# Top tips for accessible emails

## Provide a concise title of the email

The subject of the title of the email needs to reflect the email’s content.

## Add heading structure

Use clear, formatted headings that are programmatically coded (i.e., built-in heading style) to help screen reader users navigate quickly through the email content to access what’s most important to them. For further details, please see: <https://support.microsoft.com/en-us/office/outlook-use-built-in-headings-styles-and-lists-6e1396e7-e0d0-4b7b-b3ad-9f46cb115c87>.

## Use good colour contrast ratio

Ensure there is good colour contrast ratio between the foreground and background on textual content, images, and graphics (search for an online colour contrast analyser to check this).

## Use legible fonts and formats

Visual display of clean and uncluttered content will aid readability. Use Arial or other plain, sans serif fonts. Avoid using all capital letters, italics or underlines (which should be reserved for links). Break up text in short paragraphs and include double spaces between paragraphs. Use “default” spacing between words. Align text to the left instead of centring or justifying to aid screen magnification users.

## Avoid tables for layout

Tables can be confusing for screen reader users. Content needs to follow a logical reading order and be responsive for accessing it on mobile devices.

## Add alternative text for images

Provide meaningful alternative text (alt text) description for embedded images to describe their purpose. Decorative images should have empty alt text so they can be ignored by screen readers.

## Use meaningful link text

Ensure the link text is concise and describes the content of the link target. Avoid vague link text such as ‘click here’. Provide relevant information about the link destination.

There are further top tips for accessible digital information, online forms and printed information available from the accessible information health and care resources section of the RNIB website at [at link to resources page]