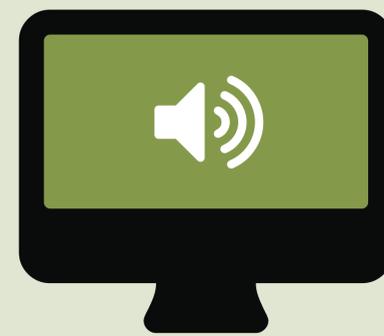


Designing for users of screen readers



Do...

describe images and provide transcripts for video

`<alt>`

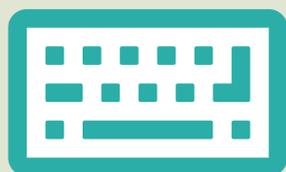
follow a linear, logical layout



structure content using HTML5

`<h1>`
`<nav>`
`<label>`

build for keyboard-only use



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

36pt, bold
Header

force mouse or screen use



write uninformative links and headings

[Click here](#)

