



THE 508 CHECKLIST

Creating Compliant Content Made Easy

Your website and emails help keep people safe, informed, healthy, and more – but what if your audience can't access the information they need? Individuals with disabilities face unique challenges when they go online.

By following Section 508 requirements, you remove barriers for people with disabilities – and open access to more of your online information. Use this checklist to get started.



NAVIGATION AND CONTENT



Include keyboard-friendly navigation

Using headlines, lists, and other linked elements, make it easy for audiences to tab through your content if they're not able to use a mouse. All interactive elements – dropdown menus, buttons, and forms – should be keyboard accessible too.



Follow a logical content flow

Arrange website headers in a descending logical sequence to convey a clear message to visitors using assistive technologies. Limit emails to one H1 header that describes the main point of the email to deliver an instant takeaway.



Keep content concise

Convey messages in a succinct way to help your audience quickly find and access the information they need.



Offer the “skip navigation” option

For visitors using screen readers, repetitive website elements can become cumbersome and time-consuming. Offer the “skip navigation” capability to help a visitor progress quickly to the information they need.



Use specific link and CTA descriptions

Rather than using text that says, “Click here” to get audiences to act, use specific language, such as “Download your information packet,” so people know what that link will do and where it will take them.

THE 508 CHECKLIST

Creating Compliant Content Made Easy



MULTIMEDIA AND DESIGN

- Provide multiple ways to access audio and visual content**
Make multimedia experiences more accessible by including synchronized captioning for videos and transcripts for audio podcasts.
- Use meaningful ALT text in images**
ALT text allows you to add text to make images more accessible. Provide up to a one-sentence description of the image and include any text used in the image.
- Preserve proper text color contrast**
Choose text colors that follow a 4.5:1 ratio between background and foreground colors to help with visibility. This also includes any text that is part of an image.
- Offer a text-only version with your HTML email**
Providing a link to a text-only version of your email offers your audience one more way to view content in an environment that works best for them. For GovDelivery users, this happens automatically for each email sent.
- Don't forget about forms**
Your audience should be able to access and submit forms using screen readers and other assistive technology. Follow the same 508 best practices on forms as you would on your website and emails.



WHAT ELSE CAN YOU DO?

This checklist is a great place to start on your way to 508 compliance, but it doesn't cover every aspect of creating content for people with disabilities. To learn more about current recommendations and to stay as up to date as possible, visit the blog at [Disability.gov](https://www.disability.gov).

GovDelivery's Digital Engagement Services team can help your organization adhere to 508 compliance statutes, and create messages that convert people to action. To learn more, get in touch.



[visit govdelivery.com](https://www.govdelivery.com)



info@govdelivery.com