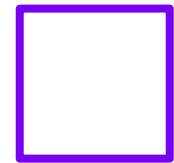




# **Accessibility checklist for Content editors**

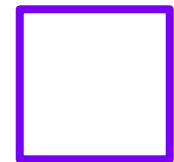
**EXOVE**

# Accessibility checklist for Content editors



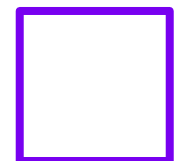
## **Add the main point of the content to the top of the page.**

Not everyone reads all the content. If the most important things are at the beginning, they are more likely to be read.



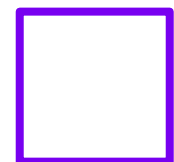
## **Write for your target audience and aim for plain language.**

Avoid jargon and unusual words. Explain their meaning when necessary.



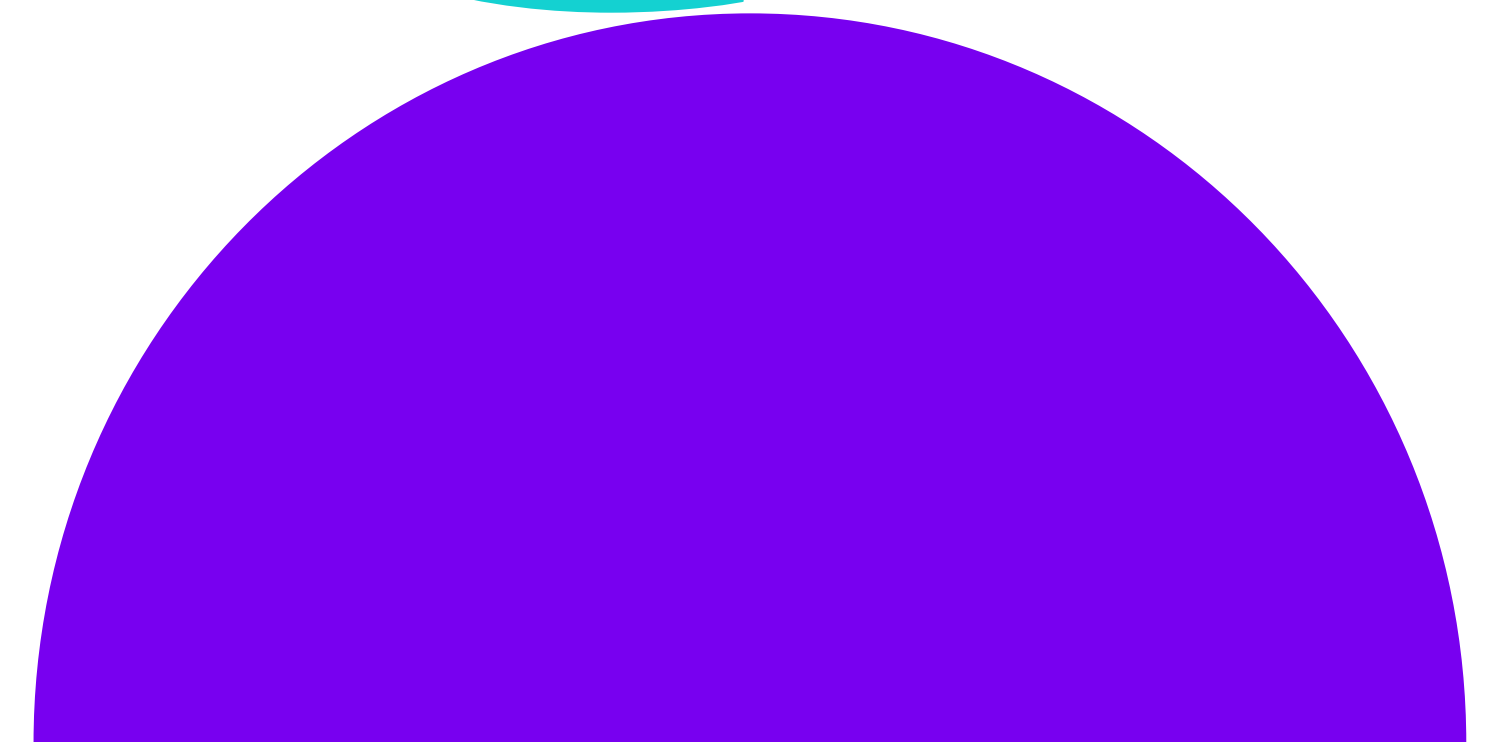
## **Avoid unnecessary text formatting.**

Italics make the text more challenging to read. Avoid writing in all capital letters.

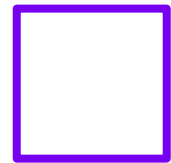


## **Do not centre the text.**

Text is more readable when it is aligned either left or right, according to the rules of the language used.

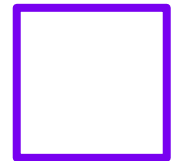


# Accessibility checklist for Content editors



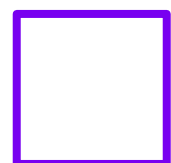
## **Use clear and descriptive headings to provide structure and visual appeal.**

Headings structure the content and help the reader understand what the content is all about.



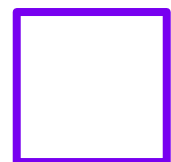
## **Add descriptive text to all links.**

It is important to be able to understand where each link is going. Assistive technologies allow links to be taken out of context, making descriptiveness even more important.



## **Use list elements when listing more than two items.**

Lists make reading easier and reduce cognitive load.

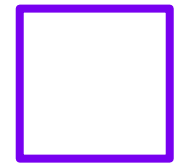


## **Use tables only for tabular information.**

Do not use tables to lay out content.

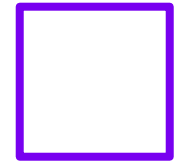


# Accessibility checklist for Content editors



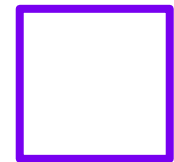
## **For each table, add heading rows or cells and a table caption.**

Use these to make the table content easier to understand.



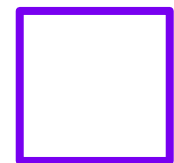
## **Remember to indicate the language of content that is not in the main language of the page.**

This allows assistive technologies to read the content in the correct phonetic way.



## **Mark decorative images as decorative by leaving the alternative text (alt) blank.**

Assistive technologies will bypass the decorative images and reduce the amount of unnecessary information that is passed on to the reader.

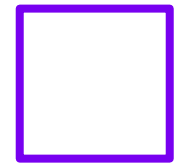
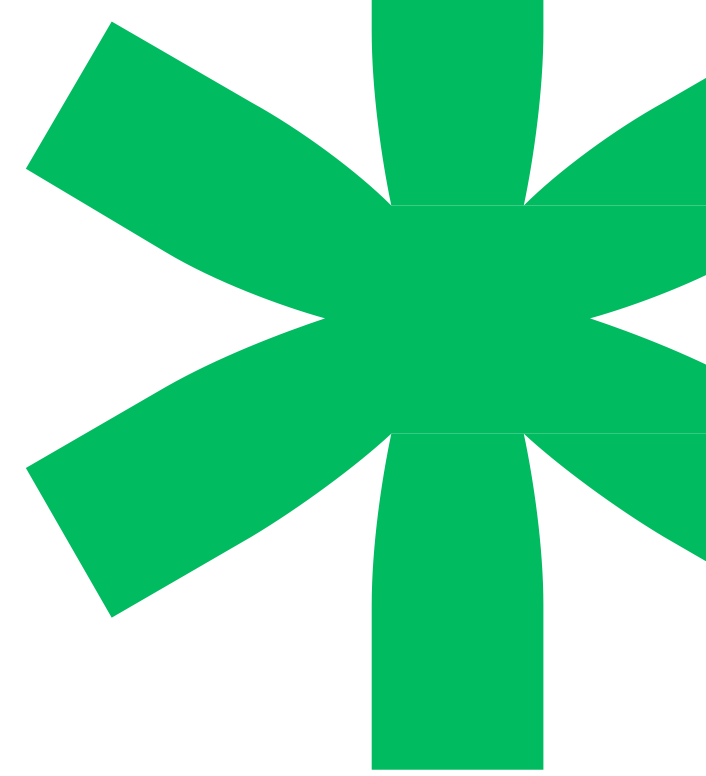


## **Add descriptive alternative text for images with meaning.**

Assistive technologies use alternative text to convey the content of the image. The alternative text is shown to everyone when the image is broken for one reason or another.

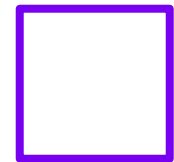


# Accessibility checklist for Content editors



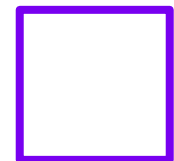
**Avoid images with text, for all images with text also add text to the alternative text or text equivalent.**

Text images can only be zoomed in significantly reducing the quality of the text. By adding the text content to the alternative text or text equivalent, you will help your users get all the information.



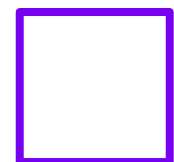
**Describe the subject of the link in images that act as links, instead of the image.**

If the image serves as a link and the content of the link comes from the alternative text of the image, it is important to add text to the alternative text that describes the purpose of the link. For this purpose, the actual image is of lesser informational value.



**Do not play videos or audio automatically.**

Automatically playing videos and sounds can be particularly disruptive to people using assistive technologies. For some people, the movement of videos may also make them feel nauseous. So let the user choose whether to view this type of content or not.



**Name the fields in the forms clearly and provide further guidance to users on a field-by-field basis where necessary.**

Reduce the cognitive load of the forms by clearly telling users what information they need to fill in each field. It is better to give too much guidance than too little to help users prevent errors.

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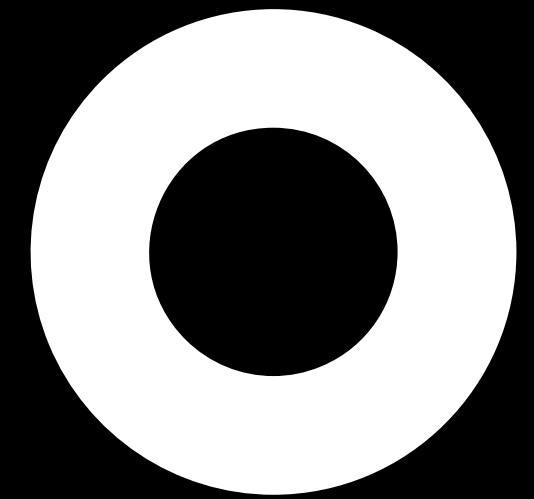
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