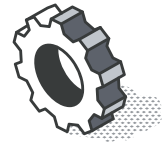


ACCESSIBILITY IN HTML EMAIL

CHEAT SHEET



QUICK TOOLS & ADVICE



Automated Testing Tools

- Use platforms such as Axe, Email on Acid, Lighthouse, or WAVE to scan emails for common accessibility issues.
- Automated checks save time but always pair them with manual reviews.



REAL-WORLD ACCESSIBILITY CHECKS



Even with automation, real-world checks ensure your emails don't exclude or confuse subscribers. These are some key areas to consider:

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| <p>1 Alt Text & Image Descriptions
Provide descriptive alternative text so screen readers can convey image content accurately.</p> <p>2 Semantic Markup
Use meaningful HTML tags so assistive technology can explain content properly. Avoid overusing tables solely for layout if possible.</p> <p>3 Colour Contrast
Ensure text stands out clearly from its background. Aim for WCAG-compliant contrast ratios.</p> | <p>4 Link Text & Buttons
Include descriptive link text and properly formatted buttons. Ensure enough contrast around clickable elements.</p> <p>5 Table Structure
If tables are necessary for layout, verify proper markup (e.g. using header tags correctly if data tables are used)</p> <p>6 Screen Reader Compatibility
Test with real-world screen readers to confirm logical reading order and comprehensive content delivery.</p> |
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USING AN ACCESSIBILITY CHECKER

Tip: Combine automated checks with human reviews to catch subtle issues like unclear language or confusing design.



Regular use of an accessibility checker is strongly recommended. Here's a quick guide:

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| <p>1 Run an Automated Scan
Upload your email's HTML to an accessibility checker and generate a report.</p> <p>2 Review Key Findings
Focus on flagged items (e.g. missing alt text, low colour contrast, or poorly structured HTML).</p> | <p>3 Implement Recommended Fixes
Follow the tool's guidance or consult Mapp's experts for complex issues. Remember, automated tools can't grasp design context, so manual checks remain crucial.</p> <p>4 Re-Test
After making changes, scan again to confirm compliance and improvements</p> |
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PITFALLS OF AUTOMATIC CODE CORRECTIONS



While automated fixes can be helpful, watch out for:

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|---|---|
| <p>1 Overwriting Custom Code
Automatic updates might erase carefully crafted code or inline styles.</p> <p>2 Email Client Compatibility Issues
Many tools optimise for web environments, not email clients like Outlook or Gmail versions.</p> <p>3 False Positives or Negatives
Tools may mislabel issues, especially when dealing with table-based layouts and inline CSS.</p> <p>4 Loss of Design Intent
Automated fixes might strip away branding or design nuances.</p> <p>5 Limited Handling of Nested Tables
Tools often struggle with nested tables, risking broken layouts.</p> | <p>6 Generic Solutions for Alt Text
Auto-generated descriptions can be vague or too wordy, or not relevant confusing users.</p> <p>7 Over-reliance on Automation
"Set-it-and-forget-it" thinking can miss deeper accessibility improvements.</p> <p>8 Potential for Increased Code Size
Additional code or comments can bloat email size, risking clipping in certain clients.</p> <p>9 Lack of Contextual Testing
Real users and screen readers interact differently than automated tools predict.</p> |
|---|---|

MITIGATION STRATEGIES



- Always pair automated checks with **manual reviews**.
- Conduct **thorough cross-client testing** to ensure compatibility.
- Confirm that changes reflect your **branding and message**.
- Use **screen-reader simulations** or real screen-reader testing when possible.

FINAL THOUGHTS



Accessible email design goes beyond meeting standards - it's about offering every subscriber a seamless experience. Strategies like:

- Using **readable fonts** and **high contrast**
- Adding **descriptive ALT text**
- Simplifying layouts

... all help to ensure inclusivity, protect your brand, and broaden your reach, especially with upcoming 2025 legislation in mind.

HOW MAPP CAN HELP

HTML Code Best Practices
Already standard in our new builds.

Accessibility Auditing Service includes:

- The combination of automated tools with human expertise to refine your emails' accessibility.
- Help ensure your content truly resonates with all subscribers.

Let's work together to craft email experiences that are both inclusive and impactful - no matter how your audience engages with your brand.

[LEARN MORE HERE](#) →

