

8 ways to help make your emails align with email accessibility best practices

1 Text and readability

- ☐ Write in plain language and define acronyms or technical terms
- ☐ Use a minimum 14px font size and web-safe fonts throughout.
- ☐ Apply 1.5x line spacing and short paragraph breaks

2 Structure and navigation

- ☐ Use a logical heading hierarchy (H1, H2, H3 where supported by the email platform).
- ☐ Where supported, provide mechanisms that help keyboard and screen reader users navigate content efficiently.
- ☐ Ensure a logical top-to-bottom, left-to-right reading order

3 Links and buttons

- ☐ Use descriptive link text (avoid “click here” or “read more”)
- ☐ Label buttons clearly and size them at least 44x44 pixels
- ☐ Underline links or add icons — never rely on color alone

4 Images and media

- ☐ Add descriptive alt text to every meaningful image
- ☐ Never convey key information through images alone
- ☐ Provide captions, transcripts, and audio descriptions for video

5 Color and contrast

- ☐ Meet a minimum 4.5:1 contrast ratio (3:1 for large text)
- ☐ Pair color with icons or labels to signal status or errors
- ☐ Test rendering in both light and dark mode across major clients

6 Keyboard and assistive tech

- ☐ Make every interactive element keyboard-navigable (Tab, Enter, Space)
- ☐ Test with screen readers (NVDA, VoiceOver, JAWS)
- ☐ Avoid custom scripts that break standard keyboard behavior

7 Responsive and mobile-friendly design

- ☐ Build responsive layouts that adapt to any screen size
- ☐ Avoid fixed-height designs that clip content or force scrolling
- ☐ Space touch targets appropriately to prevent accidental taps

8 Time-based and flashing content

- ☐ Avoid animations flashing more than three times per second
- ☐ Let users pause, stop, or extend timed or interactive elements
- ☐ Skip auto-advancing carousels unless they are user-controlled

Make every email accessible by design

Adestra helps you design, code, and send emails that meet EAA and WCAG standards — so every subscriber gets the message, every time.

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