

Content for Everyone Worksheet

Each of the 16 items we discuss in the “Practical Guide” section is something you should review on your existing website to understand the status of the site’s accessibility. For each of the items we’ll break down the elements of each for review. Of course, for more information on any of these or how to check them, you can refer back to *Content for Everyone*.

We recommend breaking up your review to analyze the home page, the pages linked from the main navigation (what we refer to as “top level pages”), and then the other pages that are on your site. This way you’re considering the pages where the majority of your traffic is likely going, and thus the pages you’d want to target for fix first. Reviewing in this way also allows you to decide how deep in your catalog of pages you’ll review in case you have a large site that you’ve added to for multiple years.

We also have noted in a couple of areas where you’ll also want to review the item on your email template as well.

1) Images / Non-text Content

What to Look For:

- Do all images have an alt attribute present in the “img” tag?
- Does the image convey a message? If so does it have meaningful alternative text?
 - Is the alternative text also meaningful with the context of the page (i.e., if someone can't see the image, does the alternative text work with the content of the page to give them the entire message you intend)
- Is the image purely decorative (i.e., it doesn't convey any additional information to the page)? If so, is the alt attribute empty.
- If the image is also a link, does the alternative text indicate where the user will go if they click on the image?
- If you're using an animated image, is that really required? If so, can visitors stop the animation?
- Do you have charts? If so, does the text on the page and the alternative text for the chart work together to tell the entire message you intend?
- Do you have any tests or quizzes that use images? If so, is the alternative text there doing the required job without giving away the answers?
- Are you using CAPTCHA? Is it an accessible CAPTCHA?

Your Analysis

Homepage:

- All images have an alt attribute present? Yes ____ No ____
- All images have correct alternative text? Yes ____ No ____
- Images that are links have alternative text that indicates where the link goes?
Yes ____ No ____
- Other image types have been accounted for as described in “What to Look For?”
Yes ____ No ____

What needs to be fixed?

Other notes:

Top Level Pages:

- All images have an alt attribute present? Yes ____ No ____
- All images have correct alternative text? Yes ____ No ____
- Images that are links have alternative text that indicates where the link goes?
Yes ____ No ____
- Other image types have been accounted for as described in “What to Look For?”
Yes ____ No ____

What needs to be fixed?

Other notes:

Other Pages:

- All images have an alt attribute present? Yes ____ No ____
- All images have correct alternative text? Yes ____ No ____
- Images that are links have alternative text that indicates where the link goes?
Yes ____ No ____
- Other image types have been accounted for as described in “What to Look For?”
Yes ____ No ____

What needs to be fixed?

Other notes:

2) Images of Text

What to Look For:

- Are there any images with text embedded in them?
- For any images with text, is...
 - the text replicated on the page itself?
 - the text information also present in the “alternative text” field?
 - the color contrast between text and the background color(s) within acceptable guidelines?
 - the font used is an easy-to-read font?

Your Analysis

Homepage:

- Are there images of text? Yes ____ No ____
- If yes, can they be replaced so the text is on the page rather than the image?
Yes ____ No ____
- If the image of text is necessary, does it follow the recommendations to make the information accessible? Yes ____ No ____

What needs to be fixed?

Other notes:

Top Level Pages:

- Are there images of text? Yes ____ No ____
- If yes, can they be replaced so the text is on the page rather than the image?
Yes ____ No ____
- If the image of text is necessary, does it follow the recommendations to make the information accessible? Yes ____ No ____

What needs to be fixed?

Other notes:

Other Pages:

- Are there images of text? Yes ____ No ____
- If yes, can they be replaced so the text is on the page rather than the image?
Yes ____ No ____
- If the image of text is necessary, does it follow the recommendations to make the information accessible? Yes ____ No ____

What needs to be fixed?

Other notes:

3) Page Titles

What to Look For:

- On the home page, is the page title the name of the site, followed by a details about the site?
- On other pages, are the page titles unique and aligned to the main title displaying on the page?
- If the page is part of a multi-step process, is the name or number of the step should be in the title?

Your Analysis

Homepage:

- Is the page title correct with the site name and details? Yes ____ No ____

What needs to be fixed?

Other notes:

Top Level Pages:

- Are all page titles unique? Yes ____ No ____
- Are all pages titled with the name of the page/post followed by the name of the site?
Yes ____ No ____
- If the page is part of a multi-step process, is the number of the step in the title?
Yes ____ No ____ Not Applicable ____

What needs to be fixed?

Other notes:

Other Pages:

- Are all page titles unique? Yes ____ No ____
- Are all pages titled with the name of the page/post followed by the name of the site?
Yes ____ No ____
- If the page is part of a multi-step process, is the number of the step in the title?
Yes ____ No ____ Not Applicable ____

What needs to be fixed?

Other notes:

4) Headings

What to Look For:

- Are Heading Levels 1 through 6 (H1 – H6) used correctly?
 - H1 should equal the name of the page itself
 - Other Heading Levels 2 through 6 organize the content in a meaningful way.
 - Heading levels are not used simply to assign font size or other styling aspects.
 - Headings should be nested correctly with no levels skipped.
- If subheads appear as simple bold text, should they be headings?

Your Analysis

Homepage:

- There are Headings Used on the Page? Yes ____ No ____
- Headings organize the content correctly? Yes ____ No ____
- Are there bold subheads on the page that should be Headings? Yes ____ No ____

What needs to be fixed?

Other notes:

Top Level Pages:

- There are Headings Used on the Page? Yes ____ No ____
- Headings organize the content correctly? Yes ____ No ____
- Are there bold subheads on the page that should be Headings? Yes ____ No ____

What needs to be fixed?

Other notes:

Other Pages:

- There are Headings Used on the Page? Yes ____ No ____
- Headings organize the content correctly? Yes ____ No ____
- Are there bold subheads on the page that should be Headings? Yes ____ No ____

What needs to be fixed?

Other notes:

5) Use of Color / Color Contrast

What to Look For:

- Are text links only identifiable by the text color?
- Is important information only identifiable by the text color?
- Is any information color coded?
- Does all text meet the color contrast requirements (4.5:1 for standard text, 3:1 for large text)?
- Do non-text elements (such as form fields, and buttons) meet the color contrast requirement (3:1).

NOTE: You should also perform this review on your email template.

Your Analysis

Homepage:

- Links are identified by more than color (such as an underline)? Yes ____ No ____
- Important information is identified by more than color (such as the words “Important” or “Error:”) Yes ____ No ____
- For any information that’s color coded, an alternative method is available to distinguish items? Yes ____ No ____
- All text meets color contrast requirements? Yes ____ No ____
- All non-text elements meet color contrast requirements? Yes ____ No ____

What needs to be fixed?

Other notes:

Top Level Pages:

- Links are identified by more than color (such as an underline)? Yes ____ No ____
- Important information is identified by more than color (such as the words “Important” or “Error:”) Yes ____ No ____
- For any information that’s color coded, an alternative method is available to distinguish items? Yes ____ No ____
- All text meets color contrast requirements? Yes ____ No ____
- All non-text elements meet color contrast requirements? Yes ____ No ____

What needs to be fixed?

Other notes:

Other Pages:

- Links are identified by more than color (such as an underline)? Yes ____ No ____
- Important information is identified by more than color (such as the words “Important” or “Error:”) Yes ____ No ____
- For any information that’s color coded, an alternative method is available to distinguish items? Yes ____ No ____
- All text meets color contrast requirements? Yes ____ No ____
- All non-text elements meet color contrast requirements? Yes ____ No ____

What needs to be fixed?

Other notes:

6) Link Text

What to Look For:

- Are there links duplicated on the page?
- Is link text meaningful about where the link goes?
- If a link is an image, is it clear from the image where the link will go? Is the alternative text also providing information where the link will go?
- For any instances where the link text isn't descriptive enough, is the "Title" field used?
- Can the use of ambiguous links such as "click here," "read more," "buy now" avoided?

NOTE: You should also perform this review on your email template.

Your Analysis

Homepage:

- Each link is unique on the page? Yes ____ No ____
- All links have meaningful text communicating the link destination (and if needed more detail is provided in the "Title" field)? Yes ____ No ____
- Linked images are clear about the link destination and the images alt text is meaningful related to the destination? Yes ____ No ____
- There are no uses of ambiguous link text, like "click here?" Yes ____ No ____

What needs to be fixed?

Other notes:

Top Level Pages:

- Each link is unique on the page? Yes ____ No ____
- All links have meaningful text communicating the link destination (and if needed more detail is provided in the “Title” field)? Yes ____ No ____
- Linked images are clear about the link destination and the images alt text is meaningful related to the destination? Yes ____ No ____
- There are no uses of ambiguous link text, like “click here?” Yes ____ No ____

What needs to be fixed?

Other notes:

Other Pages:

- Each link is unique on the page? Yes ____ No ____
- All links have meaningful text communicating the link destination (and if needed more detail is provided in the “Title” field)? Yes ____ No ____
- Linked images are clear about the link destination and the images alt text is meaningful related to the destination? Yes ____ No ____
- There are no uses of ambiguous link text, like “click here?” Yes ____ No ____

What needs to be fixed?

Other notes:

7) Language of Page / on Parts of the Page

What to Look For:

- If using a platform like WordPress, Wix, etc., check the admin settings for your site and make sure the primary language is set.
- If working with HTML code, make sure the “lang” attribute is set within the opening <html> tag on each page.
- For any text on page that is in a language different from the default, that text must be wrapped correctly with a “span” and “lang” tag for the correct language.

Your Analysis

Homepage:

- Default language is set correctly (either through site settings or HTML)?
Yes ____ No ____
- Text on the page that is not in the default language is tagged correctly?
Yes ____ No ____

What needs to be fixed?

Other notes:

Top Level Pages:

- Default language is set correctly (either through site settings or HTML)?
Yes ____ No ____
- Text on the page that is not in the default language is tagged correctly?
Yes ____ No ____

What needs to be fixed?

Other notes:

Other Pages:

- Default language is set correctly (either through site settings or HTML)?
Yes ____ No ____
- Text on the page that is not in the default language is tagged correctly?
Yes ____ No ____

What needs to be fixed?

Other notes:

8) Audio & Video

What to Look For:

Audio-only programs:

- Is a properly edited transcript available?

Videos with no meaningful audio track (such as silent, or incidental music-only):

- Are the important visuals described in a meaningful way in a secondary-audio track or with a descriptive transcript?
- Is the video labeled to indicate why there are no captions?

Videos with spoken-word audio track or other important audio information:

- Are properly edited captions available (preferably closed captions)?
- Do the captions appear with proper color contrast?
- Are the important visuals described in a meaningful way in a secondary-audio track or with a descriptive transcript?

Your Analysis

Homepage:

Is any audio and/or video present? Yes ____ No ____

- Audio-only:
 - Is a transcript present either on the page or linked to another page?
Yes ____ No ____
- Videos with no meaningful audio track:
 - Are the visuals described so important information is available to everyone?
Yes ____ No ____
 - Is the video labeled to indicate there are no captions? Yes ____ No ____
- Videos with spoken-word audio track or other important audio information:
 - Are properly edited captions present? Yes ____ No ____
 - Do the captions appear with proper color contrast? Yes ____ No ____
 - Are the visuals described so important information is available to everyone?
Yes ____ No ____

What needs to be fixed?

Other notes:

Top Level Pages:

Is any audio and/or video present? Yes ____ No ____

- Audio-only:
 - Is a transcript present either on the page or linked to another page?
Yes ____ No ____
- Videos with no meaningful audio track:
 - Are the visuals described so important information is available to everyone?
Yes ____ No ____
 - Is the video labeled to indicate there are no captions? Yes ____ No ____
- Videos with spoken-word audio track or other important audio information:
 - Are properly edited captions present? Yes ____ No ____
 - Do the captions appear with proper color contrast? Yes ____ No ____
 - Are the visuals described so important information is available to everyone?
Yes ____ No ____

What needs to be fixed?

Other notes:

Other Pages:

Is any audio and/or video present? Yes ____ No ____

- Audio-only:
 - Is a transcript present either on the page or linked to another page?
Yes ____ No ____
- Videos with no meaningful audio track:
 - Are the visuals described so important information is available to everyone?
Yes ____ No ____
 - Is the video labeled to indicate there are no captions? Yes ____ No ____
- Videos with spoken-word audio track or other important audio information:
 - Are properly edited captions present? Yes ____ No ____
 - Do the captions appear with proper color contrast? Yes ____ No ____
 - Are the visuals described so important information is available to everyone?
Yes ____ No ____

What needs to be fixed?

Other notes:

9) Seizures

What to Look For:

- Animated images and video that features rapid flashing (three or more times in a single second).
- Grating images, which are images that have certain types of repeating pattern.

Your Analysis

Homepage:

- Are there animated images or video with rapid flashing? Yes ____ No ____
- Are there any grating images? Yes ____ No ____

What needs to be fixed?

Other notes:

Top Level Pages:

- Are there animated images or video with rapid flashing? Yes ____ No ____
- Are there any grating images? Yes ____ No ____

What needs to be fixed?

Other notes:

Other Pages:

- Are there animated images or video with rapid flashing? Yes ____ No ____
- Are there any grating images? Yes ____ No ____

What needs to be fixed?

Other notes:

10) Auto Play Elements: Carousels, Videos, Animations

What to Look For:

- Anything on the page that starts to play/move automatically and continues to play for more than 5 seconds:
 - Animated GIFs
 - Videos
 - Audio
 - Carousels
 - Background colors or images
- For anything that does start on its own and continues for longer than 5 seconds, does it have controls so the user can start and stop the motion.
 - If the item is a carousel, can the user also navigate to the individual panels using arrows or other methods.

Your Analysis

Homepage:

- Anything on the page that starts to play/move automatically and plays for more than 5 seconds? Yes ____ No ____
- Are there controls so the user can make it start and stop and/or control the navigation? Yes ____ No ____

What needs to be fixed?

Other notes:

Top Level Pages:

- Anything on the page that starts to play/move automatically and plays for more than 5 seconds? Yes ____ No ____
- Are there controls so the user can make it start and stop and/or control the navigation? Yes ____ No ____

What needs to be fixed?

Other notes:

Other Pages:

- Anything on the page that starts to play/move automatically and plays for more than 5 seconds? Yes ____ No ____
- Are there controls so the user can make it start and stop and/or control the navigation? Yes ____ No ____

What needs to be fixed?

Other notes:

11) Keyboard Navigation, Focus Order, Visible Focus

What to Look For:

- Moving through the page using the tab key, the focus stops on each interactive element (link, form field, button, etc?) without getting stuck or moved in an unexpected way.
- Each element can be interacted with using the keyboard as detailed at contentforeveryone.info/book/keyboard/
- The focus indicator is visible so users know which element they are on.
- The focus indicator has the correct color contrast (3:1)

Your Analysis

Homepage:

- Can you tab through all of the interactive elements of the page in a logical order? Yes _____ No _____
- Can you tab through without getting stuck or moved in an unexpected way?
- Is the focus indicator always visible? Yes _____ No _____
- Does the focus indicator have 3:1 color contrast? Yes _____ No _____
- Can you use the common keyboard controls to interact with all elements on the page? Yes _____ No _____

What needs to be fixed?

Other notes:

Top Level Pages:

- Can you tab through the page in a logical order? Yes ____ No ____
- Is the focus indicator visible? Yes ____ No ____
- Does the focus indicator have 3:1 color contrast? Yes ____ No ____
- Can you use the common keyboard controls to interact with all elements on the page?
Yes ____ No ____

What needs to be fixed?

Other notes:

Other Pages:

- Can you tab through the page in a logical order? Yes ____ No ____
- Is the focus indicator visible? Yes ____ No ____
- Does the focus indicator have 3:1 color contrast? Yes ____ No ____
- Can you use the common keyboard controls to interact with all elements on the page?
Yes ____ No ____

What needs to be fixed?

Other notes:

12) Instructions, Labels & Error Messages

What to Look For:

- All actions have clear instructions for how to complete the activity (this includes items like forms, search fields, checkout process, etc.).
- As part of the instruction, any specific formatting that's required for an answer (such as how a date needs to be entered) is detailed.
- If the user makes a mistake there are clear error messages present to help the user understand and correct the error.
- Labels falls into this category as well, but we're not detailing that here as it is difficult to review that unless you've got technical skills. If you're working with a developer, you can ask them to make sure the labeling is correct so that the label in the code matches the visible label on the page.

Your Analysis

Homepage:

- Do all activities have clear instructions on what's required to complete the activity (such as filling out a form to sign up for a newsletter)? Yes ____ No ____ Not applicable ____
- Are any specific formatting requirements part of the instructions?
Yes ____ No ____ Not applicable ____
- Are error messages clear about what error has been caused and how to correct it?
Yes ____ No ____ Not applicable ____

What needs to be fixed?

Other notes:

Top Level Pages:

- Do all activities have clear instructions on what's required to complete the activity (such as filling out a form to sign up for a newsletter)? Yes ____ No ____ Not applicable ____
- Are any specific formatting requirements part of the instructions?
Yes ____ No ____ Not applicable ____
- Are error messages clear about what error has been caused and how to correct it?
Yes ____ No ____ Not applicable ____

What needs to be fixed?

Other notes:

Other Pages:

- Do all activities have clear instructions on what's required to complete the activity (such as filling out a form to sign up for a newsletter)? Yes ____ No ____ Not applicable ____
- Are any specific formatting requirements part of the instructions?
Yes ____ No ____ Not applicable ____
- Are error messages clear about what error has been caused and how to correct it?
Yes ____ No ____ Not applicable ____

What needs to be fixed?

Other notes:

13) Pop-up Windows

What to Look For:

- Pop-ups used on the page
 - If so, is the pop-up required or can it be an activity that's placed on a regular page?
 - If so, is the pop-up accessible
 - It receives proper focus.
 - Standard keyboard navigation works for all functions, and it stays inside the pop-up until the pop-up is closed.

Your Analysis

Homepage:

- Are pop-ups present on the page? Yes ____ No ____
- If so, can the pop-up be replaced with a function that's on the page instead? Yes ____ No ____ Not applicable ____
- If the pop-up is necessary, does it receive proper focus and can the pop-up be properly keyboard navigated? Yes ____ No ____ Not applicable ____

What needs to be fixed?

Other notes:

Top Level Pages:

- Are pop-ups present on the page? Yes ____ No ____
- If so, can the pop-up be replaced with a function that's on the page instead?
Yes ____ No ____ Not applicable ____
- If the pop-up is necessary, does it receive proper focus and can the pop-up be properly keyboard navigated? Yes ____ No ____ Not applicable ____

What needs to be fixed?

Other notes:

Other Pages:

- Are pop-ups present on the page? Yes ____ No ____
- If so, can the pop-up be replaced with a function that's on the page instead?
Yes ____ No ____ Not applicable ____
- If the pop-up is necessary, does it receive proper focus and can the pop-up be properly keyboard navigated? Yes ____ No ____ Not applicable ____

What needs to be fixed?

Other notes:

14) Consistency

What to Look For:

- Navigation is consistent across all pages (head and footer don't change page to page)
- Elements like search boxes and email sign ups have the same position across all pages
- Elements are labeled and presented the same each time they appear.

Your Analysis

Homepage:

- Navigation is consistent starting from this page as it proceeds to others?
Yes ____ No ____
- Elements presented on this page are in the same position as on other pages?
Yes ____ No ____
- Elements are labeled and presented the same as on other pages? Yes ____ No ____

What needs to be fixed?

Other notes:

Top Level Pages:

- Navigation is consistent from the home page to these pages?
Yes ____ No ____
- Elements presented on this page are in the same position as on other pages?
Yes ____ No ____
- Elements are labeled and presented the same as on other pages? Yes ____ No ____

What needs to be fixed?

Other notes:

Other Pages:

- Navigation is consistent from the home page to these pages?
Yes ____ No ____
- Elements presented on this page are in the same position as on other pages?
Yes ____ No ____
- Elements are labeled and presented the same as on other pages? Yes ____ No ____

What needs to be fixed?

Other notes:

15) Tables

What to Look For:

- Tables are used to present information:
 - If so, can the table be replaced and the information be presented in another format rather than the table to help ensure it can be accurately read by everyone
 - If the table is the best format for the information due to its complexity, can you also provide an alternative format for anyone who may not be able to perceive and operate the table in the correct way?

Your Analysis

Homepage:

- Is a table(s) on the page? Yes ____ No ____
 - Can the table be replaced with information that's presented in a way that can be accessible and usable for everyone? Yes ____ No ____ Not applicable ____
 - If not, can the information have an alternative presentation (perhaps linked to on another page) where it is presented outside of the table?
Yes ____ No ____ Not applicable ____

What needs to be fixed?

Other notes:

Top Level Pages:

- Is a table(s) on these pages? Yes ____ No ____
 - Can the table be replaced with information that's presented in a way that can be accessible and usable for everyone? Yes ____ No ____ Not applicable ____
 - If not, can the information have an alternative presentation (perhaps linked to on another page) where it is presented outside of the table?
Yes ____ No ____ Not applicable ____

What needs to be fixed?

Other notes:

Other Pages:

- Is a table(s) on these pages? Yes ____ No ____
 - Can the table be replaced with information that's presented in a way that can be accessible and usable for everyone? Yes ____ No ____ Not applicable ____
 - If not, can the information have an alternative presentation (perhaps linked to on another page) where it is presented outside of the table?
Yes ____ No ____ Not applicable ____

What needs to be fixed?

Other notes:

16) Clear, Concise, Easy to Read Content

What to Look For:

- Short, clear sentences and paragraphs
- Simplicity in word use and phrases
- Acronyms spelled out on first use
- Using bullet and numbered lists
- Presenting information in multiple ways
- Easy to read font
- Easy to read font size
- Appropriate usage of italics and bold
- Aligning text to the left

NOTE: You should also perform this review on your email template.

Your Analysis

Homepage:

- Short, clear sentences and paragraphs? Yes ____ No ____
- Simplicity in word use and phrases? Yes ____ No ____
- Acronyms spelled out on first use? Yes ____ No ____ Not applicable ____
- Using bullet and numbered lists? Yes ____ No ____ Not applicable ____
- Presenting information in multiple ways? Yes ____ No ____ Not applicable ____
- Easy to read font? Yes ____ No ____
- Easy to read font size? Yes ____ No ____
- Minimal usage of italics and bold? Yes ____ No ____
- Aligning text to the left? Yes ____ No ____

What needs to be fixed?

Other notes:

Top Level Pages:

- Short, clear sentences and paragraphs? Yes ____ No ____
- Simplicity in word use and phrases? Yes ____ No ____
- Acronyms spelled out on first use? Yes ____ No ____ Not applicable ____
- Using bullet and numbered lists? Yes ____ No ____ Not applicable ____
- Presenting information in multiple ways? Yes ____ No ____ Not applicable ____
- Easy to read font? Yes ____ No ____
- Easy to read font size? Yes ____ No ____
- Minimal usage of italics and bold? Yes ____ No ____
- Aligning text to the left? Yes ____ No ____

What needs to be fixed?

Other notes:

Other Pages:

- Short, clear sentences and paragraphs? Yes ____ No ____
- Simplicity in word use and phrases? Yes ____ No ____
- Acronyms spelled out on first use? Yes ____ No ____ Not applicable ____
- Using bullet and numbered lists? Yes ____ No ____ Not applicable ____
- Presenting information in multiple ways? Yes ____ No ____ Not applicable ____
- Easy to read font? Yes ____ No ____
- Easy to read font size? Yes ____ No ____
- Minimal usage of italics and bold? Yes ____ No ____
- Aligning text to the left? Yes ____ No ____

What needs to be fixed?

Other notes: