

Accessibility for Content Authors

WCAG 2.2 A & AA Checklist for Content Authors

1. Text Content

- Use clear, concise language.
 - o Avoid jargon, idioms, or complex phrasing unless needed.
 - Success Criterion 3.1.5
- Define abbreviations or acronyms on first use (e.g., Web Content Accessibility Guidelines (WCAG)).
 - o Success Criterion 3.1.4
- Use proper headings in logical order: **only one <h1> per page**, followed by <h2>, <h3>, etc.
 - o Headings MUST be nested properly (i.e., 2 is always a child of 1, and 3 is always a child of 2, and so on)
 - o Whenever content conveys information through presentation of text, appropriate semantic markup (e.g., em, strong, cite, blockquote, sub, and sup) MUST be used.
 - Success Criterion 1.3.1
- Avoid using text color or formatting alone to convey meaning.
 - o Success Criterion 1.4.1
- Page title should conform to a consistent structure among other pages.
 - o Distinguish each page from every other page with a short title that describes its content.
 - o In the title, put the unique and most relevant information first.
 - Success Criterion 2.4.2
- If a webpage or specific parts of its content are in a different language from the default, these changes must be indicated in the HTML code.
 - o This ensures that assistive technologies, such as screen readers and braille translation software, can correctly interpret information.
 - Success Criterion 3.1.2
- Text visual users see on a button, form field, or other interactive element should match the programmatic label in the element's code.
 - o Success Criterion 2.5.3

2. Links

- Link text should be descriptive (e.g., 'Download the annual report' instead of 'Click here').
 - o Success Criterion 2.4.4
- Avoid duplicate link text for different destinations (e.g., 'Read more about pricing', 'Read more about our team').
 - o Success Criterion 2.4.4
- If a button, link, or icon performs the same function on different pages (such as a "Home" icon that always takes users back to the home page), it should be labeled or identified in the same way.
 - o Success Criterion 3.2.4

3. Images

- Provide alt text for all meaningful images.
 - o For non-decorative images, be sure your alt text describes the meaning of the photo or the function of the image.
 - o Keep alt text short and concise (around 140 characters or less).
 - o All non-text content MUST provide text alternatives that provide equivalent information, context, and purpose to the user using the following techniques (as applicable):
 - For elements, provide the text alternative using the alt attribute
 - For other non-text content (i.e. role="img"), aria-label/labelledby, or visibly hidden text
 - Success Criterion 1.1.1
- Use empty alt text (alt="") for decorative images.
 - o Success Criterion 1.1.1
- Avoid putting important text inside images.
 - o Success Criterion 1.4.5

4. Audio/Video

- Ensure videos have captions for all spoken content.
 - o Success Criterion 1.2.2
- Provide transcripts for audio files.
 - o If pre-recorded audio-only is used, audio MUST have media alternative content available (Transcripts required in all cases).
 - o Media alternative content to be entered at the time of audio content in the following cases:
 - Transcript (A) separate from the audio
 - Captions (optional) synchronized with the audio
 - Sign language(s) (optional)
 - Success Criterion 1.2.1
 - o If pre-recorded video is used, video MUST have media alternative content available.
 - o Media alternative content to be entered at the time of video content entry in the following cases:
 - Does the video have speech or other audio that is needed to understand the content?
 - If yes, Captions (A) - automatic captions are NOT SUFFICIENT
 - o Caption content to be entered with video content.
 - If no, inform users why this is not applicable in the adjacent content.
 - o Success Criterion 1.2.3
 - Does the video have visual information that is needed to understand the content?
 - If yes,
 - o Audio description of the visual information (A/AA)
 - Option 1: Audio descriptive video is included as a separate file or track that can be toggled on and off by the user via an accessible mechanism (note: use of Extended Audio Description may complicate this)

- Option 2: Included as a video file and made available via separate link(s) adjacent to the original video link
- If no, inform users why this is not applicable in the adjacent content.
 - Success Criterion 1.2.5

5. Content Structure & Layout

- Use true bulleted or numbered lists.
 - Success Criterion 1.3.1
- Use tables only for data, not layout. Include headers and avoid merged cells.
 - Success Criterion 1.3.1
- Avoid using all caps for emphasis. Use bold or strong tags instead.
 - Success Criterion 3.1.6

6. Cognitive Accessibility

- Avoid overly long paragraphs; use spacing and headings.
 - Success Criterion 1.3.2
- Include summaries for long pages to help users scan.
 - Success Criterion 2.4.6

7. Touch & Focus (WCAG 2.2)

- Avoid requiring double taps or long presses.
 - Success Criterion 2.5.8
- Avoid hidden or moving interactive elements.
 - Success Criterion 2.2.2

8. Other Considerations

- Avoid flashing or blinking content.

- A page MUST NOT contain content that flashes more than 3 times per second unless that flashing content is sufficiently small, the flashes are of low contrast, and do not violate general flash thresholds.
 - WCAG defines “small enough” as: “less than 25% of 10 degrees of visual field”
 - W3C's recommendation is to use a tool to assess flashing content, such as The Trace Center's *Photosensitive Epilepsy Analysis Tool (PEAT)*
 - Success Criterion 2.3.1
- Ensure link and button targets are large enough.
 - Success Criterion 2.5.5

CMS Training: Drupal & Sitecore

Drupal Tips for Accessibility

- Use the correct content type (e.g., Basic Page, Article).
- Use heading styles (Heading 2, Heading 3) in the WYSIWYG editor instead of bolding text.
- Add alt text when uploading images; it's required by default.
- Use the Link button to add descriptive links; avoid pasting raw URLs.
- Use tables for tabular data only and ensure headers are defined.

Sitecore Tips for Accessibility

- Use the rich text editor's heading options for structured content.
- Add alt text to media images when uploading via the Media Library.
- Always preview and test pages using the Accessibility Preview tool if available.
- Ensure internal links use clear and descriptive labels.
- Collaborate with developers if you're using components with dynamic content.