



HEADINGS

AND ACCESSIBILITY



HEADINGS

MAIN FOUNDATION OF A PAGE SO USERS CAN EASILY READ THE CONTENTS OF A PAGE.



HEADING LEVELS HAVE
MEANING



BENEFITS

USERS OF SCREEN READERS & ASSISTIVE TECHNOLOGY



BENEFITS

**SEMANTIC MARKUP & WELL-STRUCTURED HEADINGS
BENEFIT SEO & READERS OF THE SITE.**



A HEADING

CAN BE USED WHERE HEADING CONTENT IS EXPECTED. HEADING CONTENT DEFINES THE HEADER OF A SECTION (WHETHER EXPLICITLY MARKED UP USING SECTIONING CONTENT ELEMENTS OR IMPLIED BY THE HEADING CONTENT ITSELF).

— *The HTML Living Standard, The H1, H2, H3, H4, H5, And H6 Elements*



GOOD

- **ONE <H1> PER PAGE.**
- **USE HEADINGS TO DESCRIBE THE CONTENT BELOW.**
- **DO NOT USE A HEADING JUST TO MAKE TEXT STAND OUT.**
- **USE HEADINGS LIKE A TABLE OF CONTENTS IN A BOOK. HIERARCHICAL.**
- **CHOOSE A HEADING BY CONTEXT, NOT BY HOW YOU'RE GOING TO STYLE IT.**
- **DO NOT AT ANY TIME SKIP A HEADING LEVEL AT ALL.**

The background features a detailed illustration of a scorpion, rendered in a light, sketch-like style. The scorpion is positioned centrally, with its pincers raised and its tail curved. The illustration is overlaid on a dark red background that contains faint, light-colored contour lines and numerical values (e.g., 310, 320, 330, 340, 350, 360, 370, 380, 390, 400) scattered across the scene, suggesting a technical or scientific drawing.

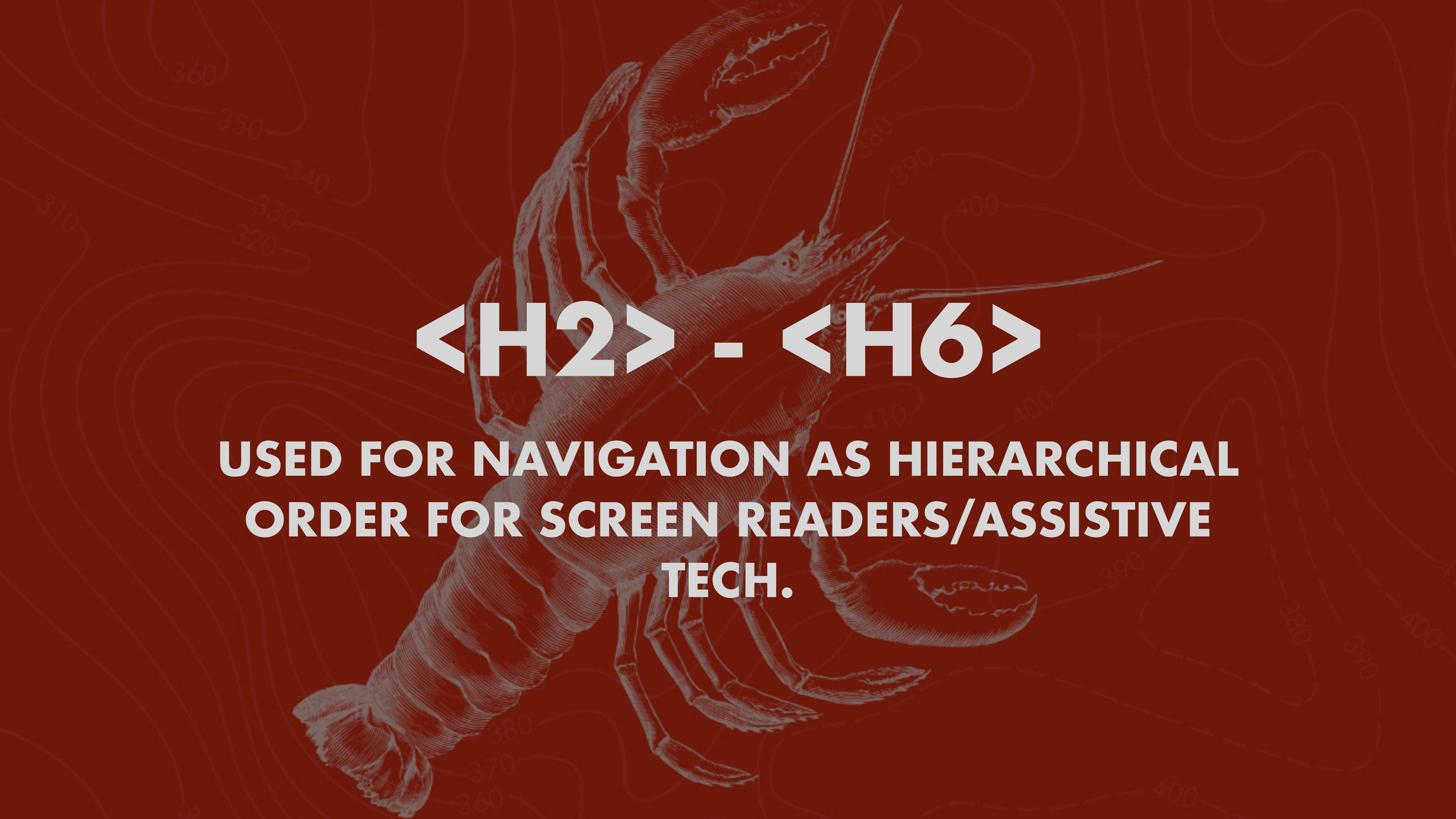
BAD

- USING `<H2>` FOR QUOTES. `<CITE>` OR `<Q>` SHOULD BE USED INSTEAD.
- DON'T USE AN `<H4>` AS THE FIRST PARAGRAPH OF TEXT BECAUSE IT LOOKS LIKE DEFAULT TEXT.
- USING A `<H2>` AS THE "DEFAULT" HEADING FOR EVERY SECTION ON EVERY PAGE.
- MULTIPLE `<H1>` ON A PAGE.
- OMITTING HEADINGS BECAUSE OF A DESIGN.
- LEAVING HEADINGS EMPTY.



<H1>

THE MAIN HEADING

The background features a detailed illustration of a lobster, rendered in a light, sketch-like style. The lobster is positioned diagonally across the frame. Overlaid on this illustration are faint, light-colored contour lines and numerical values, such as 310, 320, 330, 340, 350, 360, 370, 380, 390, and 400, which suggest a topographic or depth map overlay.

<H2> - <H6>

**USED FOR NAVIGATION AS HIERARCHICAL
ORDER FOR SCREEN READERS/ASSISTIVE
TECH.**



HIERARCHICAL

YOU CAN START WITH AN H1

h1: title of article

h2: subheading in the content of the article

h3: subheading of the h2

h4: subheading of the h3

h2: subheading in the content of the article

h2: Related article (the aside section)

h2: Contact us (in the footer)

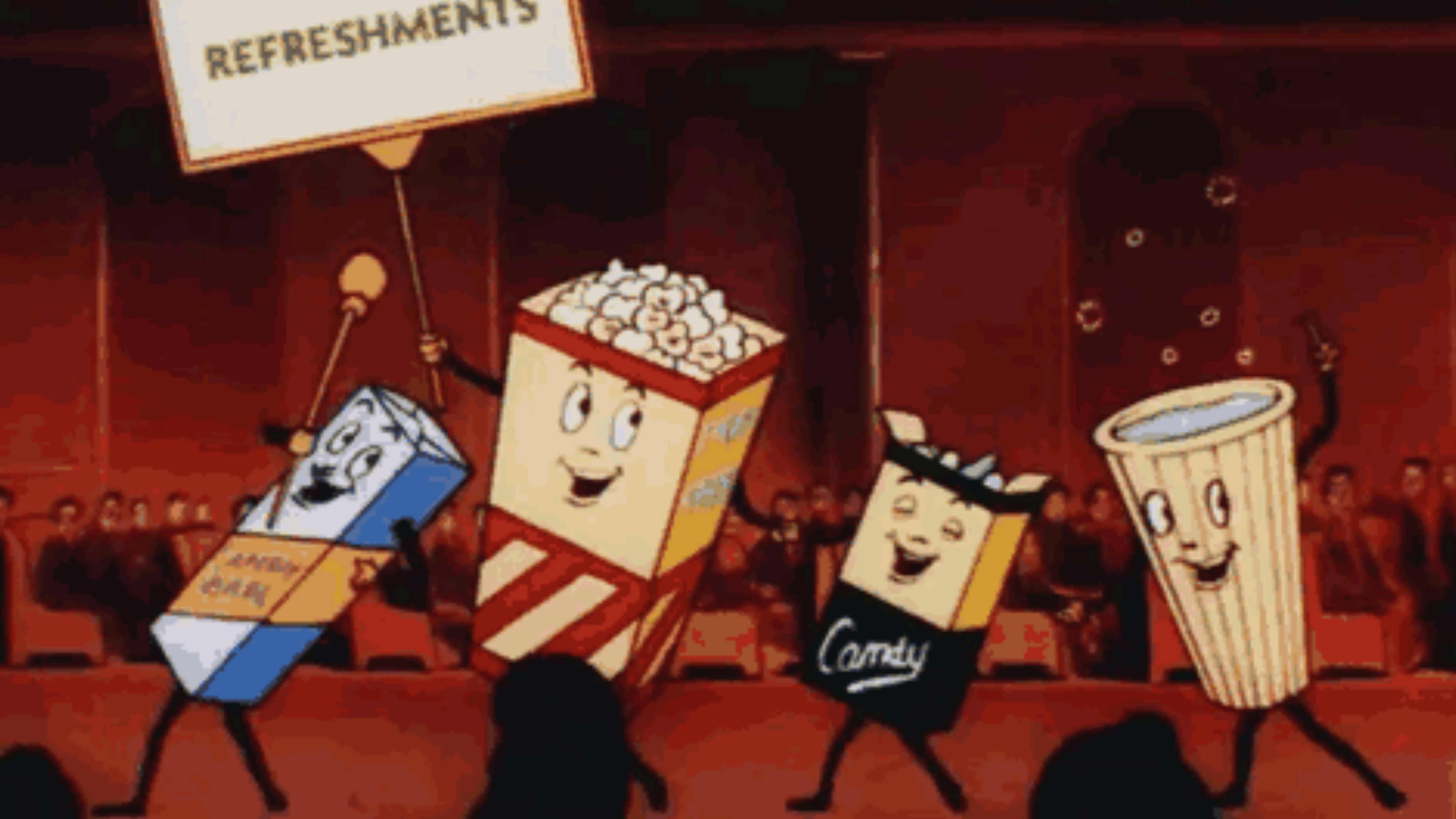
h3: Address (the address information)

h3: Follow us (social media links)

YOU CAN START WITH AN H2

```
h2: main menu
h2: sidebar
    h3: More news
    h3: Testimonials
    h3: About us
h1: title of article
h2: subheading in the content of the article
    h3: subheading of the h2
        h4: subheading of the h3
h2: subheading in the content of the article
h2: Related article (the aside section)
h2: Contact us (in the footer)
    h3: Address (the address information)
    h3: Follow us (social media links)
```

REFRESHMENTS





WCAG GUIDELINES

The background features a detailed, light-colored illustration of a lobster, oriented vertically with its head at the top. The lobster's claws are raised, and its antennae are visible. The illustration is set against a dark red background that is overlaid with a pattern of faint, light-colored contour lines, similar to a topographic map, with numerical values such as 310, 320, 330, 340, 350, 360, 370, 380, 390, and 400 scattered throughout.

1.3.1 INFO & RELATIONSHIPS

INFORMATION, STRUCTURE, AND RELATIONSHIPS CONVEYED THROUGH PRESENTATION CAN BE PROGRAMMATICALLY DETERMINED OR ARE AVAILABLE IN TEXT.

The background features a detailed illustration of a lobster, rendered in a light, sketch-like style. The lobster is positioned diagonally, facing towards the right. Overlaid on this illustration are faint, light-colored contour lines and numerical values (310, 320, 330, 340, 350, 360, 370, 380, 390, 400) that suggest a topographical or depth map, adding a technical or scientific aesthetic to the design.

EXPLAINED

SIGHTED USERS PERCEIVE STRUCTURE AND RELATIONSHIPS THROUGH VISUAL CUES.

BOLD FONTS, BULLETED LIST ITEMS, INDENTED TEXT, SPACES BETWEEN PARAGRAPHS, ETC.

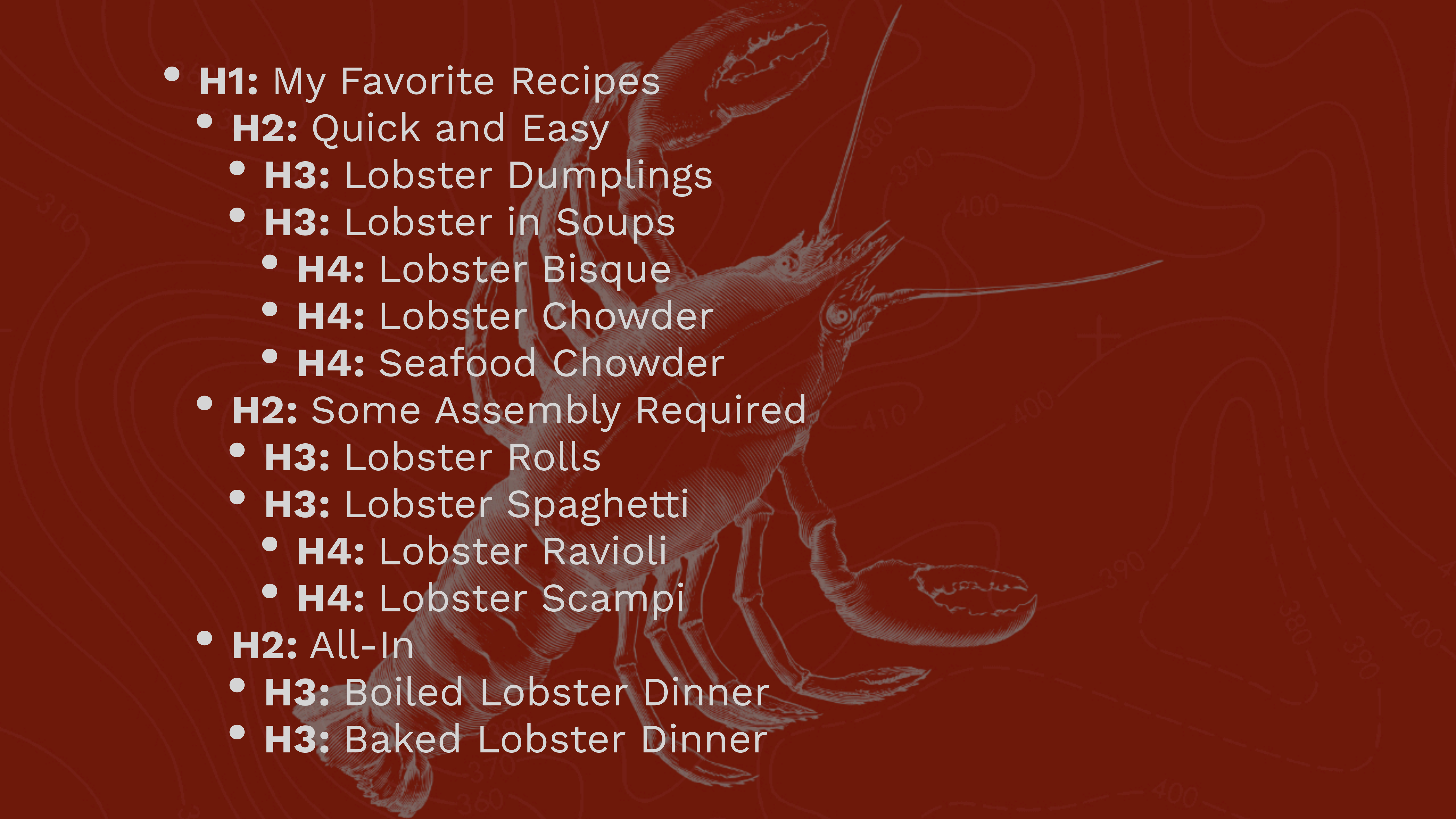


HEADINGS

**GIVE SCREEN READER USERS CUES THROUGH
THE ASSISTIVE TECHNOLOGY TO WHERE THEY
ARE ON A PAGE.**



HEADINGS CREATE AN OUTLINE FOR A PAGE.

- 
- **H1:** My Favorite Recipes
 - **H2:** Quick and Easy
 - **H3:** Lobster Dumplings
 - **H3:** Lobster in Soups
 - **H4:** Lobster Bisque
 - **H4:** Lobster Chowder
 - **H4:** Seafood Chowder
 - **H2:** Some Assembly Required
 - **H3:** Lobster Rolls
 - **H3:** Lobster Spaghetti
 - **H4:** Lobster Ravioli
 - **H4:** Lobster Scampi
 - **H2:** All-In
 - **H3:** Boiled Lobster Dinner
 - **H3:** Baked Lobster Dinner



2.4.1 BYPASS BLOCKS

**A MECHANISM IS AVAILABLE TO BYPASS
BLOCKS OF CONTENT THAT ARE REPEATED
ON MULTIPLE WEB PAGES**



EXAMPLE

SKIP TO CONTENT LINKS



2.4.6 HEADINGS & LABELS

HEADINGS AND LABELS DESCRIBE PURPOSE



HEADINGS DO NOT

NEED TO BE LENGTHY. JUST DESCRIPTIVE.

The background features a detailed illustration of a lobster, rendered in a light, sketch-like style. The lobster is positioned diagonally across the frame, with its head towards the upper right and its tail towards the lower left. The background is a dark red color with a faint, light-colored topographic map overlay, showing contour lines and numerical values such as 310, 320, 330, 340, 350, 360, 370, 380, 390, and 400.

2.4.10 SECTION HEADINGS

**SECTION HEADINGS ARE USED TO ORGANIZE
THE CONTENT**

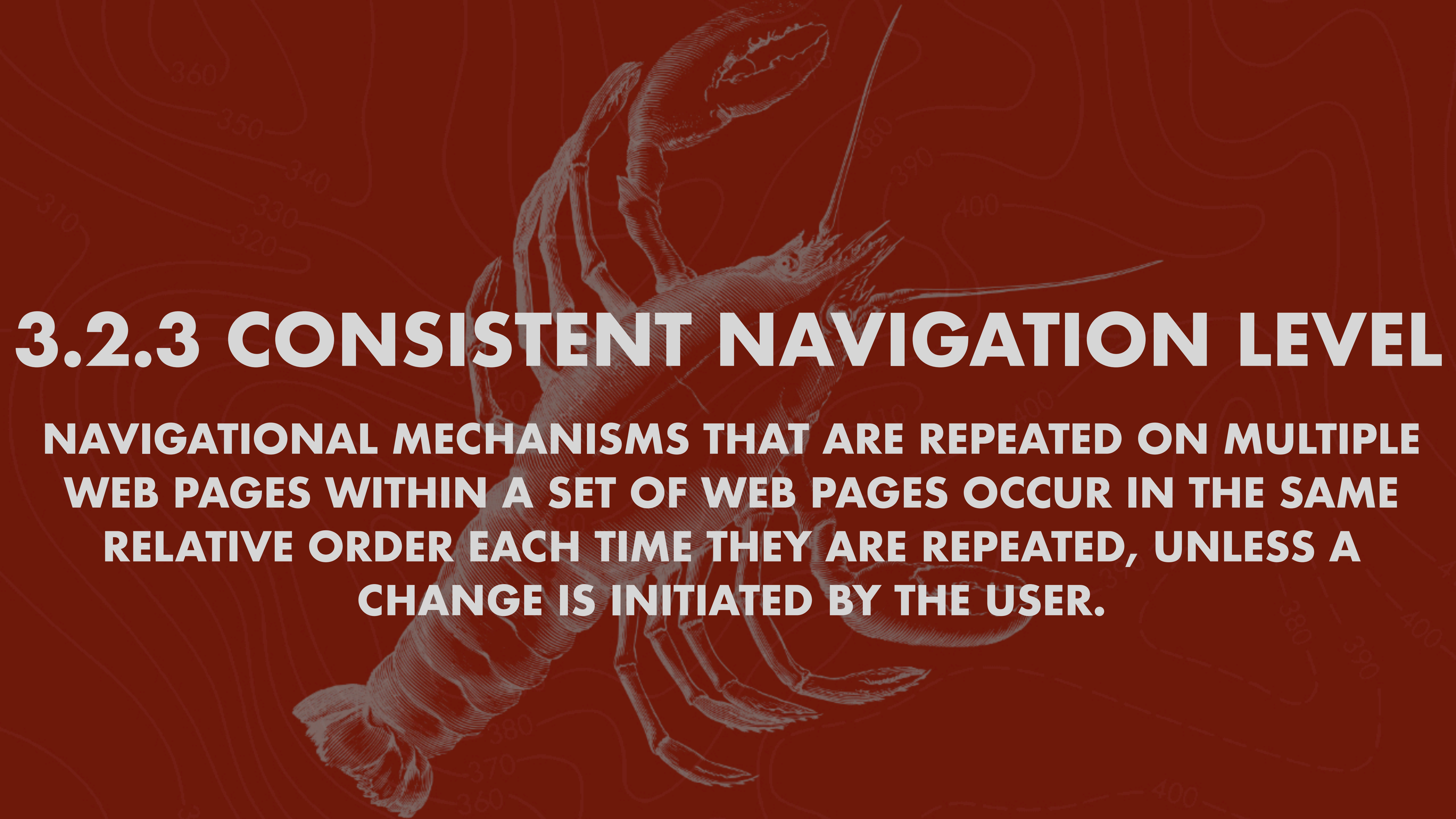


**WE DON'T DO LEVEL
AAA, TODD!**



AIM FOR AAA LEVEL

IT WON'T HURT.

The background features a detailed illustration of a lobster, rendered in a light, sketch-like style. The lobster is positioned diagonally, facing towards the upper right. Overlaid on this illustration are faint, light-colored contour lines and numerical values, such as 310, 320, 330, 340, 350, 360, 370, 380, 390, and 400, which suggest a topographic or depth map overlay. The overall color palette is a muted, earthy brown.

3.2.3 CONSISTENT NAVIGATION LEVEL

NAVIGATIONAL MECHANISMS THAT ARE REPEATED ON MULTIPLE WEB PAGES WITHIN A SET OF WEB PAGES OCCUR IN THE SAME RELATIVE ORDER EACH TIME THEY ARE REPEATED, UNLESS A CHANGE IS INITIATED BY THE USER.




AGAIN...

JUST USE CONSISTENT PRESENTATION AND LAYOUT FOR USERS WHO INTERACT WITH REPEATED CONTENT.

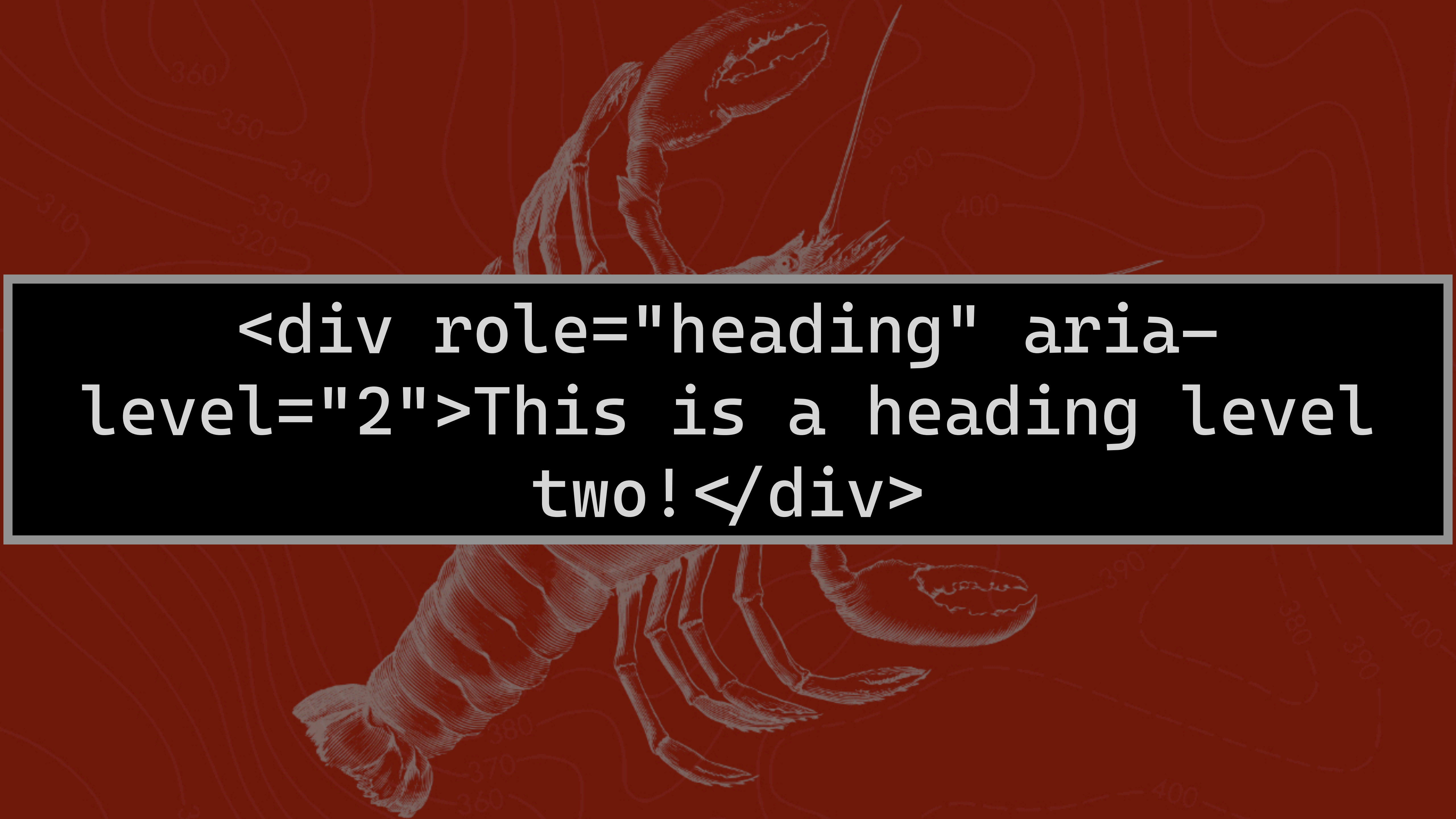


ARIA

YES! YOU CAN USE ARIA!



`role="heading"`
AND
`aria-level`

The background features a detailed illustration of a lobster, rendered in a light, sketch-like style. The lobster is positioned centrally, with its head and claws at the top and its tail at the bottom. The background is a dark red color with a faint, light-colored topographic map overlay, showing contour lines and numerical values such as 310, 320, 330, 340, 350, 360, 370, 380, 390, and 400. The text is displayed in a white, sans-serif font within a black rectangular box that has a thin white border.

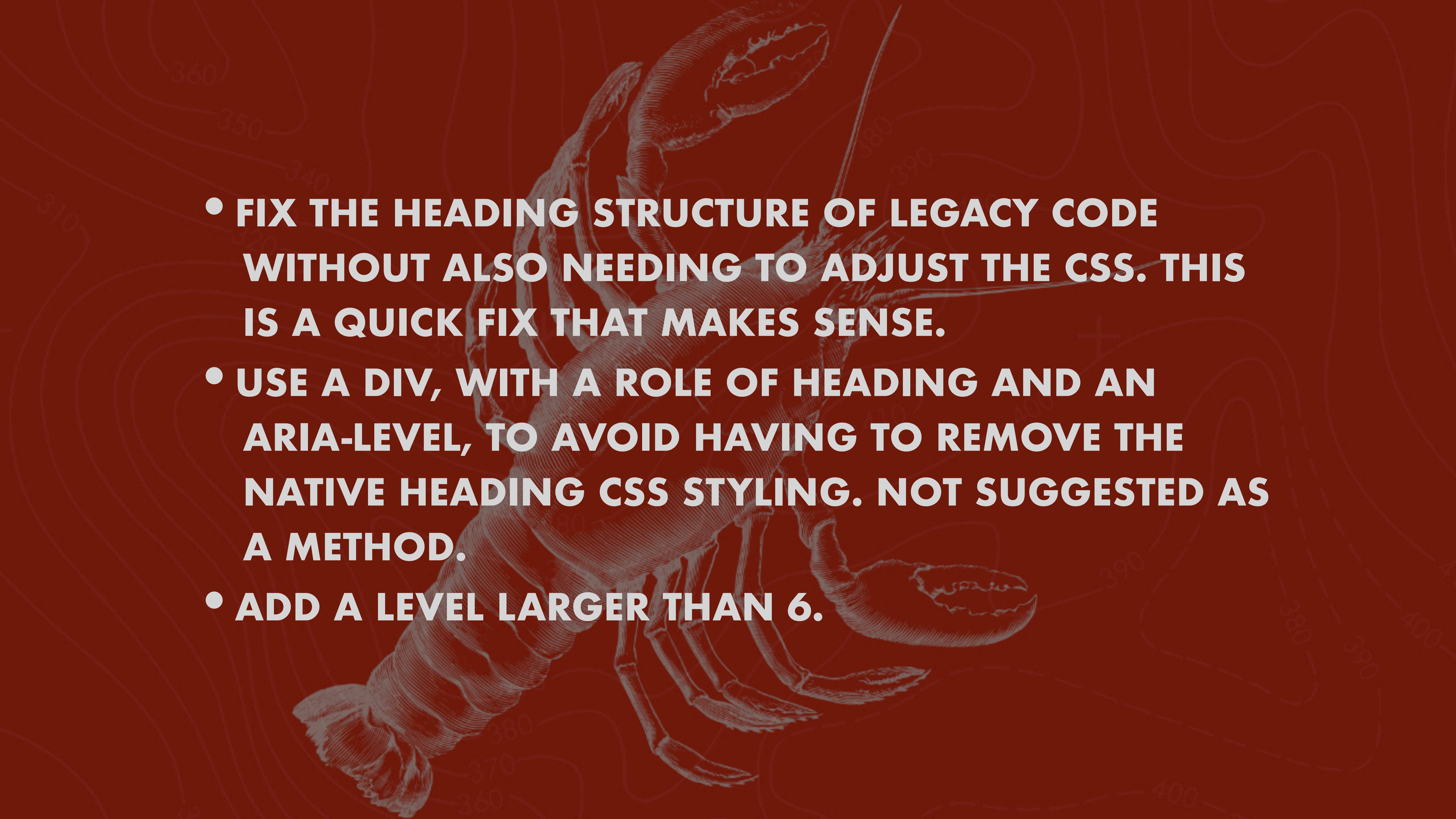
```
<div role="heading" aria-level="2">This is a heading level two! </div>
```




**role="heading" IS WELL-
SUPPORTED BY SCREEN
READERS!**

The image features a central, detailed engraving of a crayfish, oriented horizontally. The crayfish is rendered in a fine-line, etched style, showing its two large pincers (chelae) at the front, its segmented body, and its tail fan at the rear. The background is a solid dark red color, overlaid with a faint, light-colored topographic map. The map consists of irregular contour lines and numerical values such as 310, 320, 330, 340, 350, 360, 370, 380, 390, and 400, suggesting a geographical or elevation context. The overall composition is balanced and visually striking due to the contrast between the white engraving and the red background.

USE CASES

- 
- **FIX THE HEADING STRUCTURE OF LEGACY CODE WITHOUT ALSO NEEDING TO ADJUST THE CSS. THIS IS A QUICK FIX THAT MAKES SENSE.**
 - **USE A DIV, WITH A ROLE OF HEADING AND AN ARIA-LEVEL, TO AVOID HAVING TO REMOVE THE NATIVE HEADING CSS STYLING. NOT SUGGESTED AS A METHOD.**
 - **ADD A LEVEL LARGER THAN 6.**



REMEMBER!

THE FIRST RULE OF ARIA FIGHT CLUB!



DON'T USE ARIA!



DON'T USE ARIA!

UNLESS YOU REALY, REALLY, REALLY, REALLY HAVE TO.

DESIGN

- **TWO <H1>'S - NO. BAD PRACTICE/MEANINGLESS STRUCTURE.**
- **IS THE LOGO A HEADING. PROBABLY NOT. LOGOS ARE REOCCURRING COMPONENTS.**
- **ONE <H1> AND SUBSEQUENT HIERARCHICAL HEADINGS GOOD FOR SEO & A11Y.**
- **DESCRIPTIVE HEADINGS.**
- **DON'T USE ALL CAPS! HARDER TO READ FOR SOME.**
- **DON'T STYLE HEADINGS CHAOTICALLY. USE A DESIGN SYSTEM/HIERARCHICAL FONT SIZES.**

The background features a detailed illustration of a scorpion, rendered in a light, textured style. The scorpion is positioned centrally, with its pincers raised. Overlaid on the scorpion and the entire background are faint, light-colored contour lines and numerical values, such as 310, 320, 330, 340, 350, 360, 370, 380, 390, and 400, which suggest a topographical or technical drawing theme.

DEVELOPMENT

- **GIVE THE CONTENT MANAGER THE OPPORTUNITY TO ADD OR CHANGE A HEADING WHILE ADDING A COMPONENT.**
- **IF A COMPONENT IS ADDED BY THE THEME: CHANGE THE HEADING LEVEL AS NEEDED IN THE CODE.**
- **MOST COMPONENTS HAVE THEIR OWN HEADINGS.**
- **THAT HEADING SHOULD FIT THE STRUCTURE OF THE PAGE.**



SEO

- **SEARCH ENGINES LOVE TEXT, CONTENT, WRITTEN WORD.**
- **SEARCH ENGINES CAN INDEX PAGES BETTER AND FASTER.**
- **HEADINGS ACT AS SIGNPOSTS FOR USERS AND SEO.**
- **HEADINGS DEFINE WHAT PARTS OF CONTENT ARE IMPORTANT.**
- **WELL-STRUCTURED HEADINGS BENEFIT SEO AND THE READER.**



THANKS!