Digital Accessibility for Site Managers

Organize Headings
- Use the “show blocks” feature to avoid adding empty headings.
- Nest your headings in order. Heading 3 is the highest rank you need to use in the CMS (exception: begin with a Heading 2 on the home page).
- Check the heading rank within any snippets you use to nest appropriately.

Include Descriptive Links
- Avoid generic link text like “Read more”, which is the default for multi-purpose lists.

Add Alt Text to Images
- Add alt text (or an alternative description) to images by writing a concise description that conveys the purpose of the image.
- If the image is decorative or redundant, select the Image is decorative checkbox.

Use Color Wisely
- Use sufficient color contrast between the text and background, including in images.
- Verify color contrast with WebAIM’s Contrast Checker online.
- Check the hex code of our university colors in the brand toolbox.

Create Accessible Tables
- Provide headers for responsive table or data table snippets and include helpful text in each header.
- Make sure you have at least one data cell for each table header.
- Do not leave any data cells empty.

Design Intuitive Forms
- Only use Omni CMS or Formstack Forms unless you receive an accessibility review and approval.
- Write a clear label for each form control.
- Provide instructions on the web page itself so screen readers announce it properly.
- Do not use Formstack’s signature block. Use a required checkbox instead.

Provide Captions and Transcripts
- Edit YouTube’s auto-generated captions and transcripts to ensure that they are accurate for any embedded videos.
- Adjust the timestamp of captions so that they match up with the audio.
- Check out the Captioning Key to learn how to write quality captions.

Learn more at USC’s Digital Accessibility Website, sc.edu/accessibility