ACCESS BY
Design

access
by audit

10 Tips to make your content more accessible!

Version 1.0

08/10/2022

We are a multi-award-winning web design agency that has been creating websites that are fully accessible for disabled people since 2006. We created the World Wide Web's first fully accessible, mobile and tablet-friendly website in 2011.

Clive Loseby, the owner of Access by Design, has been a public speaker about website accessibility for over 10 years and gave a TEDx Talk on this subject in March 2022.

[Follow this link to watch his TEDx Talk on website accessibility.](#)

Our disabled accessibility testers are familiar with assistive technology, including JAWS, NVDA, Dragon Dictation Software and Dark Mode.

Our in-depth knowledge of accessible web design, combined with the live audits with our team of disabled accessibility testers, ensure that our audits are clear, detailed and comprehensive.

Tip #01 – Image Alt Tags

When you upload an image to your website or to social media, there will be an option to add an Alt Tag.

This is what blind people will hear when they are using a screen reader.

Describe what is in the image and keep it simple.

Do not add the words "An image of" at the front, the screen reader will already know that it is an image.

For example: "A blackbird sitting on a branch. Rain is falling."
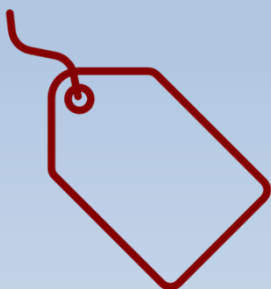
There may also be an option to also add a caption to the image.

This is shown on the website to everyone and helps people with cognitive difficulties to understand the image better.

A caption may be more descriptive such as "A blackbird is sitting on a branch of a tree that is behind a hedgerow. The rain is falling gently."

If there is no specific caption option, just write it in the website page or social media post itself after the word "Caption:"

Tip #03 – #CamelCase

When you use hashtags in social media, always capitalise the first letter of every word.

This makes it readable to people using screen readers.

Instead of #camelcase, use #CamelCase.
Instead of #socialmedia, use #SocialMedia.

If there is just one word in your hashtag, it is not essential but it is good practice to always do it.
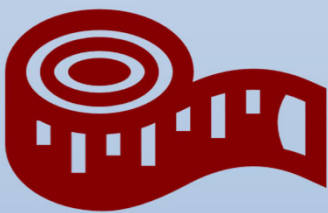
You will usually have an option to change the size of your font.

Please avoid using small-size fonts because they are difficult to read for many people.

Aa

Avoid using fonts that are heavily styled, as they can be difficult to read.

There are literally tens of thousands of fonts out there, please choose ones that are easy to read!
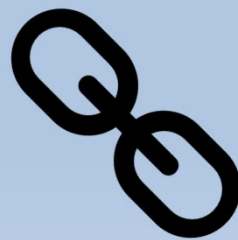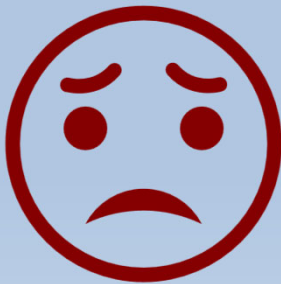
Illegible Font

Avoid the use of the words "Click Here" when creating links.

It is similar to telling a room full of people to "stand up" when one person is sitting in a wheelchair.

Use an inclusive phrase like "Follow this link" instead.

For example, replace "Click here to read our latest blog" with "Follow this link to read our latest blog".

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Avoid putting entire words in capitals.

It can have the opposite effect of what you intended.

With dyslexic people it may not actually get seen at all.

NO CAPITALS!

It is OK to have a large amount of text on a page.

Make use of Subheadings to break up the text into manageable chunks.
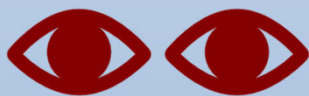
This is what newspapers and magazines do.

SubHeading

Tip #09 – Do not rely on Bold or Italic Styles

Make use of the Bold and Italic styles sparingly. They are both used for emphasis.

Like Capitals, they can have the opposite effect to what you may intend as they may not be seen at all by dyslexic people.
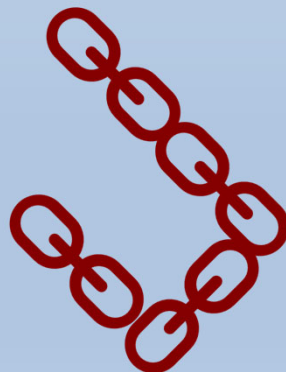
Bold
Italic

Avoid your links being so long that they wrap over to the next line.

People may think they are two separate links, which can be confusing.

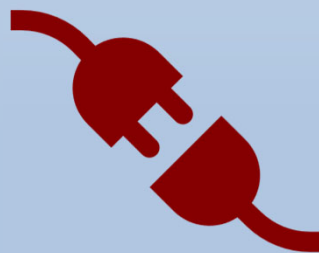This is a link that runs over two lines and it can be confusing

Bonus Tip!
Do not use "Solutions"!

Do not use a plugin, overlay or other solution to "fix" your website and "make" it accessible.

They do not work and make your website less accessible for some disabled people, not more.

The technical issues highlighted in this guide can be fixed by any competent web designer.

We are a disability-owned, specialised agency. All of our testers and auditors are people with disabilities.

If you would like to find out more about what we do, please get in touch!

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https://accessibilityaudit.co.uk

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