

# UAA IT Services Web Accessibility Project

## Accessible Web Pages Job Aid for OUCampus

Spring 2018

These are the initial steps to create accessible web pages

### 1. Alt Text for Images

**Every image must have an alt tex.**

Ask yourself: "If I could not use this image, what would I put in its place?" to determine appropriate alternative text. Don't be afraid to use the null alt tag "" (pair of double quotes).

The alt text should *typically*:

- **Be accurate and equivalent** to the image
- **Be succinct.** This means the correct content (if there is content) and function (if there is a function) of the image
- **NOT be redundant** or provide the same information as text within the context of the image.
- **NOT use** the phrases "image of ..." or "graphic of ..." to describe the image.

### 2. Hyperlinks

1. Do not use the word "link" in the link text
2. Do not use "click here," "more," "click for details," and so on which are ambiguous when read out of context.
3. Place the distinguishing information of links at the beginning of a link. For example, say "Products (opens in a new window)" (or something along those lines). Don't say "Link opens in a new window: Products."
4. Use link words and phrases that are unambiguous and that can be intuitively organized regardless of order (the screen reader might sort them in order of appearance or alphabetically).

### 3. Headings

- One Heading 1 in each page
- Lower degree headings nest within/follow next highest degree

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- Don't skip headings: Heading 2 always follows Heading 1. Heading 3 always comes after Heading 2.

Do not use text formatting, such as font size or bold to give the visual appearance of headings - use actual headings. Likewise, do not use headings to achieve visual results only.

## 4. Lists

Just use the unordered and ordered list tools when appropriate. Do not number your list, do not use dashes (or some other punctuation).

## 5. Tables

Tables must have a header row that also must have the property header row

1. Select a cell or cells in the top row.
2. Select the table tool in the tool bar.
3. Select Row in the dropdown menu and then select Row Properties in the submenu
4. In Row Properties box, expand Row type and select Header. Click OK

Do not merge or split cells

## 6. Miscellaneous

1. No underlining text (can you see why?)
2. Simplify the language
3. Create web pages rather than attach files when you can
4. Attach structured PDFs only (more to come on this)

*One for Web &  
Web for All!*