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| **Digital Culture Network** |  |
| **Email marketing accessibility checklist** |  |
| **Is your subject line meaningful and concise?**   * The subject line is the first text people will read or have read to them by a screen reader. Ensure the subject line makes the email sound like it’s worth reading. |  |
| **Are you using heading elements in your template?**  **Headings can help make emails easier to read.**  **Through breaking content into smaller chunks of text, emails become more ‘scannable’.** Make sure your headings use semantic HTML markup, like <h1>, <h2> and <h3> to ensure hierarchy is conveyed to screen reader users, who may not be able to see them.  Standard templates in your Email Service Provider should be responsive so your content is always displayed in the correct, logical order. If you code your own campaigns, take steps to ensure they're responsive and display in the intended logical order. |  |
| **Are you using Alt Text for your images?**  Alt-text, or alternative text is a short description of an image to describe the image when it cannot be viewed. Make sure any images you include have been assigned alternative text. Alt text should be concise, contextual, and descriptive. |  |
| **Do your images have text in them?**  Text on images cannot be read by screen readers and is often illegible on mobile devices.  Avoid using text on images where possible, but if you have no choice, ensure that the information is repeated in text or conveyed through alternative text. |  |
| **Have you checked your colour contrast complies with accessibility guidelines?**  Use [WebAIM Colour Contrast Checker](https://protect-eu.mimecast.com/s/b9DJCVA6mTl6Gg3FG0s8z?domain=webaim.org/) to test your contrast ratio meets the minimum ratio of 4.5:1. |  |
| **Is your text readable?**  Write in short, clear sentences and paragraphs and avoid BLOCK CAPITALS as sentence case is best for readability. Try to stick to 15 words per sentence and avoid using jargon or internal terminology.  Avoid using unnecessarily complex words and phrases. |  |
| **What is your text size?**  Fonts should be at least 12pts or 16px. You should also make your fonts scalable to ensure that readers can increase font sizes to a size that works for them. |  |
| **Are you using emojis?**  Subject lines with emojis have been shown to result in higher open rates but make sure your emojis don’t replace an actual word. Use emojis sparingly, repeated emojis can create a jarring user experience for assistive technology users. |  |
| **Do your links make sense?**  Links should make sense when read in isolation. Avoid using repeated generic calls to action such as ‘click here’ or ‘read more’ and use more specific individual calls to action such as ‘Click here for 12 January’. It’s helpful if link text matches the title tag of the page it is linked to. Don’t write out full URLs. |  |
| **Have you created a text only version?**  Does your email make sense without images included? Are there references to links or clicking buttons? The text can be edited separately and some standard conventions for a plain text email are:  \*\* to indicate a heading  ------ to indicate end of section  ===== end of email |  |
| **Have you checked your email is readable across different devices and browsers?**  The number of people accessing emails on mobiles is increasing and is currently estimated between 40% – 60%. Test your emails to check that you email is being viewed as you intended. |  |