

Quick Reference Guide

Copywriter

Use the checklist below to ensure you are writing for accessibility:

Writing Style

- Who are you trying to reach and what do they already know about you? Is this information targeted to them?
- Are you trying to inform, educate, motivate or persuade your audience?
- What format do I need this in? Have I written to meet the format restrictions? e.g. PDF, Word.
- Have I considered the Abbreviations and Glyphs in the content to expand on them where required?
- Have I strategically used shorthand, slang and colloquialisms to highlight key points / messages only?
- Do you need a glossary for uncommon terms?

Images and Graphs

- Have I made tables and graphs as simple as possible?
- Are the key images and graphs I intend to use in this document supported by a caption?
- Do the captions on my images add value to the reader?
- Is there copy that supports these images and graphs that communicate the insights that each is showing?
- Have I ensured colour is not the only means of communicating a result in a chart or diagram?

Document Formatting

- If my document is over 20 pages, is there a table of contents?
- Are my sub-headings numbered to allow for easy navigation around the document?
- Have I avoided all caps where possible?
- Is my layout relying on bolded copy and italics to add value to the document? These won't translate in the remediated version. Will this be a problem?
- Have I referenced Footnotes or Endnotes (if applicable)?
- No justified copy!

Lists

- Have I limited my lists (including heading levels) to three (where possible).

Checklist

Is my content accessible?

- Writing Style
- Images and Graphs
- Document Formatting
- Lists

Questions?

If you have any questions we would love to answer them for you!
Please email us at info@taggedpdf.com.au or call us.

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