibility
- Label downloadable files and images with words separated by hyphens—to be readable

Tip #3 – PROVIDE ALTERNATIVES

- Offer a transcript with a video
- Offer a transcript for a podcast
- Offer an email for user to request alternative format
- Offer text when using color for alerts, e.g. “Warning” (in red font) for color-blind users