Website accessibility checklist.

Websites are for everyone. They're where we read the news, shop for the latest products, explore the world outside our bubble and connect with people online. So let's make sure everyone can access them, and prevent online accessibility barriers from getting in the way of an easy and fair digital experience.

Make sure your website is accessible for people with low vision or blindness by checking off these action items. Please note this list is not exhaustive, but the more we know and learn, the more we can change.
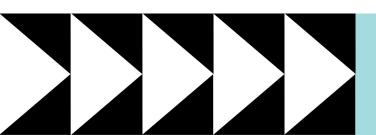
Website structure.

- ☐ My website uses a simple structure and isn't cluttered on desktop.
- ☐ All my buttons and pages are clearly labelled and easy to navigate.
- ☐ You can easily exit my pop ups and modals using the 'esc' button.
- ☐ My headings are correctly labelled and structured thoughtfully.
- ☐ I have included full stops at the end of all dot points, as well as sentences.
- ☐ There are manual options available for automatic modals and forms (like address lookup).
- ☐ My CAPTCHA has an audio option.
- ☐ I've considered the information hierarchy and put key details up front.
- ☐ My tick boxes are easy to find and select on mobile.
- ☐ I have used high contrast colours (at least 4.5:1) for any text and form fields.
- ☐ My contact details are listed clearly in an obvious and easily accessible place.

Image descriptions.

- ☐ I've included written descriptions for all my images.
- ☐ I've used the in-built alt text field where available.
- ☐ My alt text includes all the necessary info, including any text on the image, and isn't too long.
- ☐ Any product descriptions are detailed – including size, colour, pattern, texture, fit and feel.
- ☐ I've written my own alt text, not relied on an AI-generated description.

Images, graphics and videos

- ☐ I've avoided using images with overly complex backgrounds.
- ☐ I'm not using colour alone to convey meaning.
- ☐ I've avoided using shades of green, orange and red together.
- ☐ I've included written descriptions of all my videos.
- ☐ I have avoided placing text over images.
- ☐ I've included audio description over my videos where possible.
- ☐ I've included captions on my videos, or made sure automatic subtitles or closed captions are available on the platform.
- ☐ I've avoided using strobe effects, or included a warning if I have.

Guide Dogs.
For a boundless world.