Accessible Email Content Cheat Sheet

For a description of each of the following accessibility principles, please visit https://access.sfsu.edu/ati/webaccess/emails

- **Alternative Text for images**
  - Does not use phrases like “Image of”, “Picture of”, etc.
  - Does not exceed 125 characters
  - Is blank if used for decorative images
  - Is not only one word (unless image only contains text)

- **Meaningful and unique text for links**
  - No “click here”, “more” etc.
  - Links that go to different URLs should have different link text.

- **Descriptive subject lines**

- **Semantic structure**
  - Appropriate heading hierarchy (H1, H2, H3, etc.)
  - Appropriate use of list types (ordered vs. unordered)

- **Appropriate color contrast for content**

- **Acronyms and Abbreviations expanded at least once before being used**

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