

# Designing for users of screen readers



## Do...

## Don't...

describe images and provide transcripts for video

`<alt>`

only show information in an image or video



follow a linear, logical layout



spread content all over a page



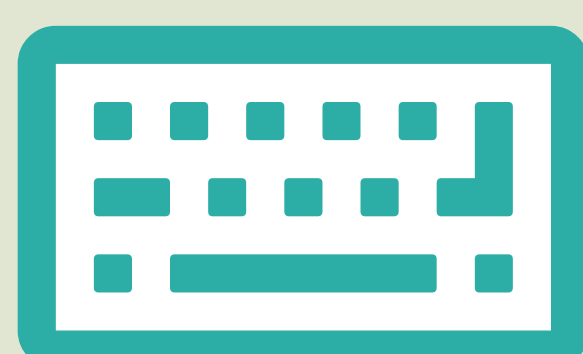
structure content using HTML5

`<h1>`  
`<nav>`  
`<label>`

rely on text size and placement for structure

36pt, bold  
**Header**

build for keyboard-only use



force mouse or screen use



write descriptive links and headings

[Contact us](#)

write uninformative links and headings

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