

WEB BEST PRACTICES CHECKLIST

TEXT

- Bold**, *italic* and ALL CAPS are used sparingly and only when appropriate
- Nothing is underlined except for links
- Body copy is justified to the left
- Sections use appropriate “header” tags (<H1>, <H2>, <H3>, etc.)
- Uses html-formatted lists (bulleted or numbered) rather than using text with a break after each item

LINKS

- Avoids "Click here" or “More information” for hyperlink text
- Text for hyperlinks is concise, descriptive and unique and can be understood when read out of context
- Links are not buried within the copy and are easy to find when scanning the text
- All internal (use relative links) and external links work

IMAGES & MULTIMEDIA

- All images include descriptive alt text and title text
- File names are appropriate for the image
- Captions are provided for all videos
- Links to text transcripts are available for all audio files
- Complex images and graphics with vital text are avoided (all information is still available if the images and graphics are removed from the page)
- All images and audio/video files serve a clear purpose

ACCESSIBILITY

- Avoids "Click here" or “More information” for hyperlink text
- All images include descriptive alt text
- Captions are provided for all videos
- Links to text transcripts are available for all audio files
- Sections use appropriate “header” tags (<H1>, <H2>, <H3>, etc.)
- Uses html-formatted lists (bulleted or numbered) rather than using text with a break after each item
- All PDFs are accessible