

# Digital Accessibility for Site Managers

## Organize Headings

- Use the “show blocks” feature to **avoid adding empty headings**.
- Nest your headings in order. Heading 3 is the highest rank you need to use in the CMS (**exception: begin with a Heading 2 on the home page**).
- Check the heading rank within any **snippets** you use to nest appropriately.

### Heading 3

Content that follows Heading 3.

### Heading 4

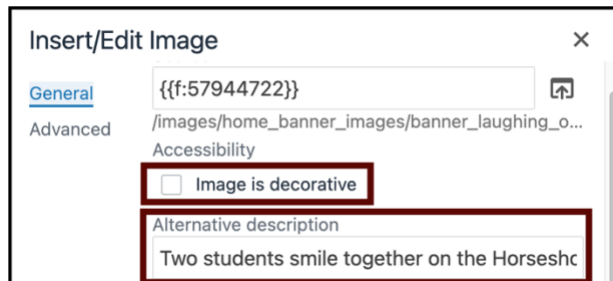
Content that follows Heading 4.

### Heading 5

Content that follows Heading 5.

## Add Alt Text to Images

- Add alt text (or an **alternative description**) to images by writing a concise description that conveys the purpose of the image.
- If the image is decorative or redundant, select the **Image is decorative** checkbox.



Insert/Edit Image

General  `{{f:57944722}}`

Advanced `/images/home_banner_images/banner_laughing_o...`

Accessibility

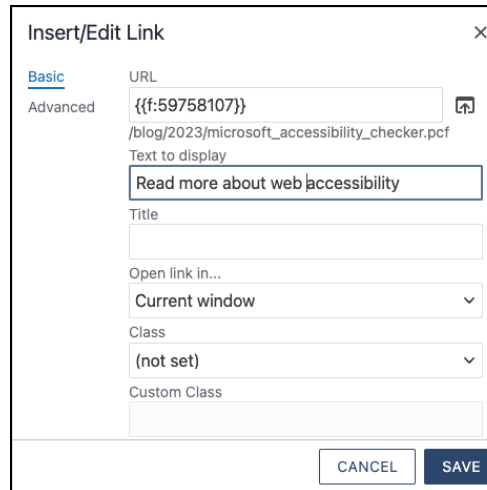
Image is decorative

Alternative description

Two students smile together on the Horseshc

## Include Descriptive Links

- **Avoid generic link text** like “Read more”, which is the default for multi-purpose lists.



Insert/Edit Link

Basic URL

Advanced `{{f:59758107}}`

`/blog/2023/microsoft_accessibility_checker.pcf`

Text to display

Read more about web accessibility

Title

Open link in...

Current window

Class

(not set)

Custom Class

CANCEL SAVE

- **Include alt text** for linked images (e.g., images used in an Image Gallery Callout).
- Do not use links in table headers or expand and collapse snippet summaries that also act as buttons.

## Design Intuitive Forms

- **Only use Omni CMS or Formstack Forms** unless you receive an accessibility review and approval.
- Write a **clear label** for each form control.
- Provide instructions on the web page itself so screen readers announce it properly.
- **Do not use Formstack’s signature block.** Use a required checkbox instead.

## Use Color Wisely

- **Use sufficient color contrast** between the text and background, including in images.
- Verify color contrast with **WebAIM’s Contrast Checker** online.
- Check the hex code of our university colors in the **brand toolbox**.

Rose on a 90% black background



## Create Accessible Tables

- **Provide headers** for responsive table or data table snippets and include helpful text in each header.
- Make sure you have **at least one data cell** for each table header.
- Do not leave any data cells empty.

Course Name	Credit Hours
ENGL 101	3
ENGL 102	3

## Provide Captions and Transcripts

- **Edit YouTube’s auto-generated captions and transcripts** to ensure that they are accurate for any embedded videos.
- Adjust the timestamp of captions so that they match up with the audio.
- Check out the **Captioning Key** to learn how to write quality captions.