

Tips for Writing Accessible Content

Images

All images used on your website should contain 'alt' text, and it's easy to use our built-in tools in Studio to add this text. The 'alt' text should be a short phrase or sentence describing the image and it helps screen readers understand the content of the image.

Decorative images are used to highlight surrounding text and content. They don't portray any important information and the 'alt' text should simply describe what the image shows.

Good Examples:

- Children playing on the playground
- Group of people in a business meeting

Bad Examples:

- Image of children playing on the playground
- file_people.jpg

Functional images portray important information or functionality. This includes images used as links/buttons, images of graphs, charts, statistics, school hours or other important information. The use of functional images should be avoided. In the case where a functional image must be used, it is **required** that the 'alt' text contains the same information on the graphic or a direct explanation of the functionality behind the image.

Good Examples:

- Link to Summer School Hours
- View Lunch Menu as PDF
- Line graph that shows 10% increase in student attendance in 2024

- Bell Schedule: 8:00am, 11:00am, 1:00pm, 3:30pm

Bad Examples:

- Click here
- Read more
- Line graph
- Bell Schedule

Content

Within our Content Editor tool, you've likely noticed the ability to easily change the color and size of your text using the built-in Paragraph Setting drop-down. The option is pre-set to 'Normal' which displays content as a paragraph. However, you can also highlight and change this option to format the content as a Heading level.

But did you know that these heading levels also help screen readers and browsers determine the layout of your content and what's most important? Use Heading 2 for top-level headings, followed by Heading 3 for a subtitle, Heading 4 for the next level of information, and so on...

PDFs and Documents

All PDF files and documents need to be accessible to all users. It's best practice to build accessibility into the document during creation, but realistically, a lot of documents online today are lacking in accessibility.

The following items are **required** for accessibility compliance within PDFs and all documents:

- Document structure tags
- Navigational aids (links, headings, and so on)
- Alternative text descriptions for images
- Appropriate title tags
- Document language indication

A work-around for older or smaller documents is to simply write the content of the document on the website. With our Content Editor tool, you can copy the text/images within the PDF and add create directly to the web page. Be sure to use the Heading Levels and any 'alt' text for images when writing the content!

Videos and Audio

All videos and audio clips used on a website also need to be accessible to blind and deaf users. This includes the creation of captions and subtitles or a descriptive transcript that includes all of the spoken and important displayed content.

The descriptive transcript should indicate who is speaking and what they are saying, along with any important body language or sound effects. In addition, all graphics that are displayed within the video should also be available and marked up with 'alt' content.