Pocket Recipe

8 Tips for Designing Accessible Websites

Describe images with alt text

In the alt text, focus on the subject, its actions, and helpful context. Copy text from the image when needed. Leave blank for decorative images.

1

Don't name links "click here"

A link's text should explain where it takes the user. Avoid naming it "this link" or "click here."

2

Double check color contrast

Good color contrast ensures legible and readable text. When in doubt, use the WebAIM contrast checker.

3

Use headings in the right order

Each page should have one H1 but not more. Don't skip heading levels. Parallel content should be under the same heading level.

4

Make content easy to skim

Use headings, paragraphs, and bullet points to break long text into smaller chunks so the user can quickly find what they need.

5

Use concise and plain language

Replace technical terms, jargon, and long phrases with simpler language. Skip unnecessary words such as "very" or "really."

6

Bold, italicize, or underline?

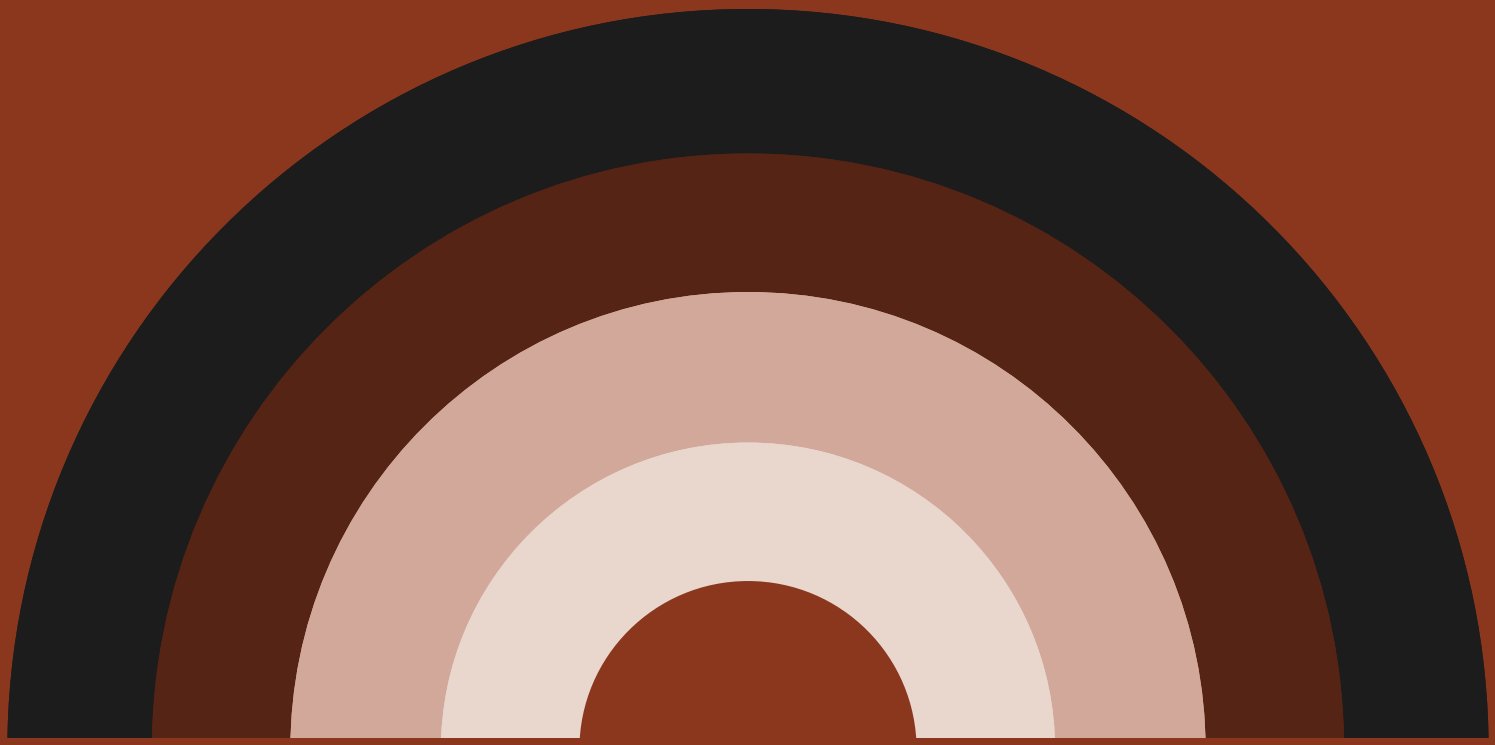
Use text formatting sparingly. Bold content to emphasize. Italicize book or movie titles, foreign words, and scientific terms. Only underline text when it's a link.

7

The UX Cookbook

Created by the UX team at the University of Arizona Libraries. More recipes for user research, design, and content strategy: https://theuxcookbook.com

You sound great in active voice



Write in an active voice, where the subject does an action. Avoid the passive voice, where the subject has an action done to it. For example, write “you can check out books” instead of “books can be checked out.”

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