



DESIGNING FOR USERS OF SCREEN READERS

DO...

Describe images
& provide
transcripts
for video

<alt>

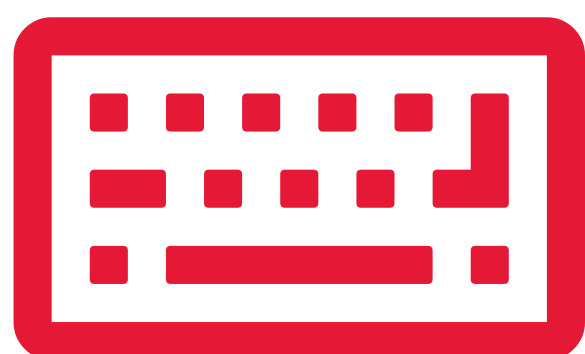
Follow a linear,
logical layout



Structure content
using HTML5

<h1>
<nav>
<label>

Build for
keyboard-
only use



Write descriptive
links & headings

Contact us

DON'T...

Only show
information in
images or videos



Spread content
all over a page



Rely on text size
& placement
for structure

36pt, bold
Header

Force mouse
or screen use



Write vague
links &
headings

Click here