

Are your emails accessible?

Use this pre-send email accessibility checklist as a starting point to make sure your email copy, design, and code is accessible to everyone.

Accessible content and visual design

Storytelling:

- ☐ Replace jargon with simple words and plain language.
- ☐ Be direct and state the purpose of your email early.
- ☐ Replace vague phrases with specifics to avoid ambiguity.
- ☐ Keep sentences short: aim for 20 words or fewer per sentence.

Accessible CTAs:

- ☐ Use descriptive link text. (No “click here” CTAs.)
- ☐ Meet WCAG [color contrast ratios](#).
- ☐ Do not use color to convey meaning.
- ☐ Ensure “clickability” (without using [VML](#)).

Imagery:

- ☐ Linked images: use alt text that tells the user where the link leads if you click it.
- ☐ Make sure your alt text is descriptive of the image’s content.
- ☐ Replace jargon with simple words and plain language.
- ☐ Ensure images with important text have accurate alt text that represents what it says.
- ☐ Avoid images of pure text unless necessary.





Live text:

- ☐ Use live text.
- ☐ Meet WCAG [color contrast ratios](#).

Run your email through 40+ accessibility checks to learn if you missed alt text, audit the hierarchy of content, and more.

[Learn about Litmus accessibility checks.](#) →



Accessible code and flexible design

Make code accessible with semantic HTML that:

- ☐ Use proper heading structure (H1, H2, etc.) for clear hierarchy.
- ☐ Use paragraph tags to denote paragraphs (no line breaks!).
- ☐ Reduce the total number of tables as much as possible.



Make your emails adaptable:

- ☐ Make sure your email adapts to different screen sizes and orientations.
- ☐ Allow the user to control their font, font size, line heights, zoom, etc.

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This checklist was created by Litmus + Sarah Gallardo and Lauren Castady from Oracle Digital Experience Agency. It was written according to guidelines in the [Americans with Disabilities Act](#) (ADA) and the [European Accessibility Act](#) (EAA). For complete compliance, refer to the [official WCAG guidelines](#).