Ten ways to improve your site's accessibility

1. **Put good text with your photos –** Include strong alternative text

2. **Facilitate screen reader navigation –** Use heading labels, give links labels and make them descriptive, incorporate skip links

3. **Write heads-up headlines –** Warn readers of alternative story formats

4. **Offer alternative delivery options –** Social media, newsletters

5. **Use good video/audio players –** Have labeled buttons and the option to view full-screen

6. **Simplify layouts and reduce clutter –** Don't split articles across pages, and reduce redundant and distracting linking

7. **Be careful with advertisements –** Keep them out of the way, and avoid Flash and pop-ups

8. **Get rid of CAPTCHAs –** Try riddles or confirmation emails instead

9. **Offer a mobile site –** And keep it simple

10. **Join NFB-Newsline -** nfb.org/audio-newspaper-service

AND boost communication about accessibility issues,
both inside and outside your organization