

# Designing for users of screen readers



## Do...

describe images and provide transcripts for video

`<alt>`

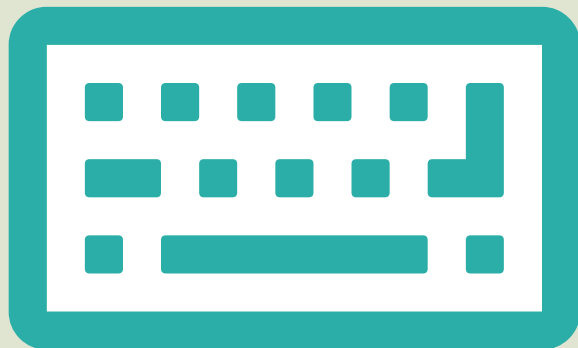
follow a linear, logical layout



structure content using HTML5

`<h1>`  
`<nav>`  
`<label>`

build for keyboard use only



write descriptive links and headings

[Contact us](#)

## Don't...

only show information in an image or video



spread content all over a page



rely on text size and placement for structure

36pt, bold  
`<h1>`

force mouse or screen use



write uninformative links and headings

[Click here](#)

