

Digital Accessibility Best Practices

Any time you create digital content, follow these general best practices in accessibility.

Write Clearly

- Use **plain language**, when possible.
- Include images in addition to text.
- Check spelling and readability.
- Be careful not to confuse the reader with abbreviations and jargon.

Use Proper Structure

- Organize content using your program's built-in headings.
- **Avoid skipping heading levels**, such as jumping from a Heading 1 to a Heading 3.
- **Craft a Heading 1** that captures the main idea of the content.

Heading 1 — The Main Heading

→ Heading 2 — Nested within Heading 1

→ Heading 3 — Nested within Heading 2

- Use the bulleted and numbered lists built into your program.
- Include a descriptive **page title**.
- Format on the web unless only a document will work for your content.

Add Meaningful Alternative Text

- Add **alternative text** (or alt text) to images by writing a concise description that conveys the content and purpose of the image.
- If the image is purely **decorative** and provides no extra meaning to your content, mark the image as decorative or leave the alt text empty.
- Do not include the words “image of” in your alt text, as this is redundant.



- Example: The Horseshoe Gates at University of South Carolina - Columbia.

Include Descriptive Links

- **Avoid generic link text** such as “Learn more” or “Here”. Make the purpose of the link clear in the link text itself.
- **Include alt text** for linked images that describes the purpose or function of the link.

Use Color Wisely

- **Do not use color by itself** to convey information. Use color in conjunction with symbols or text.
- **Use sufficient color contrast** between the text and background. Verify with [WebAIM's Contrast Checker](#) online.

White on a garnet background



Rose on a 90% black background



Design Accessible Tables

- **Provide headers** for data tables and include text in each header.
- Use tables to present data in a simple structure, **not for visual layout**.
- Add a caption or description to summarize the table's purpose.

First Name	Last Name
Michael	Amiridis
Henry	McMaster

Table 1 - Appropriate use of table headers

Provide Captions and Transcripts

- Include captions and a transcript for all videos and live audio.
- If using auto-captioning services, **edit the captions** to ensure accuracy.