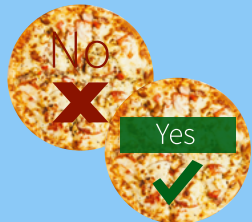# Web Accessibility: Top 10 Tips
from the World Institute on Disability

1. **Provide alt text on graphs, images, and text in photos.**

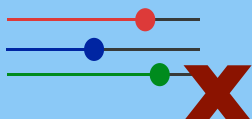2. **If possible, avoid placing text in photos (common in memes and ad images).**
If you do layer text over an image, make sure there is strong contrast between the text and image, and include the text in the image's alt text.

3. **Label all buttons, such as "continue" buttons and arrows to proceed to the next page.**

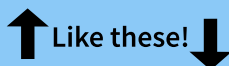4. **Caption/subtitle all videos. Make transcripts easily available.**

5. **Minimize scrolls or slider bars (or offer multiple options, such as typing in answers).**

6. **Provide alternatives to steps that ask users to scan or photograph something.**

7. **Use high contrast colors for text, background, and graphic elements. A ratio of 5:1 or higher is necessary for visibility.**

8. **Use simple icons to reiterate text.**

9. **Use a mixture of both upper- and lower-case letters when possible. Only use all-capitals for acronyms.**

10. **Be mindful of users' ability to alter their local settings (e.g. a low-vision user might flip the contrast on their phone or increase the text size). Ensure the ability to use pinch-to-zoom (magnification) and dictation is enabled.**

Bonus Tip: Write out progress updates, like "Step 1 of 3" - completion graphics aren't accessible to everyone.