

Quick-fix tips to increase your website's accessibility



Increasing the accessibility of a production while on the road opens the show and the venue to new audience groups, but how do you maintain that relationship? We've pulled together a list of tips to make sure you're not isolating anyone online.

- **Make your link text meaningful:** For visually-impaired users with screen readers, links using the phrases "follow this link", "click here", "visit this website" are meaningless. Change the link text to be more descriptive of the content or function of the link. Otherwise, if someone is looking for a specific link, they may have to try a few "click here"s before they find what they want.
- **Add alt text to your images:** Just like the links, an image without a description means nothing to screen reader users. If your logo is in the top left hand corner of your website, this is the first thing they will encounter; a simple `alt="COMPANY NAME"` in the `` html immediately improves their visit.
- **Don't put text in your images:** if you can avoid it, don't create a whole page, paragraph or email as an image – anything more than a heading (which can be explained in the alt text) is isolating your audience. Images should be just that – images.
- **Think about the text size:** Small text might make all of your content fit into the box you want it to, but that doesn't mean it's legible. All browsers have built in zoom functions – test for yourself how your website looks if the size is increased to 150% or 200%. And remember, it's not just those who are partially-sighted who will increase text size – sometimes tired eyes need something bigger to read.
- **Structure your page:** if you were putting together a report, you'd utilise your word processor's title and heading styles; the same should happen on your webpage. The h1, h2, h3, etc. headings should be used in order to structure and separate content. `<h1>` should be your page title, and the rest should be used as appropriate - . Don't skip heading levels, as screen reader users will wonder if they've missed content. And if it looks like they're not formatted correctly get back in touch with your designer and make sure they're fixed on your stylesheet!
- **Navigate logically:** not everyone uses a mouse or trackpad to browse a page, so sit down and try and use your keyboard to navigate your website. If you can't do it, when you know your site better than anybody, something needs to be sorted.

You can download our tips for [integrating access into your tour](#) and other resources to help increase accessibility in the [resources section of the house website](#).