# Accessibility checklist

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## PERCEIVABLE

Make content and controls perceivable by all users.

1. Do images have **alternative text**?  
   Imagine trying to describe the image to a friend over the phone. What are the key elements of the image that help contribute to the overall message/point? If the image is purely decorative and doesn’t add helpful information to the user, you can put “” (two quotation marks with no space) in this field so the screen reader skips the image.   
   If the image has text on it, be sure to include that in the alt text field; a screen reader will not be able to detect it.  
   Screen readers normally say “Image of…” or “Graphic of…” and then read the alt text that’s entered.  
   *Example*: I may choose to upload an image of the bronze W statue on campus under my content about upcoming events. The statue image is purely decorative and isn’t necessary to point out since it doesn’t contribute more context to the message about upcoming events. It’s not wrong to label all images with alt text if you’re unsure whether it needs it or not; describing a logo is not required.
2. Does video have **captions** and does audio have a **transcript**?

An audio transcript of a video for the visually impaired may be requested at any point. Captions are required as they benefit more than just the deaf and hard of hearing community.   
*More about Producing Accessible Multimedia*: www.washington.edu/accessibility/checklist/multimedia/

*Captioning your video for free*: www.washington.edu/accessibility/videos/free-captioning/

*Add captions to YouTube videos*:  
www.washington.edu/accessibility/videos/youtube/

1. Does the web page and/or document include structured **headings** that are in numerical order?  
   Best practice for using the Heading 2(H2) is ideally one per page, no more than two. Heading 3’s(H3) are meant to list out the main sections of that page while H2 is the detailed main title of the page. The page title within the document properties is the Heading 1(H1); try to keep this title as concise as possible since it also appears in the site navigation. The H1 title is the overall point of the page (ex: Training) and the H2 is a detailed title of the overall point (ex: Kentico Training Overview)

2

1. Are the lists using **Kentico bullet points** or **numbered?**Do not use custom bullets and do not insert the numbers into the list yourself, use the appropriate buttons on the toolbar. When using the bullets or numbered list provided in Kentico, you’re ensuring the HTML coding is accessible so the screen reader can detect the list, how many items are in the list, and allows the user to choose if they want to listen or skip it.   
   Remember to use code to create dividers on your page. Using the underline key repeatedly shows up as regular text on a screen read so it would read the underline to the user.
2. Do the **data tables have headers** and a **caption** or **title**?  
   When a screen reader gets to a table, it needs to inform the user what the information is about, what is a header title and what info is the table data. A table can either have a title heading or you can input a “caption” that will appear above the table to give context to the user on what they’re about to hear. If it doesn’t make design sense to add a heading above the table OR the Heading you’d like to use would be out of numerical order, you can add a caption instead.

*UW Bothell Accessibility site covers how to do the above topics in Kentico here:* www.uwb.edu/website/accessibility

1. Is the **heading order** and **read order** logical and intuitive?
2. Have you *avoided* using **visual characteristics** to communicate information (e.g., “click the circle on the right” or “required fields are in red”)?

*More about Avoiding Reliance on Visual Characteristi*cs: www.washington.edu/accessibility/checklist/visual-characteristics/

3

1. Does the content **scale well when text is enlarged** up to 200 percent?

## OPERABLE

Make content and controls operable by all users.

1. Can all menus, links, buttons, and other controls be operated by **keyboard**, to make them accessible to users who are unable to use a mouse?

This is not a concern if you’ve done zero customization to the Source code or if Advancement has don’t customizations to the page. This is still a good idea to check to ensure users can access hyperlinks, buttons, and menus within your content. The developers have ensured that the content that editors cannot access (global navigation, footers, etc.) are accessible to all users.

[*More about Designing for Keyboard Accessibility*](http://www.washington.edu/accessibility/checklist/keyboard/)*:* www.washington.edu/accessibility/checklist/keyboard/

1. Have you avoided using content that **flashes or flickers**?

[*More about Avoiding Flashing or Flickering Content*](http://www.washington.edu/accessibility/checklist/flashing-content/)*:*  
www.washington.edu/accessibility/checklist/flashing-content/

1. Does the web page or document have a **title that describes its topic or purpose**?  
   The page title at the very top should be as short as possible, as it is the name that appears on the site navigation; when seen on mobile devices it’s better that these titles are short. In the content, using Heading 2 you can create a more detailed title. The best titles have the keywords of the page in them. This will also improve search engine results since engine crawlers look for searched keywords in titles first.
2. Is **link text** meaningful, independent of context?  
   Try to incorporate calls to action in your hyperlink, but most importantly try to include the keywords into the hyperlink. No “click here”, try “click for more about undergraduate degrees”

## UNDERSTANDABLE

4

Make content and user interfaces understandable to all users.

1. Has the **language** of the web page or document (or individual parts of a multilingual document) been defined?

*More about Identifying Language of a Document and its Parts*:  
www.washington.edu/accessibility/checklist/language/

1. Does the website include **consistent navigation**?  
   Web users, especially users with disabilities, depend on web pages being predictable. If navigation is consistent from page to page within a website, this makes it much easier for screen reader users, screen magnification users, and others to find particular items within the navigation. This is why it’s important for editors to try not to break away from the structure that other schools/degrees/departments have as well as using consistent verbiage. Advancement is working on standardizing information architecture within the site to increase accessibility and overall user experience.

*More about Providing Consistent Site-wide Navigation:*[www.washington.edu/accessibility/checklist/consistent-navigation/](http://www.washington.edu/accessibility/checklist/consistent-navigation/)

## RESOURCES

### UW Bothell Kentico Accessibility help:

Email: [uwbadv@uw.edu](mailto:uwbadv@uw.edu)  
Phone: 425-352-5443  
Location: UWBX – 102

* [www.uwb.edu/website/accessibility](http://www.uwb.edu/website/accessibility)
* [www.uwb.edu/accessibility](http://www.uwb.edu/accessibility)

### UW Seattle accessibility help:

Email: [help@uw.edu](mailto:help@uw.edu)  
Phone: 206-685-4144  
Location: Access Technology Center, Mary Gates Hall Room 064

* [www.uw.edu/accessibility](http://www.uw.edu/accessibility)