



Accessibility Checklist

Task	To check	If 'No' to any of these, you still have work to do
Subject line	Is the subject line short and to the point?	<input type="checkbox"/>
	Does the subject line describe the content of the email?	<input type="checkbox"/>
Content	Have you used simple language and sentence structures?	<input type="checkbox"/>
	Are your paragraphs short?	<input type="checkbox"/>
	Are lists bulleted?	<input type="checkbox"/>
	Have you used sub-headings to break up content?	<input type="checkbox"/>
	Do you have a logical flow in your content (left to right and top to bottom)?	<input type="checkbox"/>
	Is copy left aligned?	<input type="checkbox"/>
	If you skim read - is the message and purpose of the email clear?	<input type="checkbox"/>
	Have you included alt-text that is concise and descriptive?	<input type="checkbox"/>
Design	Is there enough white space for breathing room?	<input type="checkbox"/>
	Is there a balance of text and images?	<input type="checkbox"/>
	Have you avoided text on images and images of text?	<input type="checkbox"/>
	Have you used sub-headings to break up content?	<input type="checkbox"/>
	Is the message clear if you remove color from the equation?	<input type="checkbox"/>
	Do the colors pass the contrast test?	<input type="checkbox"/>
	Will the email be readable in dark mode?	<input type="checkbox"/>
	If you used a table, was this the ONLY way to present the information?	<input type="checkbox"/>
Calls to action	Are the links underlined and a different color than other general text?	<input type="checkbox"/>
	Can the buttons be easily seen and clicked on?	<input type="checkbox"/>
Text	Did you use a clear and balanced font?	<input type="checkbox"/>
	Can text be resized and still readable when magnified to 200%?	<input type="checkbox"/>
Coding	Are there logical heading styles?	<input type="checkbox"/>
	Has the language attribute been set?	<input type="checkbox"/>
	Is animation a max of 3 loops or 5 seconds?	<input type="checkbox"/>
	Have you added alt-text for all images ?	<input type="checkbox"/>
	Have you checked the text for duplicate spaces?	<input type="checkbox"/>
	If tables are unavoidable, have you done all of the following:	<input type="checkbox"/>
	<ul style="list-style-type: none">• Identified the rows• Identified the columns• Associated cells with headers• Added a caption and summary	