Designing for users of screen readers

Do

* describe images and provide transcripts for video
* follow a linear, logical layout
* structure content using HTML5
* build for keyboard use only
* write descriptive links and heading - for example, 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
* force mouse or screen use
* write uninformative links and heading - for example, Click here