Accessible Web Content Cheat Sheet

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

- **Alternative Text for images**
  - Does not use phrases like “Image of”, “Picture of”, etc.
  - Does not exceed 125 characters (unless using `<longdesc>`)
  - 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
  - No pop-ups without warning user

- **Page titles and semantic structure**
  - Unique and meaningful page titles
  - Appropriate heading hierarchy (H1, H2, H3, etc.)
  - Appropriate use of list types (ordered vs. unordered)

- **Tables**
  - Layout tables (if used) have appropriate content linearization
  - Data tables include table caption and row/column headings

- **Document Accessibility**
  - If not all documents are accessible, include interim accessibility statement
  - Create a plan to remediate any inaccessible documents

- **Plug-ins and applications – link to download reader for each page with links**

- **Multimedia**
  - Captions or transcripts included
  - Accessible player used

- **iFrames – use title attribute and ensure no blank text between iframe tags**

- **Using Color**
  - Appropriate color contrast for content
  - Do not use color alone to convey meaning

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

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