# Transcript for How to write accessible headings and labels - AbilityNet training snippet

Voiceover:

This video is a snippet from AbilityNet's accessibility for copywriters training course. Accessibility consultant Jack Baker explains how to write descriptive headings and labels.

Jack Baker:

Headings and labels and this is essentially saying that we want our headings and labels to be as descriptive as possible. So, we want to ensure that our headings are descriptive to  help users navigate the website so for example you want to avoid any sort of vague headings such as you know section one for example and also that our labels are descriptive to help users identify and understand how to use the components on the website so we want to make sure you know any form field labels explain how to complete that field. So for example, using date of birth you know DDMMYY as the label instead of you know when were you born you know it doesn't really give us or tell us exactly what is required to be input. So this is really helpful for well everyone, but in particular, it's beneficial for people who have difficulty reading or problems with short-term memory. So for example, headings make it clear what each section contains, and labels give users confidence in knowing what they're being asked to  do. Headings can be meaningful out of context for screen reader users. So screen readers can actually navigate pages heading by heading just as I mentioned with the links, they can also bring up a list of headings or they can just navigate heading by heading on the page and that's just to get a feel for you know what's on the page but also more so they can locate the section that they're interested in. So descriptive headings can be really useful for low vision users but also for cognitive views as well, but also for those who use  magnification software who may only see a few words at a time so if you've got a descriptive heading that'll help them to  better narrow down their search on the page. So again just a brief example. Let's Zoom back out. So again, we can you know obviously see these headings here which you know is what we all do it helps us to better scan the content of a page. So you again you want to make sure they're descriptive which helps everyone but also screen reader users can navigate heading by heading so again that's their sort of form of skimming a  page and you want to make sure they're descriptive so they can also understand what's on the page.

Voiceover:

Learn more about accessible copywriting with AbilityNet's training [Music]