1. Image description (alt text) on images
   - "What would you *tell* someone if you could not *show* the image?"
2. Headings
   - Are important! Don't fake them with bold text or changing the font size.
3. Link text
   - Link text should make sense on its own. "click here" = fail.
4. Color
   - Do not rely on color alone to establish meaning, importance, or design.
5. Convert documents to web pages
   - Create a webpage within the CMS instead of just posting a PDF, DOC, etc.
6. Color contrast
   - Color contrast needs to be greater than 4.5 to 1