# WEB CONTENT ACCESSIBILITY
# Watchlist

We believe information should be accessible to all. When you are building a web page, make the content easy to understand no matter whether your user can view the web page or listen to your content using a screen reader.

Below are a few key guidelines to keep in mind when crafting your web page content.

## TEXT CONTENT
### Pay Close Attention While Using…

- **Headings**
  Use headings to organize your content into meaningful sections on a web page.

  **Why?** See **APPENDIX D** for more information.

- **Tables**
  Include a table caption with a table to make it clear to your user what information the table is providing.

  **Why?** Screen reader software can jump between table content on a web page. Table captions can help provide greater context to a listener who may have landed on a table without knowledge of prior content.

- **Hypertext**
  Include descriptive and informative hypertext when creating a hyperlink to make it clear to your user where they will be taken after clicking on the link.

  **Why?** Screen reader software can jump to hyperlinks on a web page. Descriptive hypertext can help provide greater context to a listener who may have landed on a hyperlink without knowledge of prior content. For example, using hypertext that says, "Click here to view the agenda and minutes for the latest City Council meeting" is a lot more informative than using hypertext that simply says, "Click Here."

### Try to Avoid Using…

- **ALL CAPS Text**
  Avoid using ALL CAPS for a word or phrase to express emphasis.

  **Why?** Screen reader software will read ALL CAPS aloud as individual letters rather than a complete word. For example, a listener would hear the text "IMPORTANT" as "I…M…P…O…R…T…A…N…T" which may be confusing in understanding the word or the meaning behind the emphasis of the word.

- **Underlined Text**
  Avoid underlining text [if it is not a hyperlink].

  **Why?** Underlined text on a web page typically represents a hyperlink that will take the user to further information elsewhere. A user may try to click the underlined text expecting to be taken to a new web page.

# IMAGE CONTENT

## Pay Close Attention While Using…

- ### Alternate Text for Images
  Use a very brief and informative description of the image for Alternate text [a *required field when uploading and adding images to your web page].

  **Why?** Screen reader software will read the Alternate text when it lands on an image to let a listener know there is an image on the web page. Brief and descriptive Alternate text can help share what is happening in the image without the user needing to see the image.

## Try to Avoid Using…

- ### Page Title for the Alternate Text of an Image
  Avoid using the web page's Title for Alternate text.

  **Why?** The web page's Title will likely be short and not very descriptive of what is happening in the image. A lack of descriptive alternate text for an image may cause confusion for a listener who is expecting to learn additional information from the screen reader about what is being displayed in the image.

- ### Images with a lot of Information
  Avoid adding images with a lot of information (e.g. a flyer) to a web page.

  **Why?** Screen reader software will read the Alternate text when it lands on an image to let a listener know there is an image on the web page. The Alternate text field has limited space and likely can't include all the information.

  Instead, include the image information as text in the Body of the web page to be accessible to all.

## Headings

Headings provide structure and separate your content into meaningful sections on your web page.

### Web Accessibility

Headings are also a key element to building strong navigation on a web page for your users (both viewers and listeners).

Screen reader software can easily guide a listener to different sections of a web page if headers are used properly to break up the content.

The listener types a specific combination of keys on the keyboard to navigate from header to header. This ability to jump around a page to find specific content without being forced to listen to all content will provide listeners with the same capabilities as someone who can see the web page.

### Proper Structure

There are six different levels of heading tags: **H1**, **H2**, **H3**, **H4**, **H5**, and **H6**.

Heading tags work in order from most important (H1) to least important (H6). H1 is only used once on a web page and is automatically taken by the page title.

**Tip:** Avoid using heading tags beyond H3. If your content includes H4 - H6 heading tags, your copy may be too lengthy for one web page and should be broken up into multiple web pages.

*See the sample text below.*

# EVENTS & ACTIVITIES [H1 Tag]

The City of Municode hosts a full calendar of events and activities throughout the year.

## CITY HALL EVENTS [H2 Tag]

City Hall sponsors several annual events for people of all ages.

### New Year's Eve Fireworks Show [H3 Tag]

On the eve of December 31st, the City of Municode will sponsor a firework show and celebration.

## RECREATION EVENTS [H2 Tag]

The City of Municode Parks & Recreation Department hosts several recreation events accessible to people of all abilities. See event descriptions below.

...and so on.

**Tip:** Use headings in moderation. Too many headings can sometimes make it hard to navigate a web page.