Designing for users of screen readers

Do...

describe images and provide transcripts for video
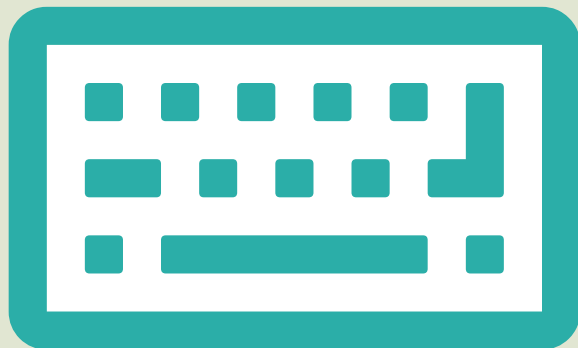
<alt>

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
Header

force mouse or screen use

write uninformative links and headings

Click here