The Ten WCAG Commandments

1. Readability

   Make the entire site readable. Think about things like how your font-to-background ratio might feel to read, the font size and things like spacing between text and the order of items. This also includes making it readable for screenreaders.

   http://webaim.org/techniques/screenreader/

   The recommended contrast ratio for readability is a ratio of text-color-to-background-color at 4.5:1 on normal text, but preferably you should actually be as high as 7:1. To check your contrast ratio can use a contrast checker like for example:

   http://leaverou.github.io/contrast-ratio/ or http://webaim.org/resources/contrastchecker/

   And finally: don't use color as the only way to distinguish things on your site (e.g. links - should always have an underline or another way to identify that they're clickable). A good tip is to set your site to greyscale and see if everything is still readable and easily understandable.

2. Simplicity

   Keep it simple. You may want fancy gifs and shiny rainbows on your site, but most of the time it doesn't serve an actual purpose. Cut anything that doesn't make the site more clear and usable, including things that you think might make it funnier and hipper.

   This also goes for your actual content - simple English goes a long way. Unless your website is specifically academic, why use heavy language?

3. Consistency

   If you have more than one page on your website, make sure it looks consistent between each page. Don't have headers that move from the top left of the page to the top right of the page between different sections, that the website doesn't change drastically between pages and is otherwise consistent and easy to understand. Keep the menu and everything clickable working the same and looking alike.

4. Stability

   Make sure your website is coded well and works on all screens, browsers and devices, or at least the most common ones. Also make sure your code can be properly validated, this includes closing all tags and making sure you're using them correctly.

   http://www.w3schools.com/css/css_rwd_intro.asp
   http://validator.w3.org/

5. Silence

The WCAG says you should be able to easily find and pause any audio that plays automatically, but let's be real: Autoplaying is annoying. Just don't do it. This includes visual noise like autoplaying videos and, let's just repeat it again: unnecessary gifs and animations. Let your visitors decide if they want to view or listen to something and make a big PLAY button instead of a big PAUSE button.

6. Descriptive

Having good descriptions on things is good practice in general. Make sure users know what they're going to when they click a link and that each section's header actually describe what said section is going to be about. Make sure it's clear what you're asking for in your forms. Also: if you're opening a link in a new page or tab, give a warning beforehand that it will open in a new page.

http://libux.co/links-should-open-in-the-same-window/

Describe images for people who can't see them, using alt texts in HTML. Be consise and clear in the descriptions. Don't use images instead of text when you can avoid it, e.g. for headers and similar; logos are fine, but it should be avoided for paragraphs and links and similar. If you have forms for the users to fill out, be sure to describe how the input should be formatted and let the users know about any errors that might occur (e.g. someone typing in letters in a phone number field).

7. Usability

Make your website easy and intuitive to use. Ties into simplicity, but taken further: Make sure your content is easy to get to, for example by making it possible to skip header sections if it takes a while to scroll past. It's also important to have it be usable for people with different input modes, like for example: all content on your site should be accessible via keyboard.

8. Adaptability

Make sure your text is zoomeable with just the browser's zoom function (or add a text size option). If you have a site with a time limit, it should be possible to turn it off or adapt it, unless it's connected to a real world event (like an auction) or if it's essential to the content (like a quiz).

9. Security
Make sure if you have users give any form of input, like important forms (e.g. legal or financial forms), that they can double check the info before submitting them. The info should also, obviously, be transferred and stored securely.

10. Inclusivity
This last rule is perhaps the most important one, but it's basically just a summary of all of the other rules: Try to make sure your website is inclusive of different kinds of users. Think about other people's situations and try, to the best of your abilities, to figure out what they might need from your site.