Organize your 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).

- Avoid skipping heading levels, such as jumping from a Heading 3 to a Heading 5 without a Heading 4.
- Check the heading rank within any snippets you use to nest appropriately.
- Use the “show blocks” feature to avoid adding empty headings.

Add alt text to images

- Add alt text (or an alternative description) to images by writing a concise description that conveys the content and purpose of the image.
- If the image provides no extra meaning to your content, select the Image is decorative checkbox. Don’t add empty spaces to the alternative description field in place of this checkbox.

Include descriptive links

- Avoid generic link text like “Read more”, which is the default text for multi-purpose list snippets.
- Include alt text for linked images. This includes images used in an Image Gallery Callout.
- Do not use links in table headers or expand and collapse snippet summaries that also act as buttons, or else the button will no longer function.

Use color wisely

- Use sufficient color contrast between the text and background. This includes text in images, which should be used sparingly.
- 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 tables and include text in each header.
- Make sure you have at least one data cell for each table header.
- Do not leave any data cells empty.

Provide captions and transcripts

- Edit YouTube’s auto-generated captions and transcripts to ensure that they are accurate.
- Adjust the timestamp of captions so that they match up with the audio.

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