

## Adding Accessible Content

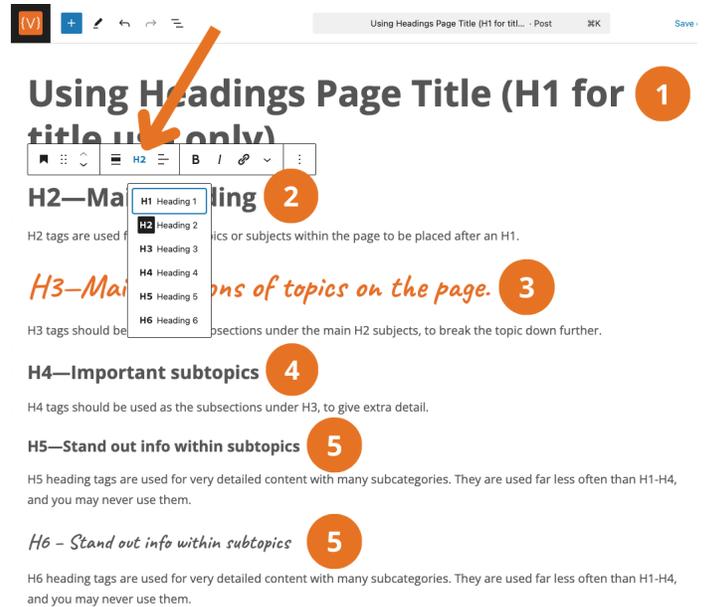
Vivid Image is committed to providing websites that are accessible to all users, including those with visual impairments, learning disabilities, physical impairments and other forms of disabilities. We strive to follow the WCAG 2.2 Level AA guidelines throughout the website to create an inclusive digital experience. This guide outlines essential steps that should be taken when creating a page or post.

### Headings

The main thing to remember about headings when creating a page or post is to follow the reading order with the use of Heading tags and to use them consistently throughout the website. Make sure all headings are descriptive and tell the reader what the paragraph or topic is about. Screen readers can read the page via headings only so it is important that headings are used in the correct way.

1. **Heading 1:** H1 tags are only used for the page title. Never use H1 headings within your page or post. It is important for screen reader users that there is no more than one H1 on a page.
2. **Heading 2:** H2 tags are used for the main topics or subjects within the page.
3. **Heading 3:** H3 tags should be used as the subsections under the main H2 subjects, to break the topic down further.
4. **Heading 4:** H4 tags should be used as the subsections under H3, to give extra detail.
5. **Heading 5 & 6:** H5 & H6 heading tags are used for very detailed content with many subcategories. They are used far less often than H1-H4, and you may never use them.

Each heading needs to follow a logical order without skipping levels. (For example, H4 should never be placed directly below an H1.)



**Using Headings Page Title (H1 for title use only)** 1

**H2—Main heading** 2

H2 tags are used for the main topics or subjects within the page to be placed after an H1.

**H3—Main divisions of topics on the page.** 3

H3 tags should be used as the subsections under the main H2 subjects, to break the topic down further.

**H4—Important subtopics** 4

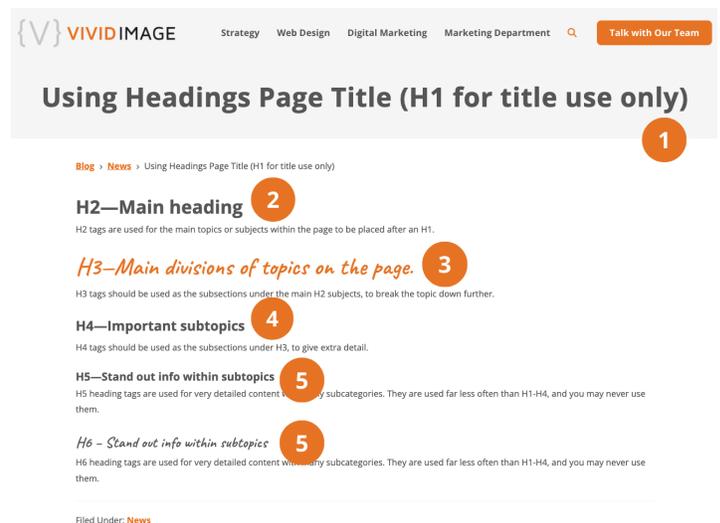
H4 tags should be used as the subsections under H3, to give extra detail.

**H5—Stand out info within subtopics** 5

H5 heading tags are used for very detailed content with many subcategories. They are used far less often than H1-H4, and you may never use them.

**H6 - Stand out info within subtopics** 5

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**VIVID IMAGE** Strategy Web Design Digital Marketing Marketing Department [Talk with Our Team](#)

**Using Headings Page Title (H1 for title use only)** 1

**H2—Main heading** 2

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Filed Under: [News](#)

## Images

Images do not always appear on a website for all users. It is important to provide alternative text when the images are not available so that the user can still understand what the image is about. Be sure to always give a brief description of the image in the "Alt Text" box. (Example: use "Young girl standing with her arms outstretched on the beach watching the sunrise." rather than "girl".) Never use the camera number such as "IMG\_1234.jpg" for the alt text. If the image does not add any value to the page and is just for decoration, leave the alt text blank. Doing so will allow screen readers to simply skip the image. Never use just an image on a page or post. Always add content to the page or post in case a screen reader cannot see or read the image.

Attachment details



Uploaded on: March 21, 2025  
Uploaded by: [Vivid Image](#)  
File name: AdobeStock\_51985073-scaled.jpeg  
File type: image/jpeg  
File size: 733 KB  
Dimensions: 2560 by 2560 pixels  
Original image: [AdobeStock\\_51985073.jpeg](#)

Alternative Text

Young girl standing with her arms outstretched on the beach watching the sunrise.

[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title

happy girl standing on the beach or

Caption

[Edit Image](#)

## Links

1. Links should be used to bring the user to different destinations, not to complete an action. Always use descriptive links. Links should be easy to understand if read alone. Many screen readers have the option to read only the links on the page when scanning a page.
2. Do not use "Read More" or "Click Here" as your link. Make your links more descriptive so the user can understand what they click on or read more about. (Example: "Read more about our history" or "Click here for office hours".)
3. URLs can be difficult for screen reader users to understand. Instead, use descriptive text as a link rather than writing out the full URL. (Example: Use "Visit Vivid Image's Website" rather than "https://www.vimm.com".)
4. External links should not open in a new tab. Doing so can be disorienting to the user.
5. Buttons should also make sense when read on their own. Buttons are used to complete an action, such as downloading a file or submitting a form. Avoid using buttons to link to a page.
6. Add document extensions to links, such as (pdf) or (doc), when linking to a document. This allows the user to know that they are linking to a downloadable file. Make sure the extension is part of the link so that it is read by the screen reader. (For example, "Download our events brochure (pdf)" will indicate both the file title and type.)

[Download Our Events Brochure \(pdf\)](#)

## Other Content

Follow these additional guidelines when adding content to a page or post:

- Limit the use of ALL CAPS and bolded text — only use for headlines, as it is difficult for screen readers and using too much bold can be confusing to a user.
- Remember line length — avoid long, run-on sentences as they can be difficult for screen reader users to understand.
- Use clear and simple language that is written at a 9th-grade reading level so that the content is easy to read and navigate.
- Use of color — always use high contrast colors between the text color and the background color. Do not use color coding or use color to convey anything on the website via the use of color alone. It is best to use a very light color on a dark background or a dark color on a light background.
- Stay away from tables — use accessible formatted tables only or have an alternative description explaining the same information that can be found within the table.
- Animation and Video — avoid flashing or strobing content for people with a risk of seizures.
- Videos must provide closed captioning and a transcript.
- Forms should have clearly labeled fields and provide helpful suggestions and error messages.
- Audio — if any audio automatically plays for more than 5 seconds, there must be an option to pause or stop the audio. They must also have an option to control the audio volume independently from the overall system volume level. This applies to carousels, image sliders, background sounds and videos. Provide a transcript if it is not just background music.
- Timing — Limit use of time-based content. If unavoidable, the user must be able to either turn off the time limit before encountering it, be able to adjust the time limit at least ten times the length of the default settings before encountering it, or be able to have the option to extend the time limit if needed. (This does not apply to real-time items where no alternative to the time limit is possible, such as an online auction.)
- Avoid traditional CAPTCHA challenges whenever possible. Instead, prioritize automated detection methods, such as Google's reCAPTCHA v3, which operates invisibly in the background.