Nutrition and Aging
Resource Center

Basic Tips on Web Design for an Older Adult Audience

If you're a service provider, you should have a website that is accessible to the population you're serving. Some older adults may have specific online accessibility needs that are easy to address – in fact, many of these suggestions enhance readability for all users. Here are some tips and best practices that don't require an advanced web design background:

- Use **larger font size and clear, easy-to-read fonts**. Your website text should be at least 14-point. Some examples of fonts you might use include Arial, Calibri, Verdana, and Tahoma.
- Ensure that your website has **clear color contrast** between the text and the background of the page.
- Keep your website **streamlined and focused**. Using too many cluttered design elements will just make your site confusing.
- **Break down your information** into shorter paragraphs and bullet points.
- **Caption your videos** and/or provide transcripts.
- Provide **image descriptions and captions**; when you're adding images, you should also add "**alt text**" so that visitors with low vision using screen readers can still get the image's context.
- Use a **different color** and <u>underlining</u> **for links** to other pages within the text of the website to ensure they are obvious. Do not underline anything that is not a link.
- Make **buttons and other linked items large enough** to click on.
- Make sure your site is **mobile-friendly**. Many people will use tablets or phones to access your site.

Links for further reading:

- Level Access, "Ensuring Web Accessibility for Older Adults"
- National Institute on Aging, "Making Your Website Senior Friendly"
- U.S. General Services Administration (GSA), Section508.gov