

SCOPE

= Equality for disabled people

Designing for users of screen readers

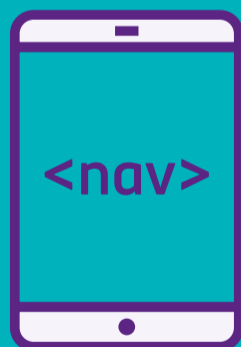
Do

- **Describe** images and provide transcripts for video



- Follow a linear **logical** layout

- **Structure** content using HTML5



- Build for keyboard use only

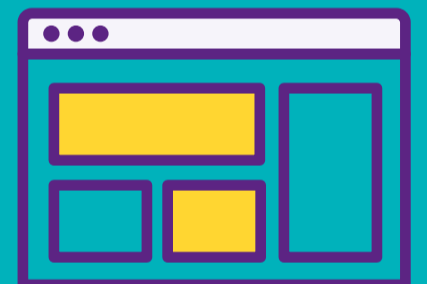
- Write **descriptive** links and headings

[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

- Force mouse or screen use



- Write uninformative links and headings