

Quick Tips for **Coding** for Accessibility on the Web

Images

- **Optimize for the web!** Don't load up images larger than 1920 pixels wide. Optimize them before uploading instead of resizing them within the CMS editor.
- **Use alternative text appropriately**, so:
 - Informative Images: brief, meaningful alt text describing the purpose of the image
 - Actionable Images: brief, meaningful alt text describing the destination or result of the action
 - Decorative/Redundant Images: should be hidden. alt="" (*Note the Steinhardt CMS does not allow for adding decorative/redundant images*)
- **More Information:**
[Webaim](#): detailed breakdown on best practices and alt text

Tables

- **Layout Tables.** If using tables to create a multi-column layout then you need to communicate that to assistive technologies.
 - Add role="presentation" to table tag
 - Don't include any <th> or <caption> tags.
- **Data Tables.** If using tables to present data (curriculums, course schedules, requirements, fees, etc.) you need to communicate any x-y axis points to the assistive technologies.
 - If it has column headers use <th scope="col">
 - If it has row headers use <th scope="row">
 - Include a <caption> right after <table>
- **More Information:**
[Webaim](#): detailed breakdown on data/layout tables and the code
[UMN](#): quick snapshot of data/layout tables
[w3schools](#): code heavy resource on tables

Video Captions

- **NYU's [Caption Tip Sheet](#)**
- **NYU Stream**
 - [Tutorial video](#) (produced by NYU Stream team)
 - Text Instructions: [Ordering captions](#) | [Editing captions](#) | [Downloading a caption file](#)
- **YouTube**
 - [YouTube's Text instructions on how to add your own subtitles & closed captions instructions](#)
 - [Tutorial video](#) (not produced by YouTube)
- **More Information:**
[Webaim](#): Detailed breakdown on captions, transcripts, and audio descriptions
[NYU](#): Overview of captions, caption checklist, and additional resources

UMN: Detailed breakdown of captions; including tutorials on adding them within youtube

WGBH: Very detailed listing of best practices (placement, punctuation, timing, etc)

Iframes

- **If you are adding an iframe to your webpage you must include the title attribute:**

```
<iframe width="500" height="281" src="https://www.youtube.com/embed/vDEf8PDkQOk"
title="Title of Video/Source Content"></iframe>
```

Quick Tips for **Writing** for Accessibility on the Web

Think when you link

- **Don't leave your URLs bare!** Always use hyperlinked text on webpages.
- **Make your hyperlinked text descriptive and keep it brief, so:**
 - No: "To take a virtual tour, [click here.](#)"
 - No: "[Our virtual campus tour takes you to the Pless Building, Greenwich Village, Washington Square Park, and more.](#)"
 - Yes: "[Take a virtual tour of our campus.](#)"
 - Yes: "Our [virtual campus tour](#) takes you to the Pless Building, Greenwich Village, Washington Square Park, and more."

Say it clearly and directly

- **If you can't keep it brief, keep it concise.** Don't distract from your meaning; be as straightforward and clear as you can.
- **Avoid jargon and acronyms.** Make sure a visitor from outside your industry (or even your program) can follow what you're saying.
- **Start with a summary.** Give visitors an immediate understanding of your page, and whether it meets their needs or not.

Structure for easy navigation

- **Tag your headers.** Use h1–h5 tags for headers; don't just format headers for style. (And don't use tags for style if the text is not a header!)
- **Use header tags in order.** Don't use h2 as a subheader for an h3 header, for example.
- **Write brief, accurate headers.** Does the header reflect the content that follows? Do the subheaders relate to the headers they follow?
- **Be consistent.** Help visitors find the information they're looking for, even as they navigate to different pages.

Other general best practices for the web

- **Keep short attention spans in mind when you write and structure your page.** On average, a visitor can read 250 words per minute and spends around a minute and a half on a page. That means **you have less than 400 words of their attention** – make sure visitors can find what they need quickly!
- **Make calls to action clear.** If there's a next step you want visitors to take, make it easy for them to do it.
- **Check that your links aren't broken.** URLs are often removed or redirected over time.
- **Speak directly to the visitor.**
 - Use **"you"** and **"your"** instead of "students" or "researchers."
 - Use **"us"** and **"we"** instead of "the program" or "the department."
- **Think about who your visitors are.** What are they trying to find? How can we help them find it?

Additional Resources

- General
 - [NYU Accessibility Website](#) | [NYU's Accessibility Checklist](#)
 - [UMN's Accessibility website](#)
 - [How people use the web](#)
 - [Webaim's Introduction to Web Accessibility](#) (including two videos)
- Testing
 - Axe Developer Tools (For [Chrome](#), For [Firefox](#))
 - Webaim WAVE Tool ([Web app](#), [Chrome Extension](#))
- Social Media
 - [NYU's Accessibility Guide](#)
 - [UMN's Accessibility Guide](#)
- Content
 - [Character Count Tool](#) (including reading level assessment)
 - [Internet Archive: Wayback Machine](#) (view old versions of sites or request that they "save" a version of your current)
- Documents (word, powerpoint, pdf):
 - [NYU's Tutorial](#)
 - [Create and Verify PDF Accessibility \(Acrobat Pro\)](#)