

Designing for users of screen readers

DO

Describe images and provide transcripts for video

`<alt>`

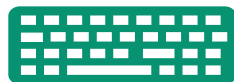
Follow a linear logical layout



Structure content using HTML5

`<header>`
`<nav>`
`<section>`

Build for keyboard use only



Write descriptive links and headings

[Contact Us](#)

DON'T

Only show information in an image or video



Spread content all over a page



Rely on text size and placement for structure



Force mouse or screen use



Write uninformative links and headings

[Click here](#)