



## Creating an accessible website for users with vision impairment

**Users who are blind often use screen reading software to increase their access to digital information. The following tips provide a guide to some simple things you can do to make sure that people using screen readers can use your website.**

### **Provide alternative formats**

Where reasonable, provide documents in accessible formats such as HTML or RTF alongside PDFs. Ensure PDFs are created with accessibility in mind, using tags and proper structuring to support screen readers. Take care if using the auto-tagging functions in Adobe Acrobat Pro DC and manually check elements are correctly identified.

### **Use semantic HTML**

Ensure proper use of header tags (H1, H2, etc.) and other HTML5 elements to denote sections and articles.

### **Use alt-text for all images**

Screen readers cannot read graphics. This is a problem if images contains meaningful text. ALT-text provides a text description of a graphic which is invaluable in improving visual accessibility. Include all important points from the image. If the image is complex, you may need a long text description.

### **Give links meaningful names, e.g. 'Debt factsheet' rather than 'click here'.**

A person using a screen reader will often use key strokes to move from link to link. The screen reader will only read out the label of the link. It is therefore important for the links to be labelled meaningfully so that the user knows where the link will take them.

### **Use capital letters within multi-word hashtags**

Using #CapitalLetters helps screen readers know that a new word is starting and it can therefore pronounce the words correctly.

### **Make forms accessible**

Use text cues in addition to purely visual cues on forms, e.g. use an asterisk as well as a red label background to show that a field is required in an online form.

Visit the [W3C Web Accessibility Initiative](https://www.w3.org/WAI/) website for more information on web accessibility.