

Checklist for Landing Page Accessibility

Creating an accessible landing page ensures that all users, including those with disabilities, can interact with and benefit from your content. Here's a comprehensive checklist to guide you:

#1. General Accessibility Principles

- **Clear Purpose:** Ensure the landing page communicates its purpose clearly and concisely.
- **Focus on Simplicity:** Use a simple, uncluttered layout to improve usability for all users.
- **Keyboard Navigation:** Verify that the entire page is navigable using only a keyboard.

#2. Headings and Structure

- **Proper Heading Hierarchy:** Use HTML heading tags (H1, H2, etc.) in a logical order to structure the content.
- **Descriptive Titles:** Provide a clear and descriptive page title (visible in the browser tab).
- **Consistent Layout:** Maintain consistent navigation and design patterns across the page.

#3. Color and Contrast

- **Sufficient Contrast:** Ensure text contrasts sufficiently with background colors (WCAG AA standard recommends a contrast ratio of at least 4.5:1).
- **Avoid Color-Only Indicators:** Don't rely solely on color to convey information (e.g., use text or icons along with color).
- **Color Blind-Friendly Palette:** Avoid problematic color combinations (e.g., red/green) that can affect color-blind users.

#4. Images and Visuals

- **Alt Text for Images:** Provide meaningful alternative text (alt attributes) for all non-decorative images.
- **Descriptive Captions:** Add captions or descriptions for complex visuals, like charts or infographics.

- **Avoid Flashing Content:** Refrain from using flashing or blinking visuals to prevent seizures or discomfort.

#5. Forms and Input Fields

- **Accessible Labels:** Ensure every input field has an associated label or descriptive text.
- **Keyboard Focus:** Test form elements for keyboard accessibility and focus states.
- **Error Messages:** Provide clear, descriptive error messages and guidance for correcting mistakes.

#6. Multimedia (Audio/Video)

- **Captions and Transcripts:** Include captions for videos and transcripts for audio content.
- **Audio Controls:** Offer controls to pause, stop, or adjust the volume of audio playback.
- **Avoid Auto-Play:** Do not auto-play videos or audio upon page load.

#7. Links and Buttons

- **Descriptive Link Text:** Use meaningful text for links (e.g., "Learn More About Our Services" instead of "Click Here").
- **Button Accessibility:** Ensure buttons have clear labels and sufficient size for easy clicking or tapping.
- **Focus Indicators:** Make sure links and buttons display a visible focus state when navigated via keyboard.

#8. Responsive and Mobile Design

- **Scalable Text:** Ensure text size can be resized up to 200% without losing functionality.
- **Touch-Friendly Design:** Create large, well-spaced buttons for easier use on mobile devices.
- **Orientation Flexibility:** Design the page to function in both portrait and landscape orientations.

#9. Screen Reader Compatibility

- **Semantic HTML:** Use semantic HTML elements (e.g., `<header>`, `<main>`, `<footer>`) for better compatibility with assistive technologies.
- **ARIA Roles:** Add ARIA (Accessible Rich Internet Applications) attributes where necessary to describe dynamic elements.
- **Skip Links:** Provide a "skip to content" link for screen reader users to bypass repetitive navigation.

#10. Testing and Validation

- **Accessibility Audit Tools:** Use tools like Lighthouse, WAVE, or Axe to test your landing page for accessibility issues.
- **Manual Testing:** Test the page with keyboard-only navigation, screen readers, and color contrast simulators.
- **User Feedback:** Gather feedback from users with disabilities to uncover areas for improvement.

#11. Legal and Compliance Standards

- **WCAG Compliance:** Aim to meet at least WCAG 2.1 Level AA standards.
- **ADA/Section 508 Compliance:** Ensure your page complies with legal accessibility requirements applicable to your region or industry.
- **Privacy Accessibility:** Ensure cookie banners and other pop-ups are accessible and dismissible.

By addressing each item in this checklist, you'll create a landing page that is more inclusive, user-friendly, and compliant with global accessibility standards, improving the experience for all visitors.