Accessibility Network at the University of Cincinnati

Accessible Document Example

AEM Accessibility

Image Accessibility

Alternative Text
- 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.

Text Accessibility

Appropriate Use of Headings
- 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.

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”.

<table>
<thead>
<tr>
<th>Flawed link text:</th>
<th>Better link text:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click Here for Prices</td>
<td>Prices</td>
</tr>
<tr>
<td>Link to Staff Bios</td>
<td>Staff Bios</td>
</tr>
<tr>
<td>Learn More</td>
<td>More about the Veterans</td>
</tr>
<tr>
<td>October Calendar</td>
<td>October Calendar</td>
</tr>
<tr>
<td>(Opens in New Window)</td>
<td>(Opens in New Window)</td>
</tr>
</tbody>
</table>

- Additional information is available on WebAIM’s Links and Hypertext page.

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.

For more information, please visit [http://www.uc.edu/ucit/accessibility.html](http://www.uc.edu/ucit/accessibility.html) or contact Accessibility.Network@uc.edu.