The basic elements of web accessible content include:

- **Headings**
  Headings must be used in a logical order and without skipping headings

- **Typography**
  Fonts and font sets should contain visual clarity and hierarchy by use of font type, size, color, weight, and other accessible styles

- **Images**
  Images should use accurate descriptions and have proper clarity and contrast where needed

- **Tabular Data**
  Tables must be structures properly for tabular data ONLY and should always use header columns and rows. NO using tables for layout.

- **Lists**
  Use proper list elements and visually differentiate sub-list elements

- **Buttons & Links**
  Make sure button and link text are clearly defined including specific actions like “Opens in new window”; Don’t use vague language like “click here”

- **Documents**
  Documents should use all of the same rules that apply to the web and should be tested and exported as accessible PDFs

- **Forms**
  Form should be visually consistent with labeled elements, proper contrast, appropriate validation, and divided into sections, where applicable.

- **Audio/Video**
  Audio should include accurate transcripts; Video should include accurate captioning with additional transcripts, when needing further explanation