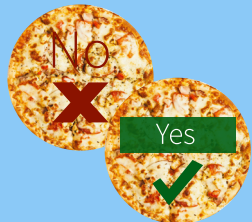


Web Accessibility: Top 10 Tips

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).

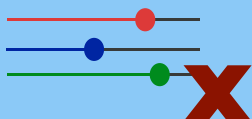
If you do layer text over an image, make sure there is strong contrast between the text and image, and include the text in the image's alt text.



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.



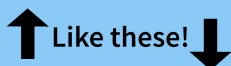
5. Minimize scrolls or slider bars (or offer multiple options, such as typing in answers).



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.

#1 of 2

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