



Accessibility Requires Strategic Development

We know accessibility is important, but sometimes it can be difficult to know where to start. Developing accessible content can be daunting; there are several steps to consider when thinking about ways to address the diverse needs of your end users, including students, parents, and the community. Learn about the different components of accessibility, examples of who may benefit from increased accessibility, and considerations for how to create accessible content in the table below.

Considerations for Creating Accessible Content

Accessibility Component	Who Benefits?	What Should I Do?	How Do I Do It?
Accessibility Statement	<ul style="list-style-type: none"> All users with disabilities 	<ul style="list-style-type: none"> Create an accessibility statement to display on your website's homepage. 	<ul style="list-style-type: none"> View this example accessibility statement. Use this accessibility statement generator.
Software Functionality	<ul style="list-style-type: none"> Physical limitations (e.g., Cerebral Palsy) Low vision Blind 	<ul style="list-style-type: none"> Use your software's built-in styles and automatic features (e.g., headers, table of contents, bullet points/numbering, format painter, margins, tables). Avoid the tab key and space bar; they do not create an accessible structure. Ensure navigation through a keyboard for users unable to operate a mouse. 	<ul style="list-style-type: none"> Use this Microsoft resource to learn how to make the most of built-in styles and features.
Color	<ul style="list-style-type: none"> Low vision Epilepsy Colorblind 	<ul style="list-style-type: none"> Be mindful of color schemes. Use other methods besides color to convey meaning. 	<ul style="list-style-type: none"> Check to ensure the color contrast is accessible.

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Cognitive Accessibility	<ul style="list-style-type: none"> Cognitive delays Learning disabilities 	<ul style="list-style-type: none"> Use accessible font styles (sans-serif) and sizes (nothing less than 12-point font). Use manageable sections of text. Use short sentences that are not unnecessarily complex. 	<ul style="list-style-type: none"> Learn about accessible font styles.
Alternative Text (Alt Text)	<ul style="list-style-type: none"> Low vision Blind 	<ul style="list-style-type: none"> Describe nontext content with alt text (e.g., pictures, graphs, charts). 	<ul style="list-style-type: none"> Learn how to write alt text with these resources: <ul style="list-style-type: none"> Writing Effective Alt Text For Images WebAIM Alternative Text Guidelines
Captions/ Describe Videos	<ul style="list-style-type: none"> Deaf/hard of hearing Blind/Low vision Deaf-blind Users with limited access to high-speed Internet 	<ul style="list-style-type: none"> Insert captions for videos. 	<ul style="list-style-type: none"> Learn how to add captions to your YouTube videos with these resources: <ul style="list-style-type: none"> YouTube Help Video: Creating Subtitles and Closed Captions in YouTube From YouTube Help YouTube Help Text File: Add Subtitles and Closed Captions Creating Subtitles and Closed Captions on your YouTube Videos from YouTube Marketing Expert
Descriptive Hyperlinks	<ul style="list-style-type: none"> Low vision Blind 	<ul style="list-style-type: none"> Use hyperlinks to describe the content to which they are linked and the destination. Avoid terms such as “click here” or “e-mail.” 	<ul style="list-style-type: none"> See this example of a descriptive hyperlink: Color Contrast Checker

More In-Depth Resources

- [Accessibility Tools and Resources](#)
- [30 Web Accessibility Tips](#)
- [WebAIM’s WCAG 2.0 Checklist](#)
- [Web Accessibility Checker](#)