# Images

Write relevant alt text for your images

If you don’t know what to write for your alt text, think of the function that the image plays within the page and make that your alt text.

Websites should avoid images of text

If the image is of a small amount of text, the alt text must match the text in the image exactly. If the image contains a considerable amount of text, the text should also be elsewhere on the page and add an empty alt attribute alt="" to tell screen readers to ignore the image.

For charts, graphs, diagrams, illustrations, and other complex images, simple alt text may not be sufficient to convey the information.

In such cases, the information should be provided in addition as text on the page. Use empty alt=”” attributes to tell screen readers to ignore the image.

# Links/URLs

Avoid link text like “Click Here,” “More,” “Download”, and “Read More.”

Link text should match the page title that it is linkng to. These kinds of links can be confusing when a screen reader reads and does not tell the user where they are going.

Avoid using URLs as link text.

A screen reader is going to read the URL letter-by-letter. As you can imagine, this becomes unintelligible after the first 4-5 letters.

Avoid linking sentences or headings

A screen reader is going to read the full link so it is important to keep our link titles concise and should typically match the page title of the page its linking to. Including links as headings can cause navigation issues for users viewing the site with a screen reader.

Linking Images

If an image functions as a link, the image must have alt text that conveys the location and purpose of the link. The alt text should not describe the image. Treat image links as links, not as images.

Pages should not present more than one link to the same destination next to each other.

Either select one element to be the link, or wrap all elements within one link.

# Headings

Use headings hierarchically, with the <h1> representing the title of the page and is automatically created. Start your pages with <h2> and use headings in order, with any sub-sections divided using <h3> level headings, and so on.

Do not skip heading levels.

For example, do not skip from <h2> to <h5>.

Do not use bold instead of a heading.

Though the text may look like a heading, the underlying code is not set correctly, and screen reader users will not benefit.

# Tables

Only use tables for displaying data.

Tables are appropriate for presenting data in two dimensions. In these kinds of tables, there are clear relationships between rows and columns.

Use Headers with tables.

Data tables should always include table headers. Adding headers to your tables improves how your users navigate tables, especially if they use a screen reader.

Use a Caption with your table.

Tables can be given an accessible name with a Caption element. Screen readers allow users to view a list of tables on the page. If the table has an accessible name, a screen reader will provide that name to the user. If not, the screen reader may only read the number of rows and columns.