

E-mail Accessibility Best Practices



In your company's journey toward improving accessibility, ensuring that your emails are inclusive and accessible is crucial. As you work to make your digital platforms more welcoming to all users, implementing best practices for accessible emails is essential.

From structuring your emails to designing them with accessibility in mind, each element plays a vital role in creating an inclusive communication experience. This checklist can guide your company through the process, offering practical tips and recommendations to enhance the accessibility of your email communications.

Email Structure:

- 1. Clear Subject Lines:** Ensure subject lines are descriptive and concise, aiding users in understanding the purpose of the email.
- 2. Headers:** Use headers appropriately to organize content hierarchically, facilitating navigation for users of assistive technologies.
- 3. Linking Text:** Use descriptive text for links instead of generic phrases like "click here" to enhance accessibility and clarity.
- 4. Clear Language:** To improve communication effectiveness, avoid run-on sentences, complex language, and corporate jargon.
- 5. Email Formatting:** Properly format emails with lists and paragraphs to aid navigation and comprehension for screen reader users.
- 6. Include a Plain Text Version:** Provide a plain text version of the email alongside HTML formatting to accommodate users with accessibility needs.

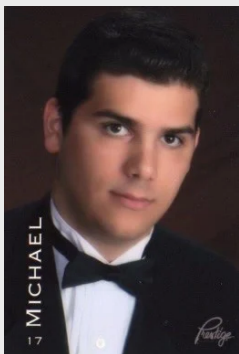
Email Design:

- 1. Emojis:** Limit emojis in subject lines to prevent confusion for screen reader users.
- 2. Fonts and Font Sizes:** For better readability, use simple fonts and ensure a minimum font size of 14px, especially for users with low vision or dyslexia.
- 3. Emphasizing Content:** Bold text for emphasis is preferred over underlining or italics to maintain readability.
- 4. Color Contrast:** Ensure sufficient color contrast between text and background to improve readability for users with low vision.
- 5. Alt-Text for Images:** Include meaningful alt-text descriptions for images to convey essential information to users who cannot see them.

As your company continues its journey toward accessibility, extending these efforts to your email communications is a natural progression. By prioritizing email accessibility, you ensure that your messages reach a wider audience and demonstrate your commitment to inclusivity and user-centered design. Accessible emails empower individuals of all abilities to engage meaningfully with your content, fostering stronger connections and relationships with your audience.

Together, let's continue championing accessibility, making every interaction more accessible, equitable, and impactful for all. If you have any questions, please contact your account manager.

Why Email Accessibility is important



“As a full time screen reader user, email accessibility is super important to me. So much of what we need out of the digital world is handled through emails, everything from resetting account passwords to browsing deals and discounts to obtaining coupons and promotion codes. Accessible design features such as alternative text descriptions for images and correctly labeled links and buttons for action items will go a long way in ensuring that people with disabilities are included in your digital offerings.”

Michael Taylor - Blind, Screen Reader User and UsableNet Blog Contributor