



FREE ACCESSIBILITY CHECKLIST

**Let's make your
website more
accessible!**

What is accessibility?

Accessibility is the practice of making it easier (or possible) for people with disabilities to access things – whether it's physical or digital. When it comes to your website we're talking digital accessibility.

Why is it so important?

Making the world and your content accessible for disabled people is just the right thing to do. It's an important part of being inclusive. It's important to keep people of ALL abilities in mind when you're creating content.

An added bonus is when you make things easier for people with disabilities to access, you also make it easier for everyone to access.

The World Health Organization estimates that 1.3 billion people experience significant disability. That's about 16% of the world population. That means that if you're not making your content accessible you could be leaving out 16%(!) of your audience.

NOTE: Disability is not a dirty word! In fact, almost every single person will experience some kind of disability at some point in their life.

A LIL Accessibility Checklist!



Color Contrast

Check the color contrast between text and background using a tool like WebAIM or Pika (for Mac). You'll want at minimum a contrast ratio of 4.5:1 for all text sizes. Ideally 7:1 for small and regular text. For example, the ratio of this text and background color is 10.1:1.



Alt Text for Images

Make sure you've written alt text for all images. Include a clear and brief description to convey the content/purpose of each image.



Descriptive Links and Button Text

Provide context for where the link or button is taking the user. Avoid generic text like "click here" and "read more."



Avoid Flashing Graphics

Avoid using graphics that flash faster than one second. Especially avoid using red flashing graphics.



Clear and Consistent Navigation

There's a time and place for clever and inventive and the navigation is not it. Keep things where people expect them to be, include headings that make it clear where they lead.



Headings and Structure

Use proper HTML headings (h1, h2, h3, etc.) to structure your content hierarchically. Ensure a clear and meaningful document structure.



Minimal Use of All Caps

All caps is fine for short headings, but in general is harder to read and should be limited. Anything longer than a few words should be in sentence/title/lowercase.



Letter Spacing

Letter spacing (also known as tracking or kerning) is the space between each letter. There is a fine line between too much space and too little space. Avoid spacing so close that the letters touch or so far that the space between letters is greater than a space between words.



Line Spacing

Line spacing (also known as leading) is the space between lines. Again there is a fine line between too much and not enough. As a rule of thumb make sure if a descender (like lowercase “p”) and an ascender (like lowercase “d”) are formatted on top of each other, there is enough space that they do not touch.



Live Text

Make sure all your text is live on your website. Avoid including images of text. And if you must (eg: testimonial screenshots), be sure to include alt text.



Size Text in rem vs Pixel (px)

Rem is a relative size, meaning it scales up and down responsively depending on screen size and what the user has set for their browser font size. Pixel is an absolute unit and does not adjust responsively, making it the less accessible option for text.



Responsive Design

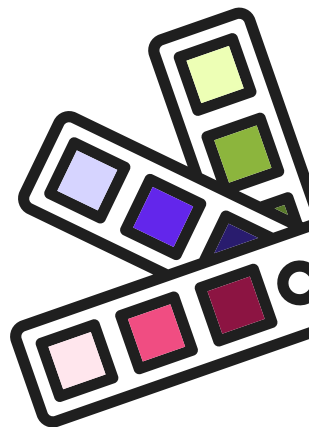
Make sure the design is accessible and formatted properly on all screen sizes. Test on different phones/browsers. Be sure to design your website with mobile in mind and test accordingly.



Test Your Website

Test your site with screen readers, use accessibility tools like the free axe DevTools extension to quickly scan your website for compliance issues. Also consider sending to friends and family for usability feedback. If you can, ask (and compensate) disabled people to help with testing.

accessible websites are cool



you're cool

Here's a lil More context

Color Contrast

Color contrast is the difference between two colors, for example black and white has incredibly HIGH contrast whereas pastel pink and white have incredibly LOW contrast and will be difficult to read.

Alt Text for images

Alt text is a description of an image. Screen readers read alt text to people with visual impairment so they can consume the content. Alt text also appears if a page is having trouble loading. Including alt text also helps with SEO, providing more information about the content on your page.

Flashing Graphics

Flashing graphics can trigger seizures in some people and red is a more commonly triggering color.

Descriptive Links and Button Text

Pay attention to where the link is placed in the text. Instead of linking just the “click here” with no context, link the descriptive portion that tells them where they are going when they “click here” ie click here to learn about cats.

Clear and Consistent Navigation

Some general placements you probably shouldn't change: Logo in top left that links to the homepage. Search bar or login top right. Page navigation in the middle somewhere.

Headings and Structure

You want your most important, SEO rich content tagged as an h1 heading. Avoid multiple h1 headings on one page. Try to structure your headings with most important h1, next h2, next h3 etc.

Thank you for caring about accessibility!



It's all about the EFFORT we put in. It's not easy to do everything 100% perfectly, but the fact that you downloaded this checklist means you care and you're trying! Start small.

We're all learning and making improvements all the time.

Keep up the good work!
You've got this!

Follow me on [Instagram](#) and [Threads](#)
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