

Accessibility checklist for content creators

Accessible content improves the user experience for all of our website visitors, and relies heavily on clear copy.

Common mistakes:

- ✗ Do not include instructions based on shape, size or visual location. For example, avoid directions such as "The red button is in the top-left corner" or "The right-hand button".
- ✗ Do not use the H1 heading for anything other than the page heading. It should only appear once on any page.

If you have interactive or special functionality, it is important that the functionality is as accessible as possible.

- ☐ Provide clear instructions for using the interactive content.
- ☐ If your page has a

Common mistakes:

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provide alternatives for image-based content.

- ☐ Write alternative text (alt text) for all photos and graphics on the page. The text should accurately describe the image.
- ☐ Keep alt text short no more than 100 characters.
- ☐ If an image is decorative, or contains content already conveyed in text, it should be given

Resources

- ☐ [Writing for the Web training](#) [Content Team](#).
- ☐ [Siteimprove extension for Chrome](#) an accessibility checker that can evaluate any web page for accessibility issues.
- ☐ [WAVE Evaluation Tool for Chrome](#) an accessibility checker that can evaluate any web page for WCAG 2.1 accessibility issues.
- ☐ [Accessibility colour contrast checker](#) use to enter the HEX values of two colours to see if they comply with AA accessibility standards.
- ☐ [Create accessible PDFs](#) use this guide from Siteimprove to ensure any PDF you create and upload online is as accessible as possible.
- ☐ [LexDis Digital Accessibility Toolkit](#) visit this site to find a number of useful guides, such as [understanding the regulations](#), [performing quick accessibility checks](#), and [cheat sheets on many other topics](#).
- ☐ [Resources for Content Writers webpage](#) read this guidance created specifically for content writers.