

Checklist for Creating Accessible Emails

ID	1.0 Email Layout and Formatting Requirement	Pass	Fail	N/A
1.1	Is the body of the email typed using plain text using a minimum of 12 point font?			
1.2	Have headings in the email been formatted using Style elements?			
1.3	Does the email refrain from using flashing/flickering text and/or animated text?			
1.4	If color is used to emphasize the importance of selected text, is there an alternate method?			
1.5	Is the Bullet style being used as opposed to manually typed characters (e.g. Hyphens)?			
1.6	If a table is used for presentation, does the email make sense if read in a linear fashion? (upper left hand to lower right hand cell)			
1.7	Do all attachments meet USDA acceptance checklists for accessible documents?			
1.8	Do all URL's contain the correct hyperlink and display the fully qualified URL (i.e., http://www.usda.gov and not www.usda.gov)?			
1.9	Before providing links to surveys, have they been checked to see if the surveys were tested for accessibility?			

ID	2.0 Email Images Requirement	Pass	Fail	N/A
2.1	Do all images, grouped images and non-text elements that convey information have alternative text descriptions?			
2.2	Do complex images (i.e., charts and graphs) have descriptive text immediately after the image?			
2.3	Is the email free of background images or watermarks?			
2.6	Have all multi-layered objects been flattened into one image and use one Alternative Text (Alt Tag) for this image?			
2.7	Is the email free of images embedded in Tables?			

Note: (Embedded images should be avoided as these are seen as attachments and can be confusing for users who are blind. It would be suggested to make these attachments and provide appropriate alternative text.