# Accessibility. Tips for teams

# Content Maker

20% of users have a disability. For example, not everyone can see your pictures or watch your videos. Providing text alternatives helps more people read, use and understand your content, and boosts reach through improved search engine findability.

ABC × 

## Headings separate content

Is all content separated with informative headings?

## Avoid text in images

Does all text scale without becoming blurry or pixelated?

## Media has text transcript

Have you added a text transcript for media that includes all dialogue, and identifies speakers, important sounds and key visuals (like screen text)?

## Avoid jargon

Write to be understood by your audience

## Complex images explained

Are complex maps, graphs and other complex images described in text or tables?

## Strong colour contrast

Have you chosen colours that contrast well against each other?

## Organise content

Are all structural elements such as headings, lists and pull quotes chosen from CMS options?

## Descriptive link text

Does link text succinctly describe link purpose, and have you avoided generic link text like "click here" and "watch the video"?

## KEY

- Reduced hearing
- Limited mobility
- Cognitive impairment
- Low vision
- Blind

## Images have alt text

Do informative images have an equivalent text alternative?

## Video has captions

Have you provided video captions that identify speakers, with all dialogue and important sounds?