

creating web content everyone can use

# Best Practices for Sitecore Content Managers

---

# Use "alt" Attribute

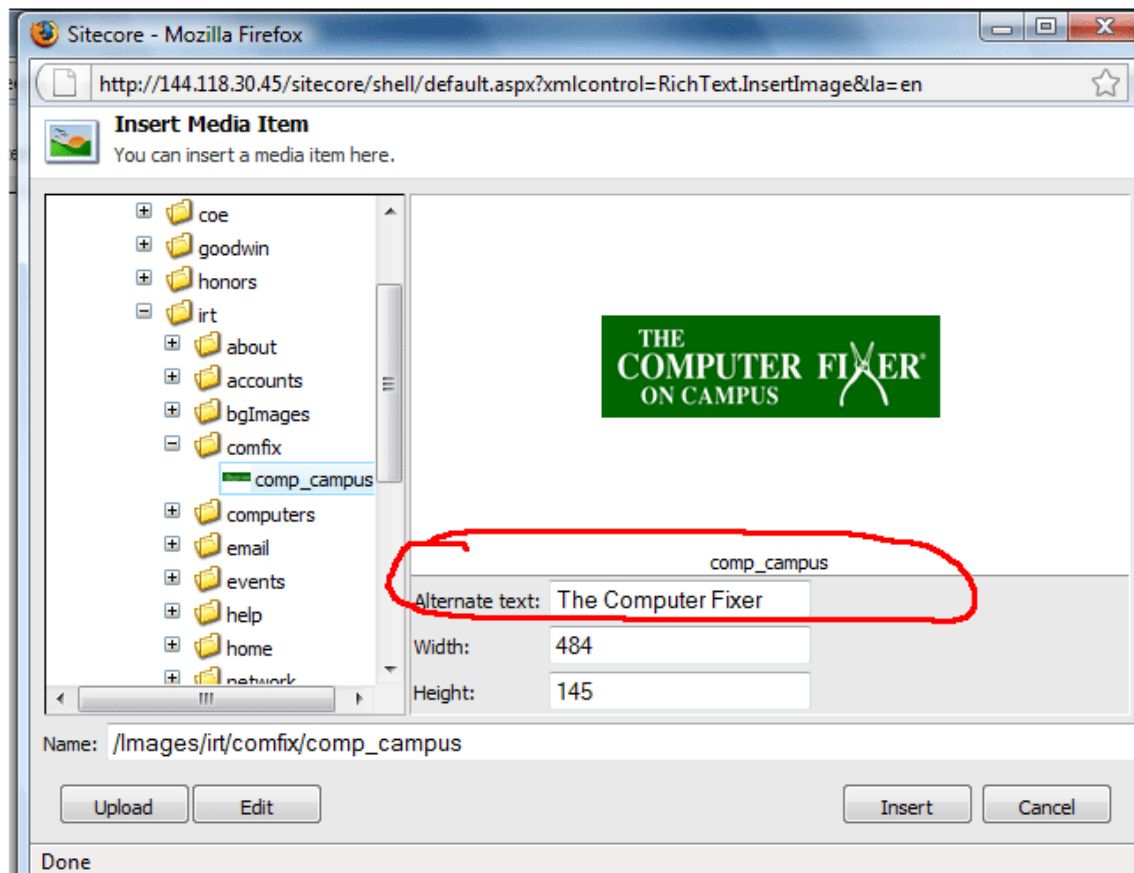
- Insert alternative text in the field labeled "Alt text" in the user interface that appears when you insert an image.
- The alt text should describe the image (for example, "Statue of the Drexel Dragon").

# Use "alt" Attribute

- In the case where text in an image is used instead of true text, the alt text should say exactly what the image does. (for example, if an image is used instead of the words "Student Open House" the alt text should also say "Student Open House.")
- In the rare instance in which an image is purely decorative, use empty quotation marks ("") for the alt text to indicate that there is no meaning.

# Use "alt" Attribute

## The right way




# Use "alt" Attribute

## **Why this is important**

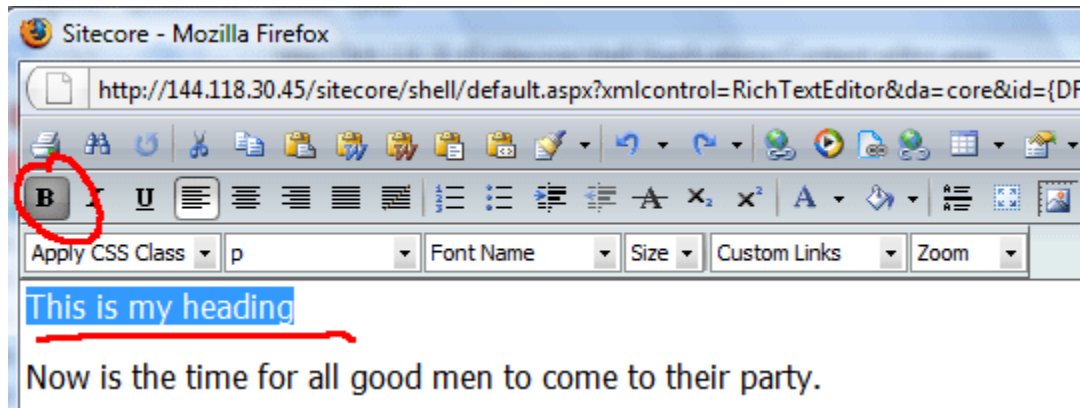
Web users who are blind access the Web via screen readers, which are programs that read text on Web pages aloud. They also read alt text in images. If alt text is not used, the information conveyed by images is useless to blind users.

# Don't Use Bold to Create Headings

- Don't make text look like a heading by selecting it and applying the  in the user interface.
- Instead, select the text and apply the correct heading level such as Heading 1 (h1), Heading 2 (h2), or Heading 3 (h3).
- The text will still appear bold, but will also have the proper mark-up.

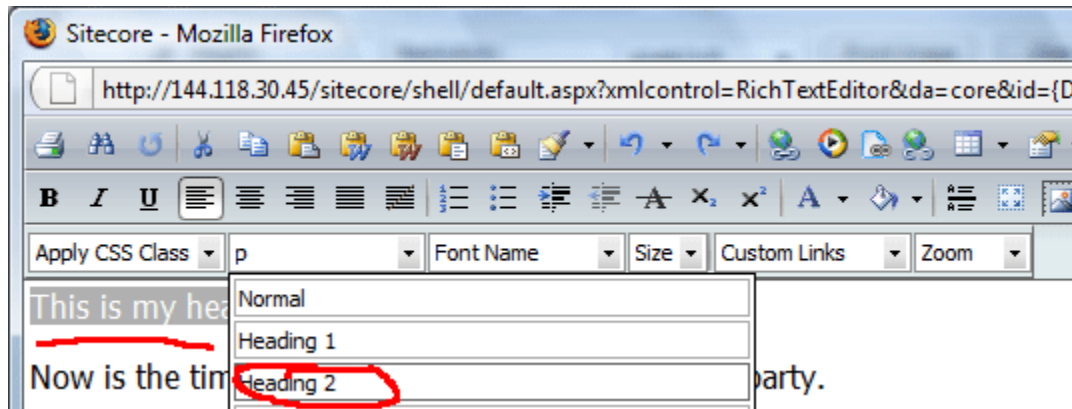
# Don't Use Bold to Create Headings

## The wrong way



# Don't Use Bold to Create Headings

## The right way



# Don't Use Bold to Create Headings

## Why this is important

Properly marked up content can more easily be "understood" across a variety of browsers and platforms. This includes the screen readers that the blind use to access the Web.

Just as sighted users scan a web page by looking at headings and make decisions on what content is of interest or of use to them, blind users can scan headings via their screen readers, which understand proper HTML markup.

Properly marked up content is also much more easily understood by search engines, such as Google, making your site content much easier to find.

# Use Intuitive Link Text

- Create link text that tells users what information they will get by selecting the link.
- Avoid [click here](#).
- Bad: *To access your course requirements, [click here](#).*
- Good: *Access your [course requirements](#).*

# Use Intuitive Link Text

## Why this is important

All users benefit from easy to scan Web pages with intuitive link text, but for blind users with screen readers, it is a much more important issue. Screen readers can be set to scan for links, and skip other content on the page. If the link text is not intuitive, this setting is useless.

# Don't underline non-link text

- Users will assume that any underlined text is a link
- Do not underline text to indicate a title or create emphasis
- Instead, italicize or bold the text
- Underlining titles is a throwback practice to the days of the manual typewriter

# Be Careful with Colored Text

- Don't use colored text as the sole means of conveying information. (For example, don't only use red text to convey a warning.)
- *It's okay to use colored text if another means of conveying the information is also used.* (For example, making the text bold or italicized as well as red.)
- Don't use colored text where it is likely to be confused as a hyperlink.
- Don't use colored text excessively as a means to draw attention or create interest.

# Be Careful with Colored Text

## Why this is important

Users who are color blind, or who are accessing the Web via a monochromatic display, cannot discern text that is a different color.

# Indicate if Links Open Non-HTML Files

- Indicate if selecting a link will open a file that is not a Web page.
- For example, in a link opens a PDF file, indicate with a PDF icon, downloadable from Adobe's Website, or simply type (PDF file) in the link text.
- Good: [2009 Academic Calendar \(PDF file\)](#).
- If possible, replace non-HTML files with HTML.

# Indicate if Links Open Non-HTML Files

## Why this is important

While it is possible to mark up Word Documents and PDF files so that they are accessible to screen readers, few content managers take the time or have the knowledge necessary to do so. Therefore, most of these files on the Web are not accessible to the blind.

Additionally, the opening of non-HTML applications can be confusing to users, especially those with cognitive challenges. Whenever a PDF or Word Document opens, the user interface suddenly changes. Figuring out how to navigate the new interface, and then close it and return to the previous Web page, can be daunting tasks.

# At a glance...

- Use "alt" attribute
- Don't use bold to create headings
- Use intuitive link text
- Don't underline non-link text
- Be careful with colored text
- Indicate if links open non-HTML files