Content Accessibility Checklist

When developing content it's important to make sure it's as accessible for all members of your audience. Writing easy to understand copy is part of it, but many people have accessibility challenges you may not be aware of that make it difficult to consume content. Use this checklist to ensure your colleagues can access your content.

Web Content Accessibility Guidelines, developed by the W3C consortium provide more detail around accessibility standards.

Language

	Language is plain, clear and easy to understand (Ask a non-specialist to check your work to see if it makes sense).		No jargon or unexpanded acronyms are included (This will depend on your audience's level of comprehension, but it's usually better to over-simplify than over-complicate).
	Instructions are unambiguous and do not rely on content layout (Formatting can be altered by assistive technology, so statements like "the image on the left" or "click the red button" may not make sense).		

Formatting

	Font size and style are not difficult to read.		Colours and contrast do not make content difficult to see.

Headings/structure

	Simple and appropriate headings/titles are used.		Content is well structured (use shorter paragraphs, headings and bullet lists to make your content easier to read).
	For web pages, heading tags (e.g. H1, H2, H3) are used to structure content.		

Links/attachments

	Raw URLs like (https://ABC.com/XYZ) are replaced with descriptive language to assist screen readers.		Documents are either tagged appropriately for assistive technologies, or plain text files (.txt) are provided as well.
	Links are integrated naturally into the text and not included as "click here" or "read more".		If a link leads to a download, the file type and size is specified.

Multimedia

	Alternative or ALT text describes what all images are about within digital content.		Images themselves are relevant and not difficult to decipher.
	Transcripts or captions are included for all video and audio content. If it's not feasible to do this for every piece of media, consider providing them on a by-request basis.		