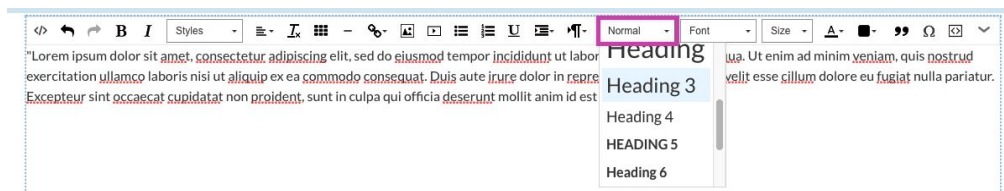


Accessibility Quick Reference

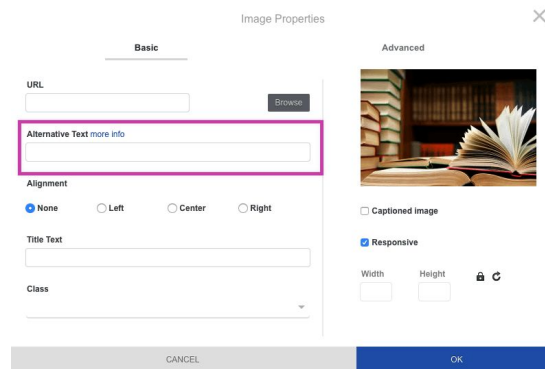
Structure your page with accessibility in mind:

- Headings should be as concise and short as possible
- H1 heading tags should only be used once per page
- Make sure you use H2 heading for the major sections of the page
- Do not use headings to achieve a particular visual appearance (if you want to highlight or emphasize content, use bold text)
- Keep the rank of the headings in order > do not jump from H1 to H5 to H3



Add Alt text to images:

Attach the [W3 Alt Text Decision Tree](#) to your monitor and follow along when adding new images to the site.



Choose link text that conveys purpose:

- Be sure links make sense outside of context
- Avoid phrases like "Click here to learn more"
- Check for empty links
- If you link to a PDF, let the user know
 - [2017-18 Bus Routes \(PDF\)](#)