10 Simple Things Writers Can Do To Improve Web Accessibility

1. **Give your content a unique title**
   Using a strong, unique and meaningful title that will clearly describe the purpose your content. This will not only assist screen readers, but also search engines.

2. **Use headings to organise content**
   Make use of the heading structures in your content management system using the correct heading level and structure your content using meaningful headings.

3. **Use plain English**
   Keep your language simple, at a high school reading level. If acronyms, jargon or technical language is required, provide plain English alternatives or a glossary.

4. **Make your text easy to read**
   Choose left aligned text, rather than justified to improve readability and use the ordered lists provided in your content management system to present appropriate content.

5. **Make links descriptive**
   Avoid using catchalls like ‘Click here’, ‘More info’ and ‘here’. Give your link a meaningful description to assist scan reading and screen readers.

6. **Use meaningful alt-text on images**
   If an image is purely decorative set alt text to null (i.e. alt=“”) otherwise use a description that would help a visually impaired person understand what is being represented.

7. **Provide text alternatives for audio/video**
   Add synchronised captions to your video and provide a full transcript for both audio and video.

8. **Use tables appropriately**
   When presenting tabular information, use an actual table, not an image and ensure headings are used.

9. **Pay attention to colour contrast**
   Before overriding the default colours of your content management system, consider the colour contrast. If in doubt use a colour contrast analyser to check.

10. **Images of text are bad**
    Avoid using images of text except for purely decorative purposes. Instead, use real text or ensure there is a text alternative (like an alt tag) available.