

Header 1 → **AEM Accessibility**

Header 2 → **Image Accessibility**

Decorative (alt text= "")

Header 3 → **Alternative Text**

Bulleted List

- The *alternative text* (also known as “alt text” or “alt tag”) is a brief description of an image used within a page. This description is used to explain an image’s content to website visitors using a screen reader.
 - NEVER leave the Alt Text field blank on an image component
 - NEVER use non-descriptive terms (such as “image” or “photo”) in your Alt Text field
- Additional information is available on [WebAIM’s Alternative Text page](#).

Meaningful Link Text →

Add Alternative text to images →

Image Caption →

A screen grab from Adobe AEM’s content management system. The “Image” dialogue window contains a form where you add image information, including alternate text, required for all images on the university website.

Complex images still require alternative text descriptions, but need an additional long description as a caption. If a longer explanation is necessary, include it as a paragraph in the text of the page.

Header 2 → **Text Accessibility**

Decorative (alt text= "")

Header 3 → **Appropriate Use of Headings**

Bulleted List

- Heading tags provide a hierarchical structure within a page.
 - Example:
 - Heading 1**
 - Heading 2**
 - Heading 3**
- Do not use headers to achieve visual results only. If you need to call attention to a particular piece of text, there are a variety of styles available that can help achieve this.
- Additional information is available on [WebAIM’s Semantic Structure page](#).

Meaningful Link Text →

Header 3 → **Appropriate Use of Hyperlinks**

- Ensure the text in the link makes sense out of context. Avoid phrases like “Click Here” and beware of the redundancy of using words like “Link” or “Link to”.

Flawed link text:	Better link text:
Click Here for Prices	Prices
Link to Staff Bios	Staff Bios
Learn More	More about the Veterans Day Ceremony
October Calendar (Opens in New Window)	October Calendar (Opens in New Window)

Bulleted List

Column Headers

Meaningful Link Text →

Run Accessibility Checker →