



# Accessibility Checklist for Editors

Hints and reminders for making the web a better place for humans.

## Use headings

Nearly 70% of people turn to headings first to find relevant information on a long page.

- ✓ **Build an outline**  
Use heading tags to create a strict outline structure for the page content. This means that headings break up text into logical sections and heading levels don't jump around.
- ✓ **Write descriptive headings**  
Since you're using headings, make sure they describe the content they are associated with.
- ✓ **Adjust style not structure**  
Sometimes you want a specific look to enhance the layout. In this case, use the appropriate heading tag to maintain the page structure, and then apply a class to override the look of the text.

## Add alt text

This gives a way to "see" the information in an image even if the image cannot be viewed.

- ✓ **Be informative**  
Describe the information conveyed by the image as it relates to the overall content. Keep it brief and use punctuation.
- ✓ **Identify decorative images**  
Will describing the image provide clarity or add clutter for the user? If it doesn't need a description, use an empty alt attribute so screen readers know they can ignore the image.
- ✓ **Avoid text in images**  
Generally text should be real text rather than an image. A logo is a common exception to this rule. In this case, the alt tag should mirror the full text shown in the image.

## Write clear content

Increase comprehension for everyone, including those with dyslexia or another reading disability.

- ✓ **Consider the reading level**  
Writing with shorter sentences and simpler words can make a big difference. Aim for a high school freshman reading level.
- ✓ **Use descriptive labels**  
Buttons, links, and form labels should be brief but unambiguous. A page full of "learn more" links is not very helpful.

## Manage digital assets

Provide people access to all of your content.

- ✓ **Create accessible PDFs**  
Acrobat Pro provides tools to help check and fix accessibility problems in new or existing PDFs.
- ✓ **Add transcripts for video and audio content**  
A text-based version of audio and video provides another way to access the content.

## Maintain page structure

A well structured page provides meaning and clarity for users of assistive technology.

- ✓ **Use provided content blocks**  
Take advantage of the predesigned content blocks for layout purposes, and get semantic markup automatically.
- ✓ **Avoid using tables for layout**  
Tables don't adapt well to smaller screens, and can be confusing for screen reader users. Only use them for tabular data.



If you have questions about getting your sites up to WCAG standards, please feel free to contact Blend Interactive. | [hello@blendinteractive.com](mailto:hello@blendinteractive.com) | 605.334.7077

Note: This guide does not provide legal compliance. Be sure to refer to the WCAG specification for complete guidelines.