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Email on Acid: 9 Steps You Must Take to Create an Accessible Email [1]

December 17, 2018 by Melanie Jones [2]

In October 2018, the World Health Organization calculated that approximately 1.3 billion people worldwide live with a visual impairment. That's a lot of potential email subscribers, if you think about it.

There are also countless people facing temporary disabilities, such as a broken hand, hospital stay, or surgery recovery. They may be using assistive technology to navigate their devices or email, as well.

Recently, we (Email on Acid) conducted a poll on our website asking visitors whether accessibility is a part of their email strategy. Interestingly, more than 70% of respondents said they are actively looking at making their emails more accessible.

So, if you're ready to join the accessibility bandwagon, where do you start? In this post, we'll break down some of the crucial pieces of code that make your emails accessible.

Where to Start? [3]

eComm upgrade [4], UAT [5], testing [6], user acceptance testing [7]
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