

Checklist accessibility & web writing

TEXT

Titles and subheadings

	Accessibility	Web writing
<input type="checkbox"/> Does the page have a meaningful title?	✓	✓
<input type="checkbox"/> Does your title not end in a full stop?		✓
<input type="checkbox"/> Are all subheadings meaningful?	✓	✓
<input type="checkbox"/> Have you respected the order of the subheadings?	✓	
<input type="checkbox"/> Is your text structured by subheadings, white space, and coherent paragraphs?	✓	✓

Links

<input type="checkbox"/> Can the purpose of the link be inferred from the link text?	✓	
<input type="checkbox"/> Have you used underlining only for hyperlinks?	✓	
<input type="checkbox"/> Did you not put too many links in 1 paragraph?	✓	✓
<input type="checkbox"/> Do you use jump links with anchor points in longer texts?		✓
<input type="checkbox"/> Do you put internal links to related content?		✓
<input type="checkbox"/> Are all links clickable?	✓	✓
<input type="checkbox"/> Have you tested the links?	✓	✓

Paragraphs

<input type="checkbox"/> Do you emphasise only the most important words by putting them in bold, aiming for 1 or 2 words or word groups per paragraph?		✓
<input type="checkbox"/> Are you not placing the text in italics?	✓	✓
<input type="checkbox"/> Do you use only 1 idea per paragraph?	✓	✓
<input type="checkbox"/> Do your sentences have a maximum length of 15 words?		✓
<input type="checkbox"/> Do your paragraphs have a maximum length of 3 sentences?		✓
<input type="checkbox"/> Do you use white space between paragraphs?	✓	✓

Lists

<input type="checkbox"/> Do you use lists when you list more than 3 things?	✓	✓
<input type="checkbox"/> Do you use bullet points when the order of items is not important?	✓	✓
<input type="checkbox"/> Do you use a numbered list when the order does matter?	✓	✓

Readability and clear writing

	Accessibility	Web writing
<input type="checkbox"/> Do you use only 1 topic or theme per page?		✓
<input type="checkbox"/> Do you avoid jargon and explain difficult words?	✓	✓
<input type="checkbox"/> Do you avoid sayings and wordplay?	✓	✓
<input type="checkbox"/> Do you write actively and in short sentences?	✓	✓
<input type="checkbox"/> Do you write straight to the point?		✓
<input type="checkbox"/> Is the main message in the beginning?		✓
<input type="checkbox"/> Do you avoid abbreviations?	✓	✓
<input type="checkbox"/> If you must use abbreviations, do you write them in full first, with the abbreviation between brackets?	✓	✓
<input type="checkbox"/> Do you explain abbreviations again on every new page?	✓	✓
<input type="checkbox"/> Did you make sure to not use spaces and enters for visual reasons?	✓	
<input type="checkbox"/> Are you using a clear call-to-action?		✓
<input type="checkbox"/> Are your sentences always left-aligned and not justified?	✓	✓
<input type="checkbox"/> Do you use capital letters only at the beginning of a sentence, for proper names and at the beginning of a list?	✓	✓
<input type="checkbox"/> Have you used examples to clarify the text?		✓
<input type="checkbox"/> Do you avoid using relative time indications such as 'now', 'today', 'soon', etc.? (exception: news items with date)		✓
<input type="checkbox"/> Do you never use 'one' as a pronoun?		✓
<input type="checkbox"/> Do you avoid words such as 'very' and 'a lot'?		✓
<input type="checkbox"/> Do you use a pixel size of at least 16 for plain text?	✓	✓
<input type="checkbox"/> Do you avoid passive tenses?		✓
<input type="checkbox"/> Do you avoid heavy constructions with subordinate clauses, parentheses, and hyphens?	✓	✓

Tables

<input type="checkbox"/> Is it really necessary to use a table?	✓	✓
<input type="checkbox"/> Can you read the table row by row and then cell by cell?	✓	
<input type="checkbox"/> Is the table code free of styling?	✓	
<input type="checkbox"/> Have you designated a table header (row or column)?	✓	
<input type="checkbox"/> Isn't it better to split the table into several tables?	✓	✓
<input type="checkbox"/> Have you added a clear caption to give additional info?	✓	

IMAGES

	Accessibility	Web writing
<input type="checkbox"/> Do you only use images that add value?	✓	✓
<input type="checkbox"/> Does the image tell the full story of the content?	✓	✓
<input type="checkbox"/> Is the text what's most important, and not the images?		✓
<input type="checkbox"/> Have you taken into account the portrait rights?		✓
<input type="checkbox"/> Does each image have a good-quality alternative text?	✓	
<input type="checkbox"/> Does your image contain text? If so, place that text as alternative text.	✓	
<input type="checkbox"/> For complex images, do you use description to illustrate what the image shows?	✓	

VIDEOS AND SOUND

<input type="checkbox"/> Have you described in the accompanying text what can be heard/seen?	✓
<input type="checkbox"/> Is there a text version available or is the video correctly subtitled?	✓
<input type="checkbox"/> Can the video be stopped/paused?	✓

SUBTITLING OF VIDEOS

<input type="checkbox"/> Are the subtitles always visible?	✓
<input type="checkbox"/> Is the contrast of the subtitles sufficient in relation to the background?	✓
<input type="checkbox"/> Is there a maximum of 2 lines per subtitle?	✓
<input type="checkbox"/> Are the subtitles synchronised with the sound?	✓
<input type="checkbox"/> Is the subtitled text the same as the spoken text? (cf. dialects and regional languages)	✓
<input type="checkbox"/> Is additional information provided?	✓
<input type="checkbox"/> Who is speaking?	✓
<input type="checkbox"/> Are all important sounds and silences included in the subtitles?	✓

FORMS

<input type="checkbox"/> Are the labels completed and are they meaningful?	✓	
<input type="checkbox"/> Are the labels activated/visible?	✓	
<input type="checkbox"/> Have you entered a correct label for the submit button?	✓	✓
<input type="checkbox"/> Have you included the required notation format in the description? (for e.g. telephone numbers and dates)	✓	

DOCUMENTS

	Accessibility	Web writing
<input type="checkbox"/> Have you uploaded the document on your website?		✓
<input type="checkbox"/> Is the Word document on its own accessible? https://www.anysurfer.be/nl/in-de-praktijk/documenten/word? (in Dutch)	✓	
<input type="checkbox"/> Is the pdf file on its own accessible? https://www.anysurfer.be/nl/in-de-praktijk/checklist/ijkpunt/5-4-pdf-bestanden? (in Dutch)	✓	
<input type="checkbox"/> Do you work with pdfs as much as possible?		✓
<input type="checkbox"/> Are you using the file directly from the media library or in the download list?	✓	✓
<input type="checkbox"/> If not, have you indicated the format, name, size and possibly the number of pages the file has?	✓	

SEO TITLE AND SEO DESCRIPTION

<input type="checkbox"/> Are you using 1 main keyword?		✓
<input type="checkbox"/> Do you write in sentences?		✓
<input type="checkbox"/> Are you not repeating keywords too often?		✓
<input type="checkbox"/> Is your SEO title (title tag) unique and do you aim for a maximum of 66 characters including spaces?		✓
<input type="checkbox"/> Is your SEO description (description tag) unique and do you aim for a maximum of 155 characters including spaces?		✓
<input type="checkbox"/> Are your SEO title and SEO description completed for each page?		✓

STRUCTURAL & VISUAL ELEMENTS

<input type="checkbox"/> Are links distinguishable by more than just a colour difference?	✓	✓
<input type="checkbox"/> Do you use icons consistently across the entire site?	✓	✓
<input type="checkbox"/> Is there sufficient colour contrast?	✓	
<input type="checkbox"/> Is the entire content understandable to those who cannot distinguish colours?	✓	
<input type="checkbox"/> Does each page have one H1 (page title), followed by a logical structure (H2, H3, H4)?	✓	✓

IFRAMES

<input type="checkbox"/> Have you given your iframe a title using the title="" element?	✓	
<input type="checkbox"/> Is your iframe free of styling code?	✓	

REVISION

<input type="checkbox"/> Have you waited a moment before improving your page?		✓
<input type="checkbox"/> Have you had your page proofread by a colleague or did you read it aloud yourself?		✓
<input type="checkbox"/> Have you used references to sources where necessary?	✓	✓