

Digital Accessibility Checklist

This checklist uses the Seven Pillars of Accessibility to create a to-do list for creating digital content. Check your work with this item every time you create student-facing digital content.

Pillar One: Alternative (Alt) Text

- ☐ Alt text explains purpose and content
- ☐ Keep alt text under 150 characters
- ☐ Remove information already stated in nearby text
- ☐ Remove “image of...” or “graphic of...” phrasing
- ☐ Create separate long descriptions for complex images
- ☐ Mark decorative images as such

Pillar Two: Color Contrast

Write your text without any formatting style and break it into paragraphs. If you still need to mark specific words or phrases important do so sparingly but consistently following these rules:

- ☐ Ensure contrast ratio is met if changing colors
- ☐ Avoid using color alone to convey meaning
- ☐ Avoid underlining non-link (not URLs) text
- ☐ Follow your discipline’s style guide when deciding how to use emphasis (bold, italic, highlighting, etc.)

Pillar Three: Headings

- ☐ Use headings to create an outline for a page like that of a research paper outline
- ☐ Use built-in heading functionality of the software
- ☐ Page headings describe the content that follows, and they follow a logical order
- ☐ Headings are succinct and meaningful
- ☐ Use headings in order (H1, H2, etc.)

Pillar Four: Lists

- ☐ Use the provided list/bullets tool in your content editor

Pillar Five: Links

- ☐ Replace full URLs with concise and descriptive hyperlink text; include full URLs only when required by your discipline’s style guide
- ☐ Write concise, descriptive link text that indicates website destination
- ☐ Remove vague link phrases (“click here,” “read more,” etc.)
- ☐ Avoid using ALL CAPS for link text
- ☐ Ensure links look like links (typically underlined by default)

Pillar Six: Tables

- ☐ Confirm a table is necessary before using one
- ☐ Apply built-in header settings to identify header rows/columns
- ☐ Use clear first row/first column labels for data categories
- ☐ Keep table structure simple (no nested tables, no merged/split cells)
- ☐ Add a concise caption summarizing the table’s purpose
- ☐ Include a written explanation for complex tables
- ☐ Avoid blank cells
- ☐ Rebuild tables instead of using screenshots with captions

Need help? Contact the UWL Eagle Help Desk.

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Pillar Seven: Captions & Transcripts

- ☐ Include accurate captions on all videos
- ☐ Captions are synchronized to the time of the corresponding audio, equivalent to the spoken words / other audio information, and accessible/readily available to those who need it
- ☐ Transcripts provided for audio-only material