

DIGITAL ACCESSIBILITY QUICK GUIDE

HEADINGS

- Use headings to organize content
- Use built-in heading styles (like H1, H2, H3) rather than simply bolding text

KEEP CONTENT SIMPLE

- Write in plain language with short paragraphs
- Use lists to make your content easy to scan
- Use bullet/number tools in an application; avoid typing dashes manually

USE LIVE TEXT, NOT IMAGES OF TEXT

- Do not put flyers on web pages
- Write out details as live text to remain accessible
- Link to an accessible PDF file if needed

MAKE PDFS AND DOCS ACCESSIBLE

- PDFs are not recommended; if you must use them, avoid “scanned” image-only PDFs
- Check for accessibility with built-in tools found in applications such as MS Word
- Export documents from sources like Word or Google Docs as tagged PDFs to preserve a logical reading order, headings, and digital text

MAINTAIN HIGH COLOR CONTRAST

- Use high-contrast color combinations for text (or images) and backgrounds to ensure that your content remains legible for those with visual disabilities or impairments

DESCRIPTIVE LINK TEXT

- Avoid vague phrases like “click here”
- Use text that clearly explains the action, such as “Apply for Scholarships”

ADD ALT TEXT FOR IMAGES

- Avoid generic filenames
- Provide a brief description that explains an image’s specific purpose or the message it is intended to convey to users

VIDEOS AND AUDIO

- All videos, recorded and live, featuring speech must include synchronized captions
- Full transcripts are also recommended for videos and required for audio content

PROPERLY COPY & PASTE CONTENT

- Avoid pasting directly from MS Word or Google Docs into your webpage editor
- Use “Paste as plain text” within your CMS
- Or strip formatting by first pasting into Notepad or TextEdit, then copy & paste from there
- Or use the HTML/Text view in your editor to ensure code-free entry

TABLES

- Use tables only for data, not layout
- Include header rows (and header columns where appropriate) to define content to the right (or below)
- Provide captions if the table needs explanation

For more information, visit www.ramapo.edu/digital-accessibility.