WEBSITE ACCESSIBILITY
## tips for content and design

Use colors with sufficient contrast.

Proper contrast between colors on your site allows everyone to access the content you have to offer. There are several free "color contrast checker" websites you can use, like WebAIM. For links to these resources and more, check out **our accompanying blog post** on this topic!

Don't rely on color alone to convey meaning.

When you use color to signify something, be sure to also use an icon and/or message for the tens of millions of people impacted by color vision deficiencies.
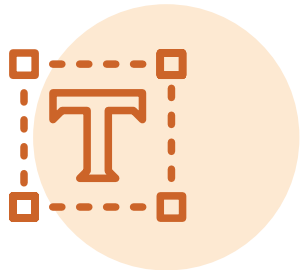
Choose fonts that are clear, readable and scalable.

Overly stylistic or decorative fonts can be hard to read for people with dyslexia or other vision and cognitive learning differences. Also, make sure your content is scalable for screen readers and other learning aides.

Be consistent.

Users look for and follow patterns within websites. Be consistent with widely accepted internet practices, styling and organization conventions on your own website.
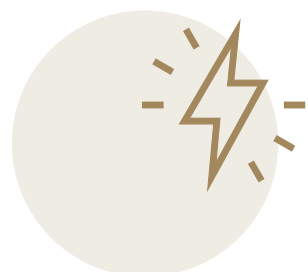
Be careful with animated components.

Avoid flashing images, loud colors and patterns that may trigger seizures.

Make sure you include GOOD alt text on images.

Alt text (behind-the-scenes text explaining non-text items) helps vision-impaired people using screen readers access to non-text elements. It can also be helpful for others if non-text elements don't load properly.
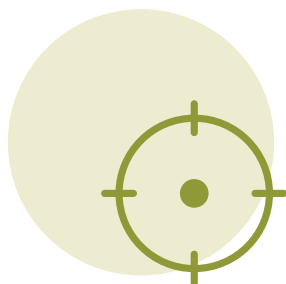
Include captions/transcripts on audio and video.

Captions help hearing-impaired people, or people in noisy spaces without headphones, access to your content. There are several free and inexpensive transcription services you can use.

Write content that is simple and concise.

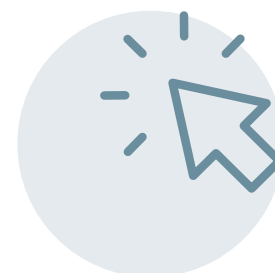Avoid long paragraphs, utilize bulleted lists and avoid jargon and abbreviations.

Write clear calls-to-action.

Avoid being vague or too clever with calls-to-action. Be clear what you want visitors to do or it is likely they'll leave your site without completing any action.

Stop using "Click here" and "Read more" as your link descriptions.

Most people, including people using screen readers, just want to scan content so they can get to where they want to go quicker. "Click here" offers no value and forces people to read or listen to an entire page of content for context.