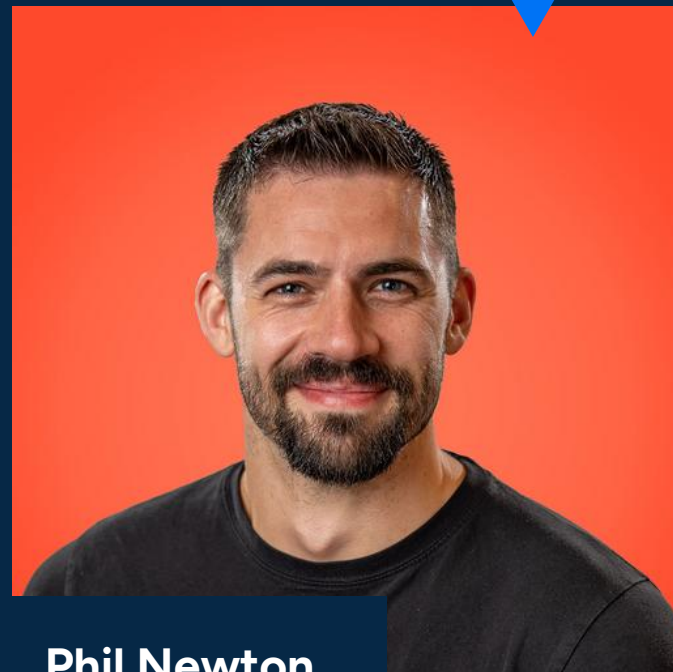# Email accessibility.

How (and why) G2 is building better emails for everyone.

Phil Newton - Senior Email Experience Manager @ G2

A little bit about me...

- I'm from Liverpool, UK
- I've been working in digital marketing for just under 10 years
- 4 years in a digital marketing agency
- Helped to build 2 financial services startups
- Have been working at G2 for 4 years

Phil Newton
Senior Email Experience Manager @ G2

The European Accessibility Act

Effective: June 28, 2025

You are all excluding people from your emails...and you don't even know it

> **Email accessibility means making sure that everyone can read, understand, and interact with your message, including people with disabilities and those who use assistive devices.**

- Litmus 2025 Guide to Creating Accessible Emails

> **Across the ecosystem, accessibility failures are systemic, widespread, and largely preventable.**
>
> **After analyzing 443,585 emails collected over the past year, we found that 99.89% contain accessibility issues rated "Serious" or "Critical."** Only 21 emails passed all automated accessibility checks...

-Email Markup Consortium's Accessibility Report 2025

How many Europeans live with a disability?

27% of over-16's surveyed in the EU had some form of disability

1 in 4 adults have a disability in the EU

101M people in the EU live with a disability

Scope of disabilities that affect email engagement

30M people in the EU experience some sort of sight loss (source: euroblind.org)

31M people have colour blindness (source: colourblindawareness.org)

20M people have intellectual disabilities in the EU (source: inclusion.eu)

25-60M people in Europe are affected by dyslexia (source: linkedin.com)

1M+ people have situational or temporary disabilities (source: who.int)

Why does this matter from a business perspective?

You're **leaving money on the table** if your emails aren't accessible

1. Marketplace potential

People with disabilities represent a combined disposable income of **$2.6 Trillion** in North America & Europe - with **$1.3 Trillion** in the EU & UK alone.

Source: Global Economics of Disability Report, 2024

2. Audience expansion

Enabling more users with the ability to understand & engage with your emails **expands your audience** - and this **builds brand trust and loyalty.**

3. Avoid legal issues

In the US, over **4,000 lawsuits** were filed in state and federal courts in 2024 for breaching the American Disability Act.

Source: accessibility.works

Overview   Highest Rated   Easiest To Use   Free   Resources

Home › Web Accessibility Software › Digital Accessibility Tools

Best Digital Accessibility Tools

What is Digital Accessibility Tools ?

Researched and written by Shaun Bishop

Digital accessibility tools offer solutions that target specific steps in the digital accessibility process to ensure that those with disabilities are able to properly access and use websites and web applications.

For those with disabilities, internet usage may have to be facilitated with other assistive technology which is where digital accessibility tools play a significant role. These tools may be standalone products or plug-ins. Some of these tools are used by development and design teams to monitor websites or perform audits for measurable accessibility metrics. Other tools include screen readers and text readers, which are intended for use by users themselves and assist them in modifying or facilitating their website experience in real time.

This category includes tools that provide specific accessibility functionality, as opposed to providing all the components involved with digital accessibility, which can be found in the Digital Accessibility Platforms category.

To qualify for inclusion in the Digital Accessibility Tools category, a product must:

❯ Be a standalone product or plug-in that offers tools to address specific steps in the digital accessibility process, such as accessibility testing, accessibility automatic error fixing, user experience for disabled visitors, etc.

Show Less ▲

Best Digital Accessibility Tools At A Glance

Leader:	Highest Performer:	Easiest to Use:	Best Free Software:	Top Trending:
✔ accessiBe	◼ Equally.ai	✔ accessiBe	✔ accessiBe	∪ UserWay

G2 takes pride in showing unbiased reviews on user satisfaction in our ratings and reports. We do not allow paid placements in any of our ratings, rankings, or reports. Learn about our scoring methodologies.

Segment ▾   Rating ▾   Language ▾   Pricing ▾   No filters applied

60 Listings in Digital Accessibility Tools Available   Sort By: **G2 Score** ▾

Accessibility isn't just about compliance and revenue - it's about connection. The EAA makes it urgent, **empathy makes it essential.**

What is WCAG?

➤ The main standard for email accessibility is **Web Content Accessibility Guidelines (WCAG).**

➤ Developed by the World Wide Web Consortium (W3C) under its Web Accessibility Initiative (WAI), and is updated to incorporate new accessibility considerations.

➤ There are three levels of conformance:

   ➤ **Level A (lowest):** the minimum level of accessibility.

   ➤ **Level AA (mid-range):** includes all Level A requirements and more. Many organisations aim to meet this level.

   ➤ **Level AAA (highest):** includes all Level A, AA, and additional AAA requirements.

US / ADA 🇺🇸   EU / EAA 🇪🇺   CA / ACA 🇨🇦

WCAG
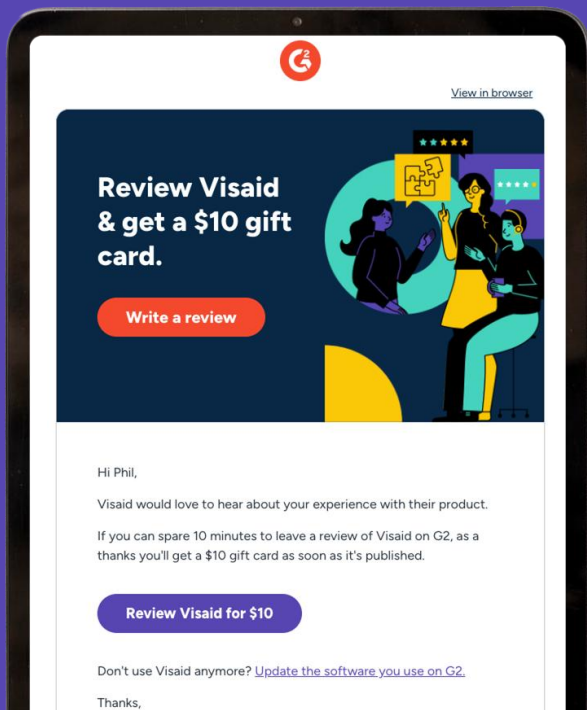Web content accessibility Guidelines
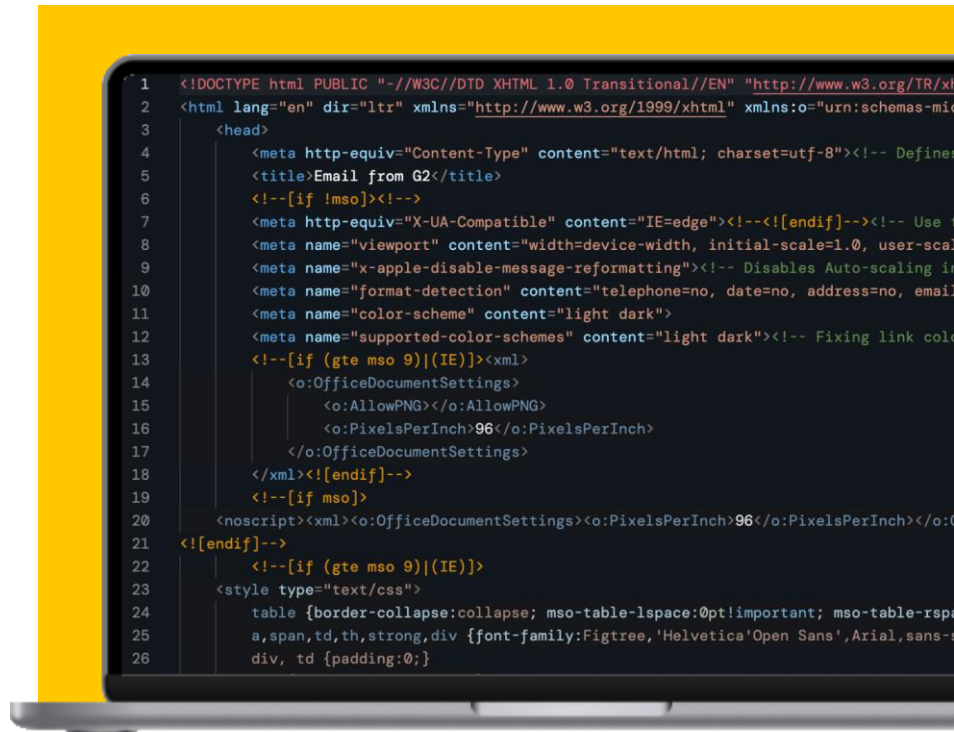
Level A
Minimum

Level AA
Recommended

Level AAA
Highest

2 key elements for good accessibility

Content & visual design

Accessible code

Level AA key content & visual design considerations

1 **Colour contrast ratio** must be at least **4.5:1** for normal text, or **3:1** for large text

2 Use **descriptive link text** with **visual identifiers**

3 **Plain, direct language** in digestible sentences

4 **Left-align** text blocks, and do not justify

5 Use a minimum font size of **16px**

6 Use **appropriate alt text** for image type

G2's accessibility
content & visual design
audit summary

Audit the objective elements first

Contrast ratio must be at least **4.5:1 or 3:1** for large text

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product. If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Click here to update the software you use on G2.

Thanks,

The G2 Team

Audit the **objective** elements first

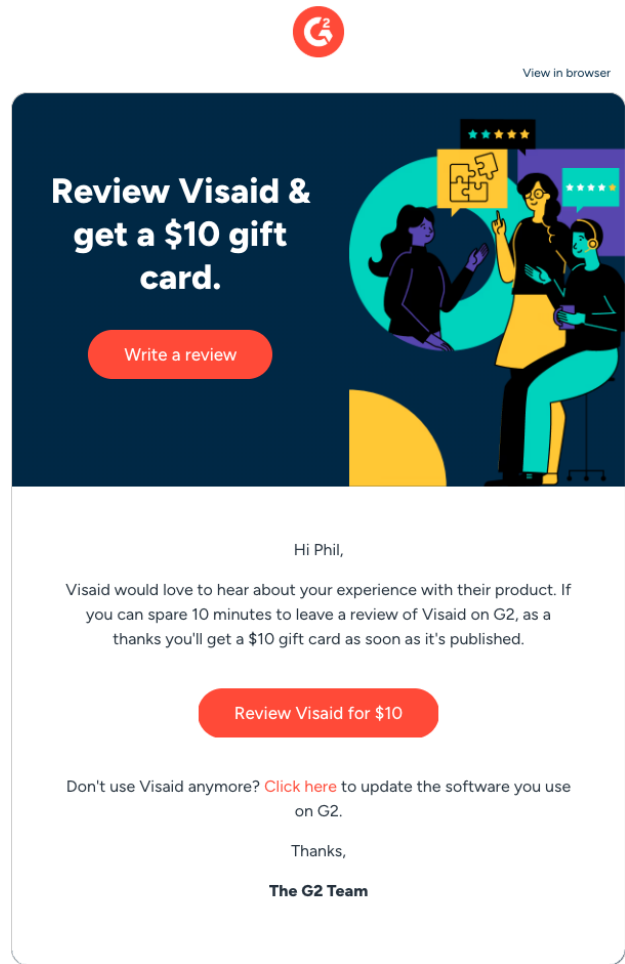Contrast ratio must be at least 4.5:1 or 3:1 for large text

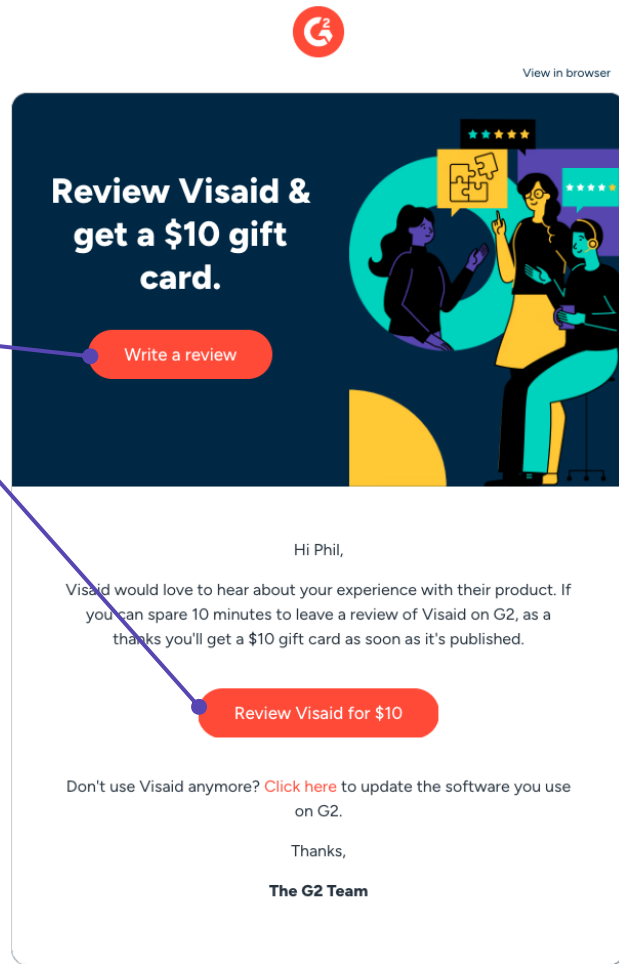Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

"Rorange" CTA colour contrast: 3.36:1

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product. If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Click here to update the software you use on G2.

Thanks,

The G2 Team

Audit the **objective** elements first

Contrast ratio must be at least 4.5:1 or 3:1 for large text

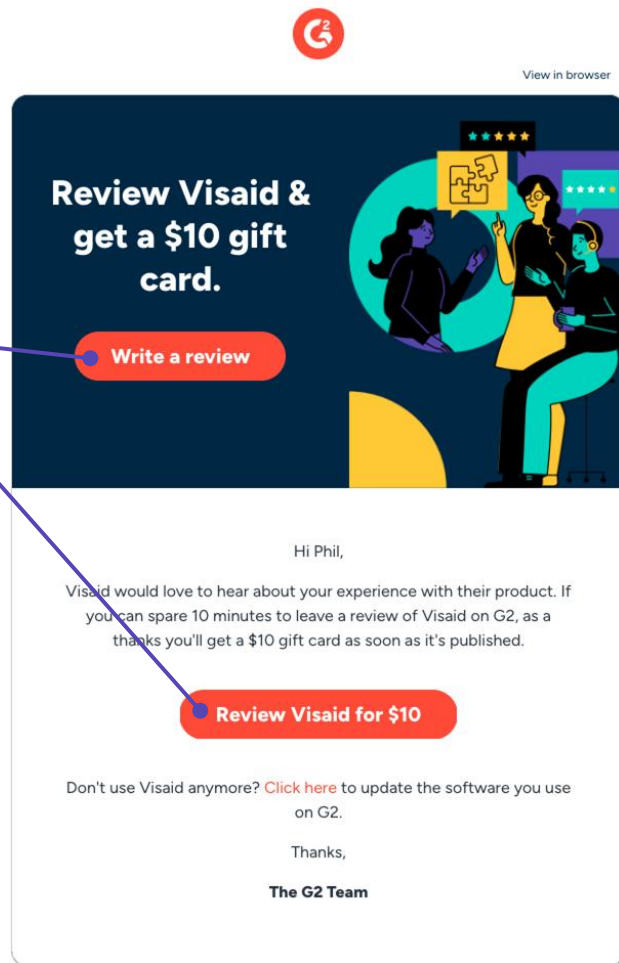Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

"Rorange" CTA colour contrast: 3.36:1

Audit the **objective** elements first

Contrast ratio must be at least 4.5:1 or 3:1 for large text

Descriptive link text with visual identifiers
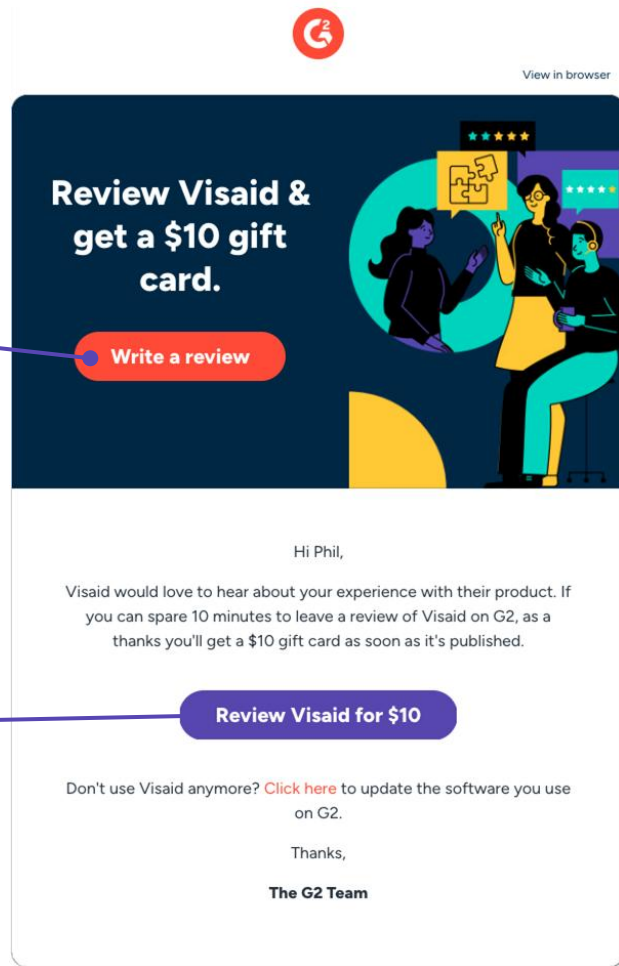
Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

"Rorange" CTA colour contrast: **3.36:1**

Purple CTA colour contrast: **7.26:1**

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product. If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Click here to update the software you use on G2.

Thanks,

The G2 Team

Audit the objective elements first

Contrast ratio must be at least **4.5:1 or 3:1** for large text

Descriptive link text with visual identifiers
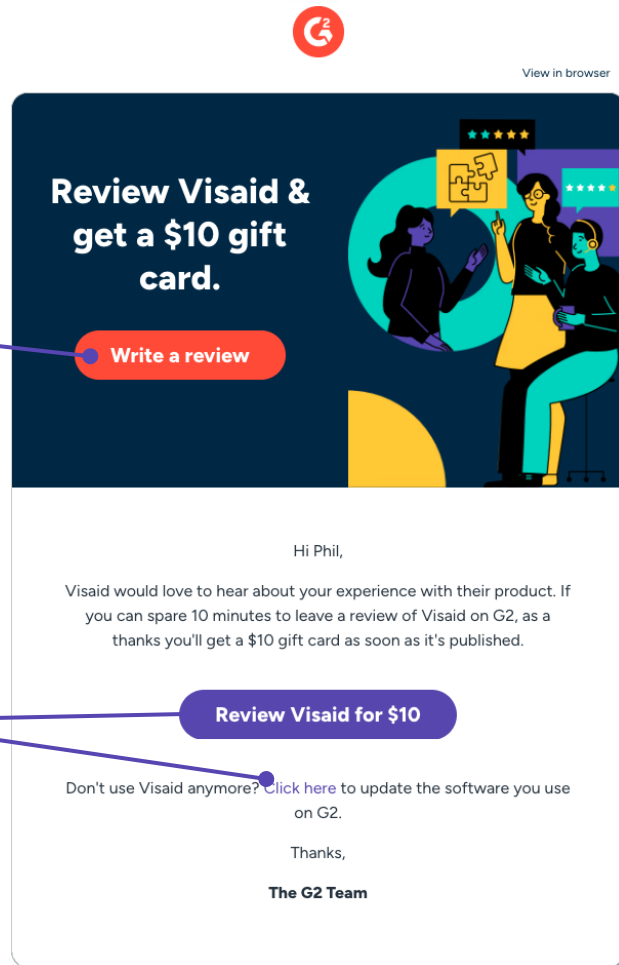
Left-aligned text blocks - not justified
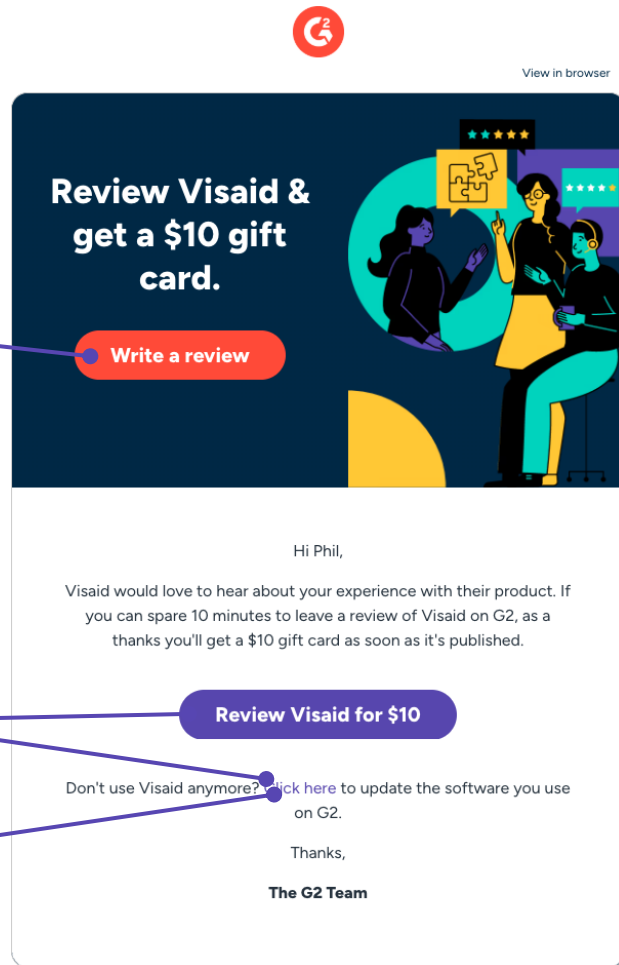
Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

"Rorange" CTA colour contrast: **3.36:1**

Purple CTA & link text colour contrast: **7.26:1**

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product. If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Click here to update the software you use on G2.

Thanks,

The G2 Team

Audit the **objective** elements first

Contrast ratio must be at least **4.5:1 or 3:1** for large text

Descriptive link text with visual identifiers

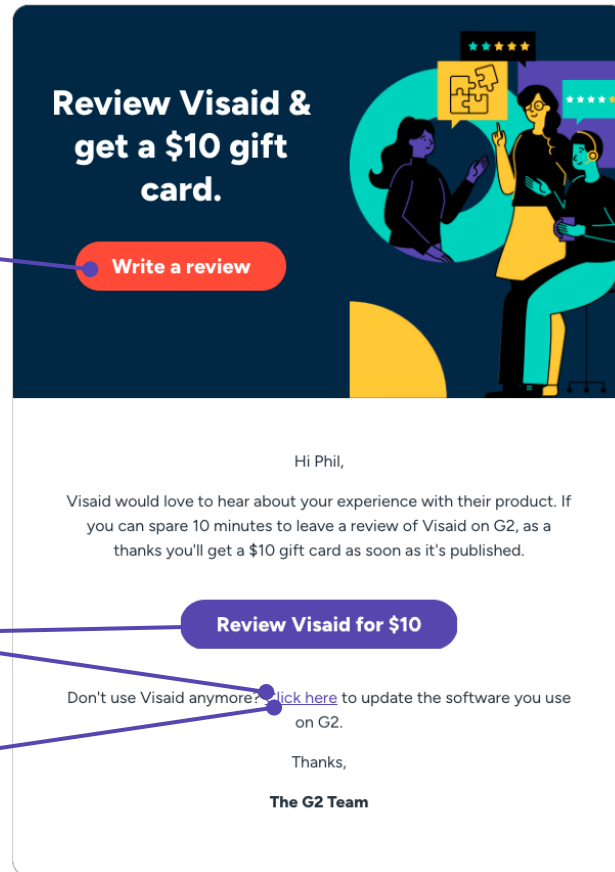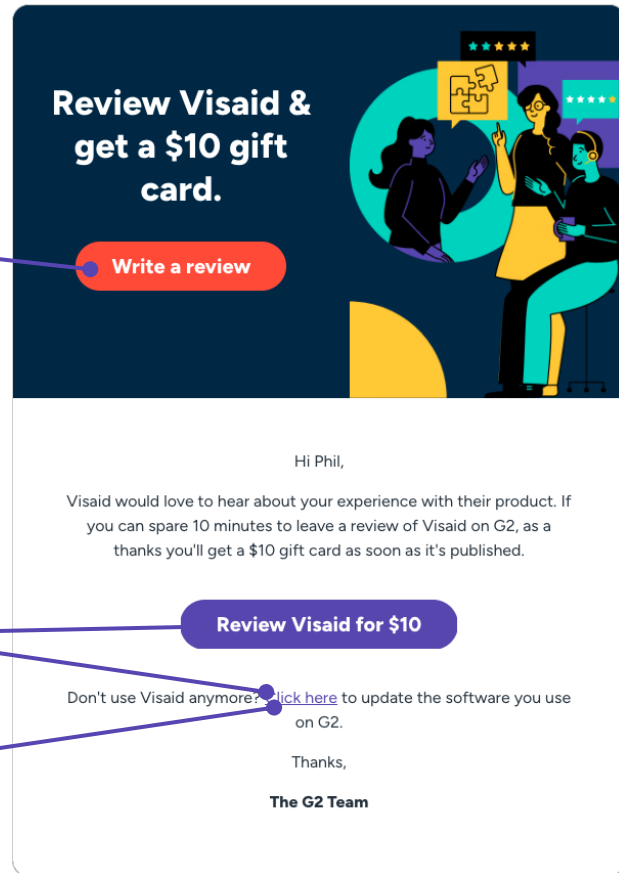Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

"Rorange" CTA colour contrast: **3.36:1**

Purple CTA & link text colour contrast: **7.26:1**

No visual IDs

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product. If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Click here to update the software you use on G2.

Thanks,

The G2 Team

Audit the objective elements first

Contrast ratio must be at least **4.5:1 or 3:1 for large text**

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified
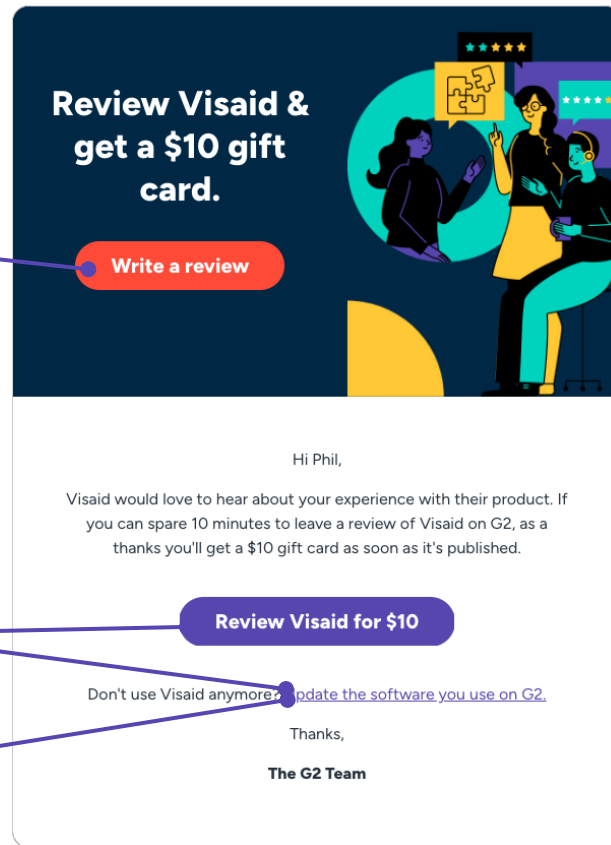
Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

"Rorange" CTA colour contrast: **3.36:1**

Purple CTA & link text colour contrast: **7.26:1**

Visual IDs

Audit the objective elements first

Contrast ratio must be at least **4.5:1 or 3:1** for large text

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

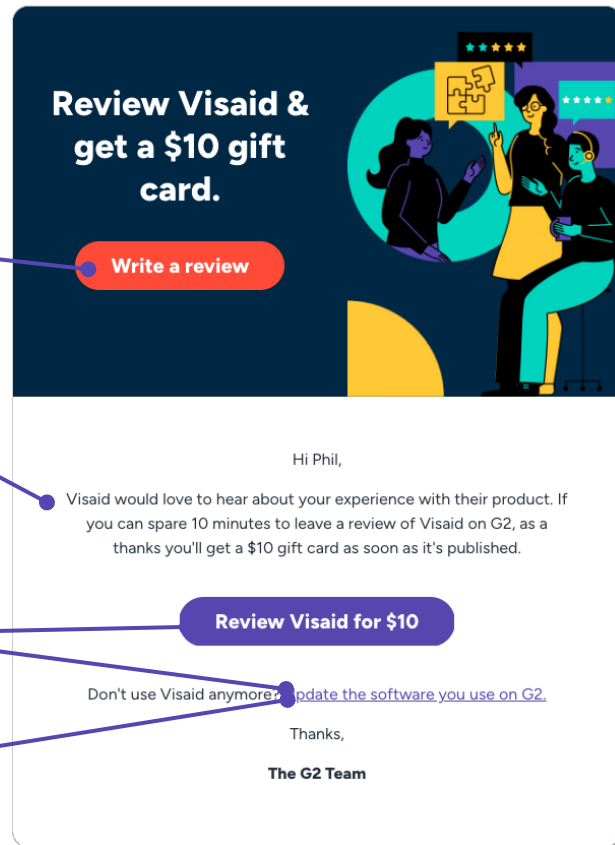Plain, direct language in digestible sentences

Appropriate alt text for image type

"Rorange" CTA colour contrast: **3.36:1**

Purple CTA & link text colour contrast: **7.26:1**

Visual IDs with non-descriptive link text

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product. If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Click here to update the software you use on G2.

Thanks,

The G2 Team

Audit the **objective** elements first

Contrast ratio must be at least **4.5:1 or 3:1** for large text

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

"Rorange" CTA colour contrast: **3.36:1**

Purple CTA & link text colour contrast: **7.26:1**

Visual IDs with **descriptive** link text

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product. If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Update the software you use on G2.

Thanks,

The G2 Team

Audit the objective elements first

Contrast ratio must be at least **4.5:1 or 3:1** for large text

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences
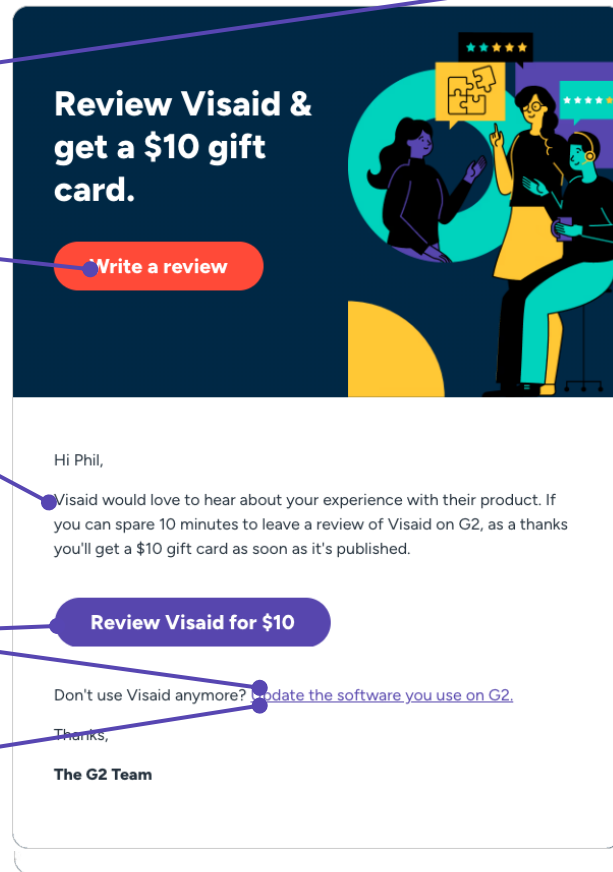
Appropriate alt text for image type

"Rorange" CTA colour contrast: **3.36:1**

Centre-aligned text

Purple CTA & link text colour contrast: **7.26:1**

Visual IDs with **descriptive** link text

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product. If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Update the software you use on G2.

Thanks,

The G2 Team

Audit the objective elements first

Contrast ratio must be at least **4.5:1 or 3:1** for large text

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences

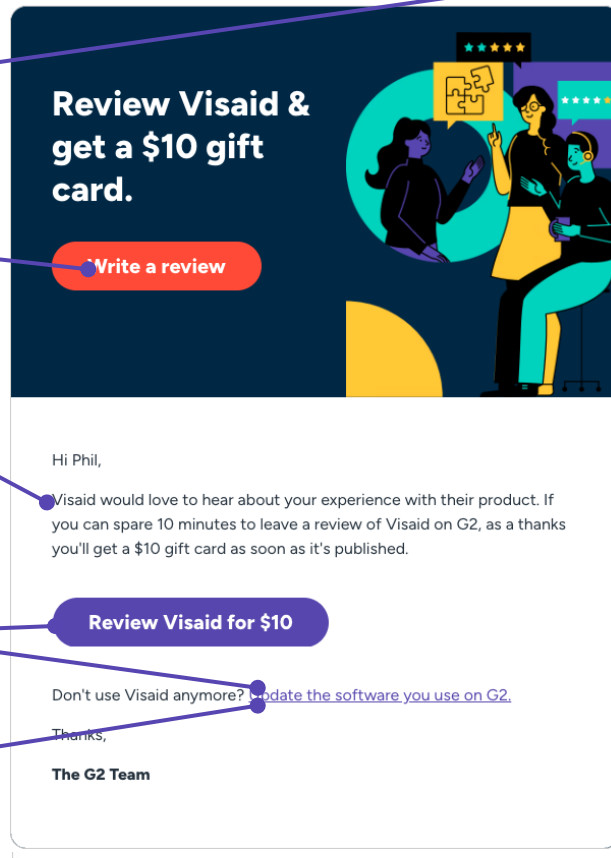Appropriate alt text for image type

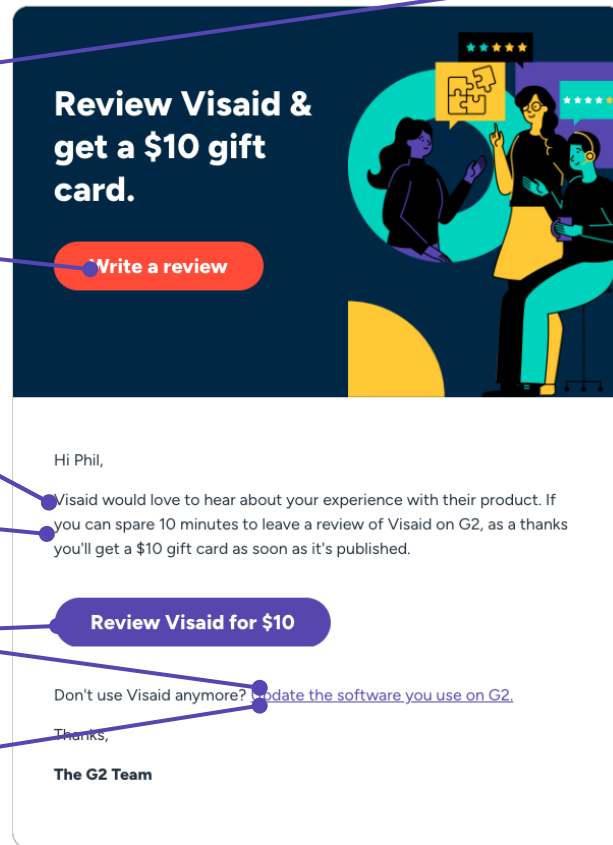"Rorange" CTA colour contrast: **3.36:1**

Left-aligned text

Purple CTA & link text colour contrast: **7.26:1**

Visual IDs with **descriptive** link text

G2

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product. If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Update the software you use on G2.

Thanks,

The G2 Team

Audit the **objective** elements first

Contrast ratio must be at least **4.5:1 or 3:1** for large text

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences
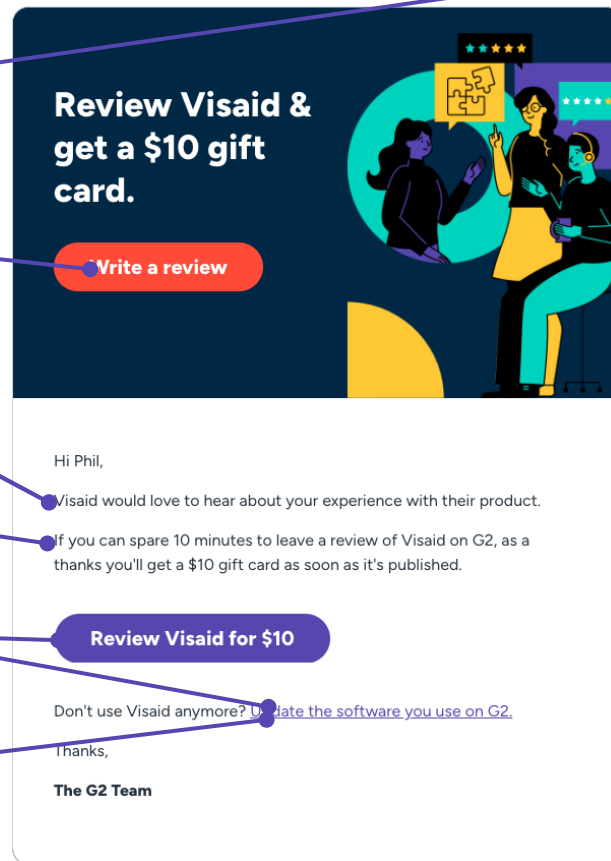
Appropriate alt text for image type

Font size too small at 12px

"Rorange" CTA colour contrast: 3.36:1

Left-aligned text

Purple CTA & link text colour contrast: **7.26:1**

Visual IDs with **descriptive** link text

View in browser

Review Visaid & get a $10 gift card.

`Write a review`

Hi Phil,

Visaid would love to hear about your experience with their product. If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Update the software you use on G2.

Thanks,

The G2 Team

Audit the **objective** elements first

Contrast ratio must be at least **4.5:1 or 3:1** for large text

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

Font size **16px minimum**

"Rorange" CTA colour contrast: 3.36:1

Left-aligned text

Purple CTA & link text colour contrast: **7.26:1**

Visual IDs with **descriptive** link text

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product. If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Update the software you use on G2.

Thanks,

The G2 Team

Move to the **subjective** elements

Contrast ratio must be at least **4.5:1 or 3:1** for large text

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified
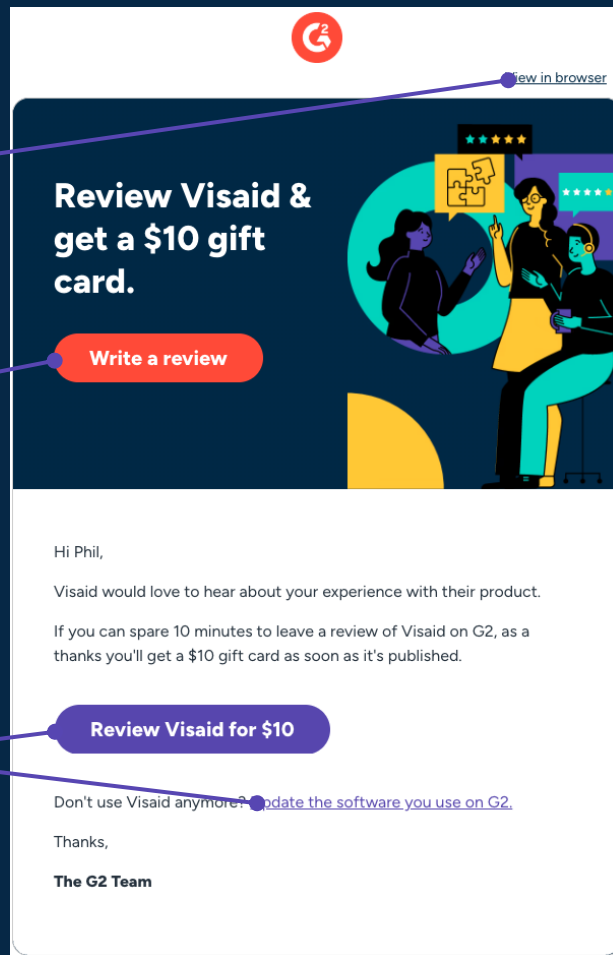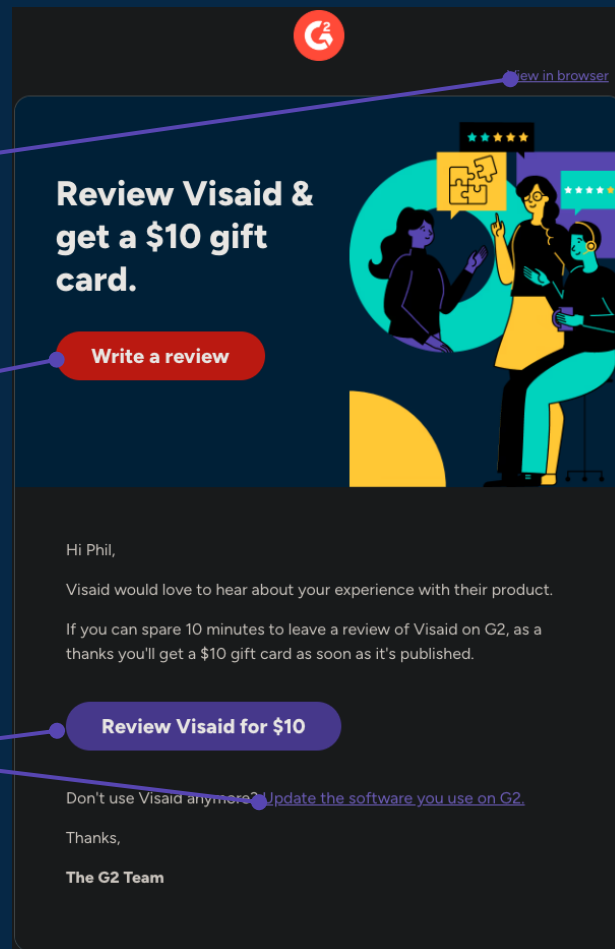
Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

Font size **16px minimum**

"Rorange" CTA colour contrast: **3.36:1**

Left-aligned text

Flesch Kincaid Calculator score: **70**

Purple CTA & link text colour contrast: **7.26:1**

Visual IDs with **descriptive** link text

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product. If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Update the software you use on G2.

Thanks,

The G2 Team

Move to the subjective elements

Contrast ratio must be at least 4.5:1 or 3:1 for large text

Descriptive link text with visual identifiers

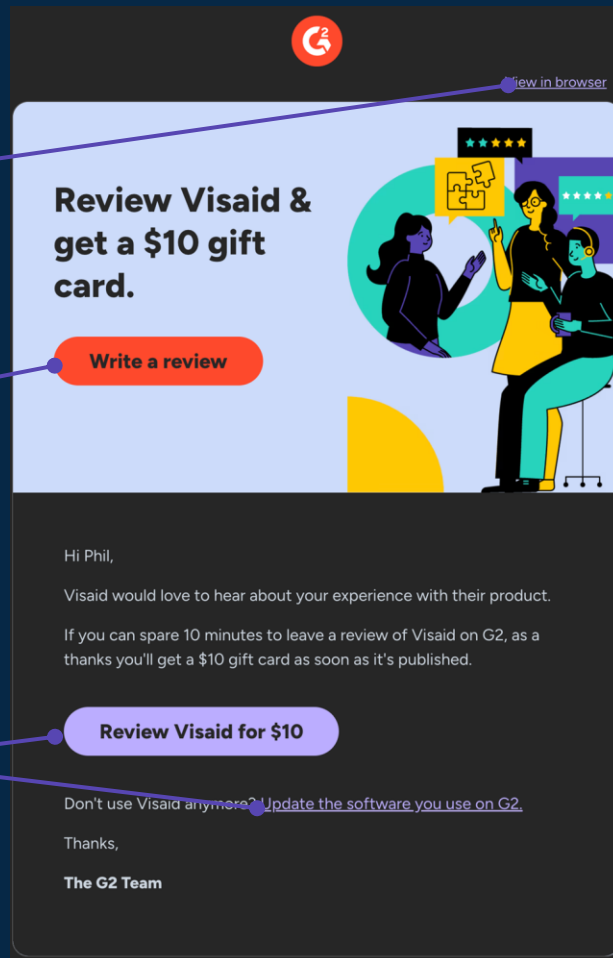Left-aligned text blocks - not justified
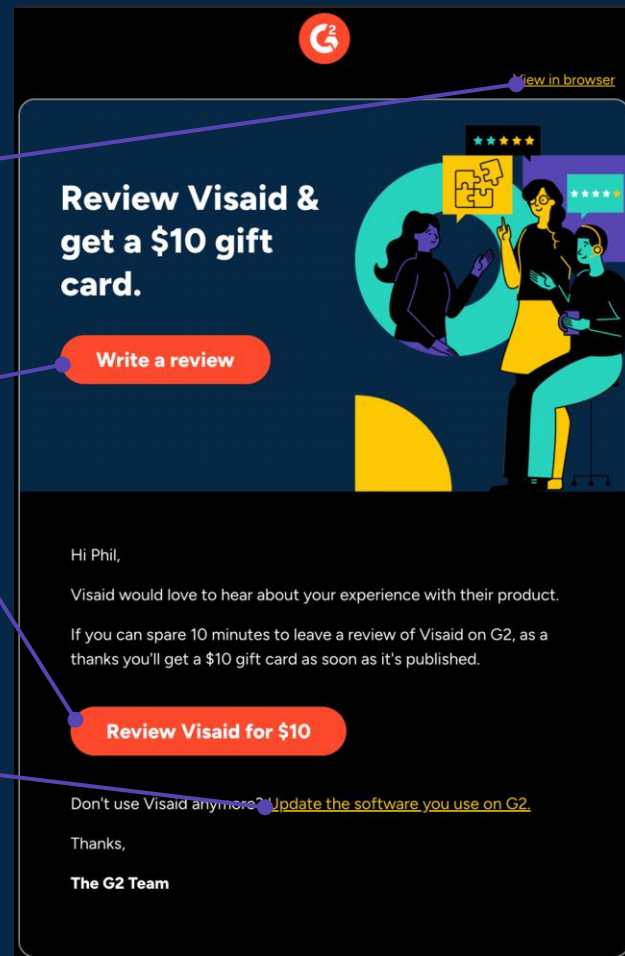
Min. font size of 16px

Plain, direct language in digestible sentences
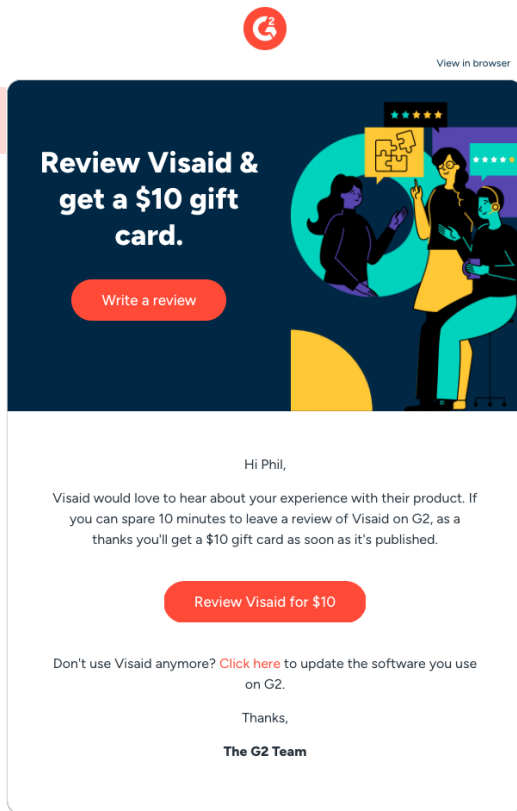
Appropriate alt text for image type

Font size 16px minimum

"Rorange" CTA colour contrast: 3.36:1

Left-aligned text

Flesch Kincaid Calculator score: 70

Purple CTA & link text colour contrast: 7.26:1

Visual IDs with descriptive link text

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product.

If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Update the software you use on G2.

Thanks,

The G2 Team

Images require careful consideration

Image types

Text
Describes or conveys the message or action the user should take

Functional
Wrapped in a link

Informative
Adds information or context that's not in the body of the email

Decorative
Without it all message context, understanding, and actions are upheld
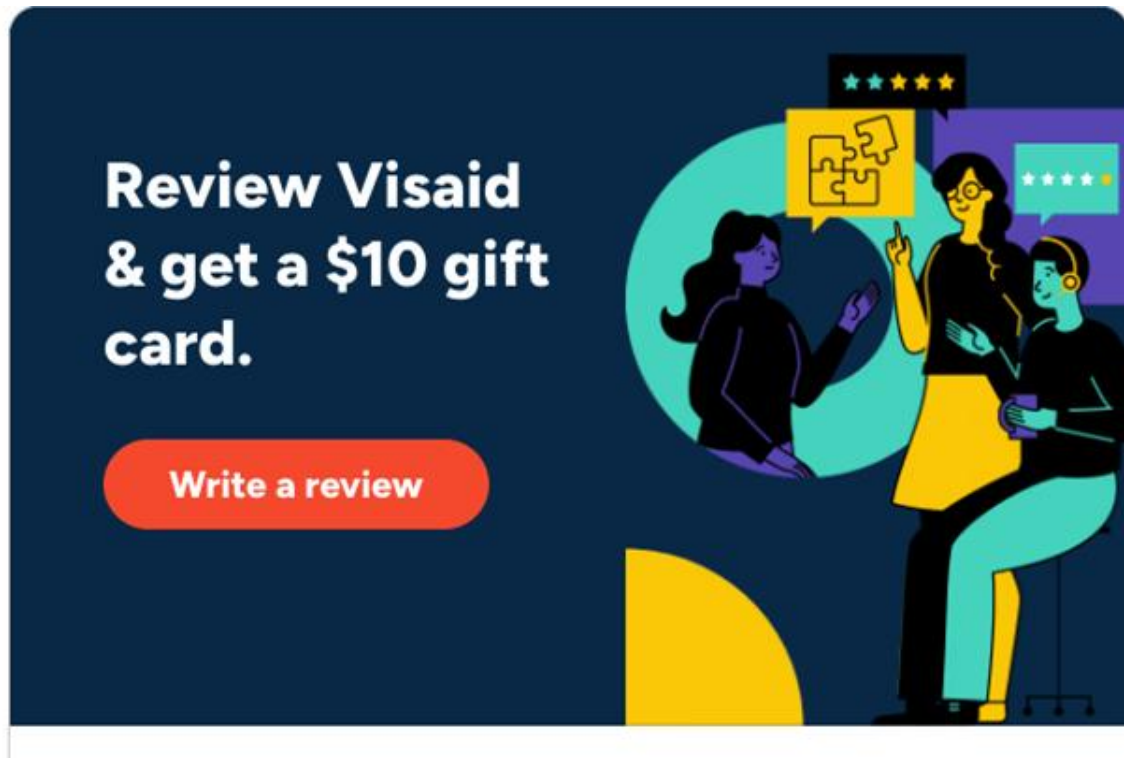
Move to the **subjective** elements

Contrast ratio must be at least **4.5:1 or 3:1** for large text

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

Font size 16px minimum

Decorative image - **no alt text needed**

"Rorange" CTA colour contrast: **3.36:1**

Left-aligned text

Flesch Kincaid Calculator score: 70

Purple CTA & link text colour contrast: **7.26:1**

Visual IDs with **descriptive** link text

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product.

If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Update the software you use on G2.

Thanks,

The G2 Team

Don't forget about Dark Mode!

Contrast ratio must be at least 4.5:1 or 3:1 for large text

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type
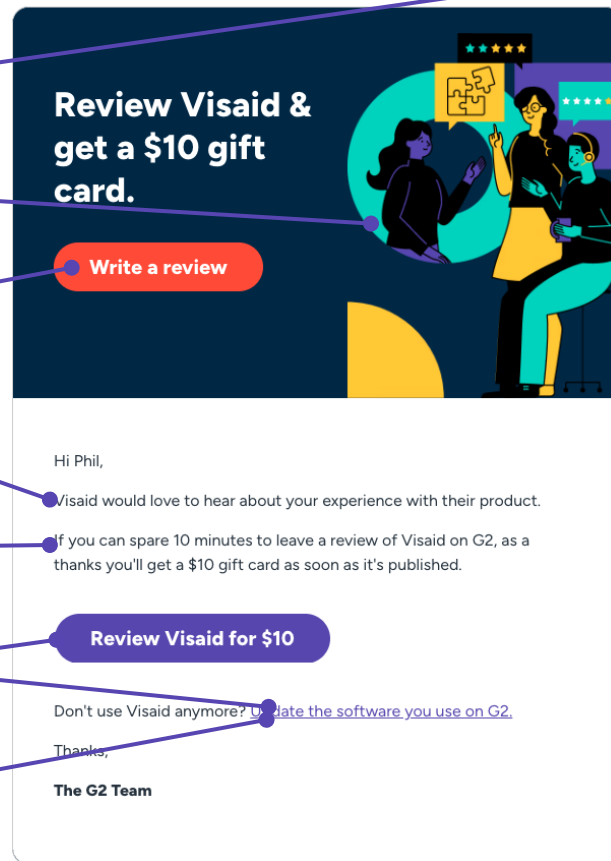
Purple link text colour contrast: 7.26:1

"Rorange" CTA colour contrast: 3.36:1

Purple CTA & link text colour contrast: 7.26:1

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product.

If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Update the software you use on G2.

Thanks,

The G2 Team

Don't forget about Dark Mode!

Contrast ratio must be at least 4.5:1 or 3:1 for large text

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

Purple link text colour contrast: 2.19:1

"Rorange" CTA colour contrast: 2.38:1

Purple CTA & link text colour contrast: 2.19:1

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product.

If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Update the software you use on G2.

Thanks,

The G2 Team

Don't forget about Dark Mode!

Contrast ratio must be at least 4.5:1 or 3:1 for large text

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

Purple link text colour contrast: **10.94:1**

"Rorange" CTA colour contrast: **2.43:1**

Purple CTA & link text colour contrast: **10.94:1**

Don't forget about Dark Mode!

Contrast ratio must be at least 4.5:1 or 3:1 for large text

Descriptive link text with visual identifiers

Left-aligned text blocks - not justified

Min. font size of 16px

Plain, direct language in digestible sentences

Appropriate alt text for image type

Yellow link text colour contrast: 13.51:1

"Rorange" CTA colour contrast: 3.36:1

Yellow link text colour contrast: 13.51:1

View in browser

Review Visaid & get a $10 gift card.

Write a review

Hi Phil,

Visaid would love to hear about your experience with their product.

If you can spare 10 minutes to leave a review of Visaid on G2, as a thanks you'll get a $10 gift card as soon as it's published.

Review Visaid for $10

Don't use Visaid anymore? Update the software you use on G2.

Thanks,

The G2 Team

Accessibility ~~compromises~~ compliments good design

Non-compliant

Compliant
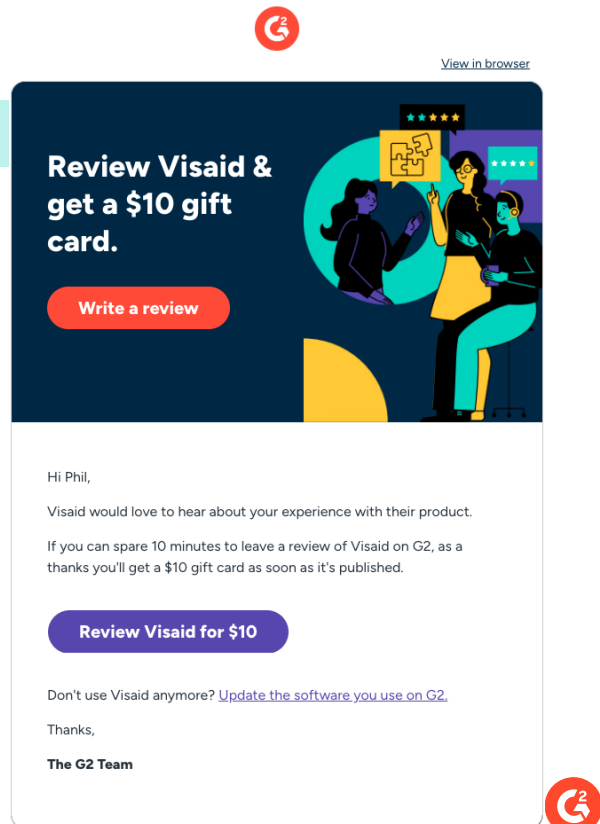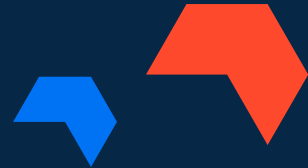
G2's **email development audit** summary

Level AA key coding considerations

1   Do not build **all-image** emails

2   Include a **<title>** element to introduce your email and aid in navigation

3   Include **"dir"** and **"lang"** attributes so screen readers know the language and read direction

4   Tables used for formatting should have a **"role"** attribute set to **"presentation"** or **"none"**

5   Use **semantic HTML** and include a **level 1 heading**

1. **Do not** build all-image emails

Not navigable for screen readers

Font size **can't be zoomed in** by the visually-impaired

Voice assistants **skip alt text and images**

Can't be translated into different languages

Review Visaid & get a $10 gift card.

Write a review

View in bro
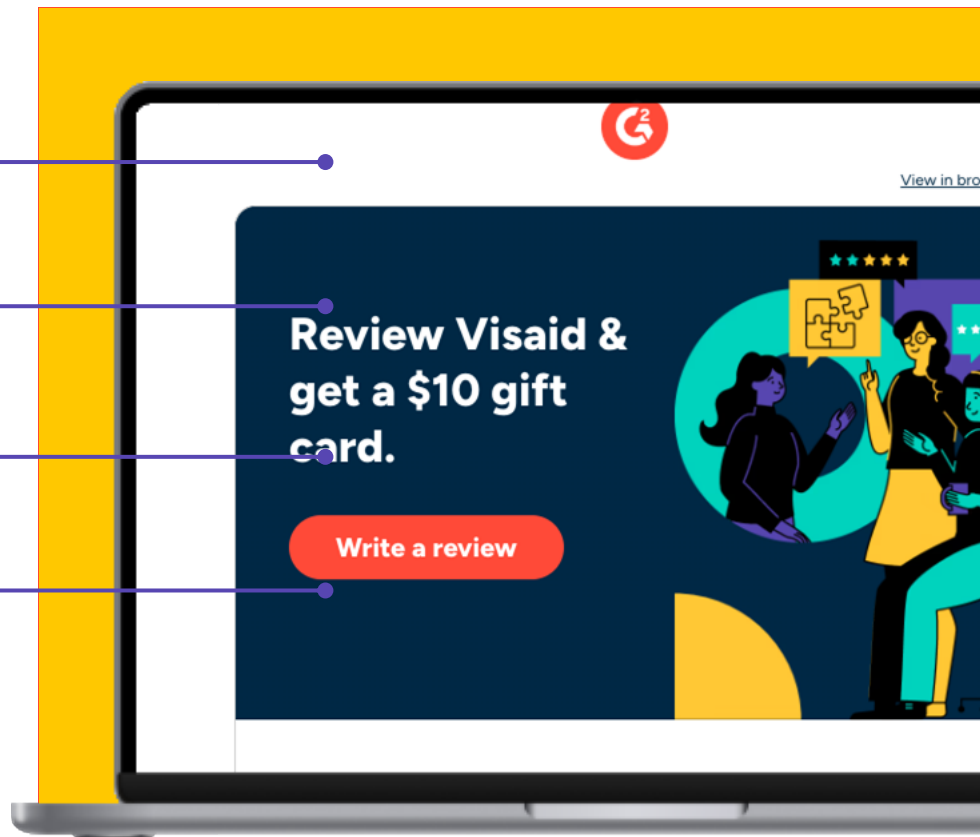
1. **Do not** build all-image emails

Not navigable for screen readers

Font size **can't be zoomed in** by the visually-impaired

Voice assistants **skip alt text and images**
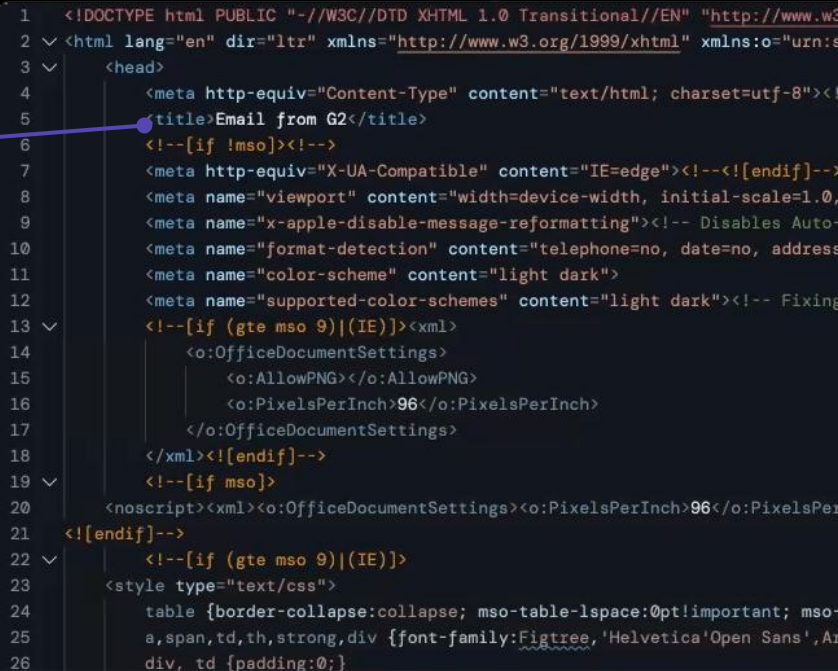
Can't be translated into different languages

Image blockers can **stop your email displaying** at all

Email from G2 - click to review Visaid and get $10

2. Include a `<title>` element to introduce your email

Giving your email a title gives you the opportunity to **introduce your email** to those who use screen readers and other assistive technologies
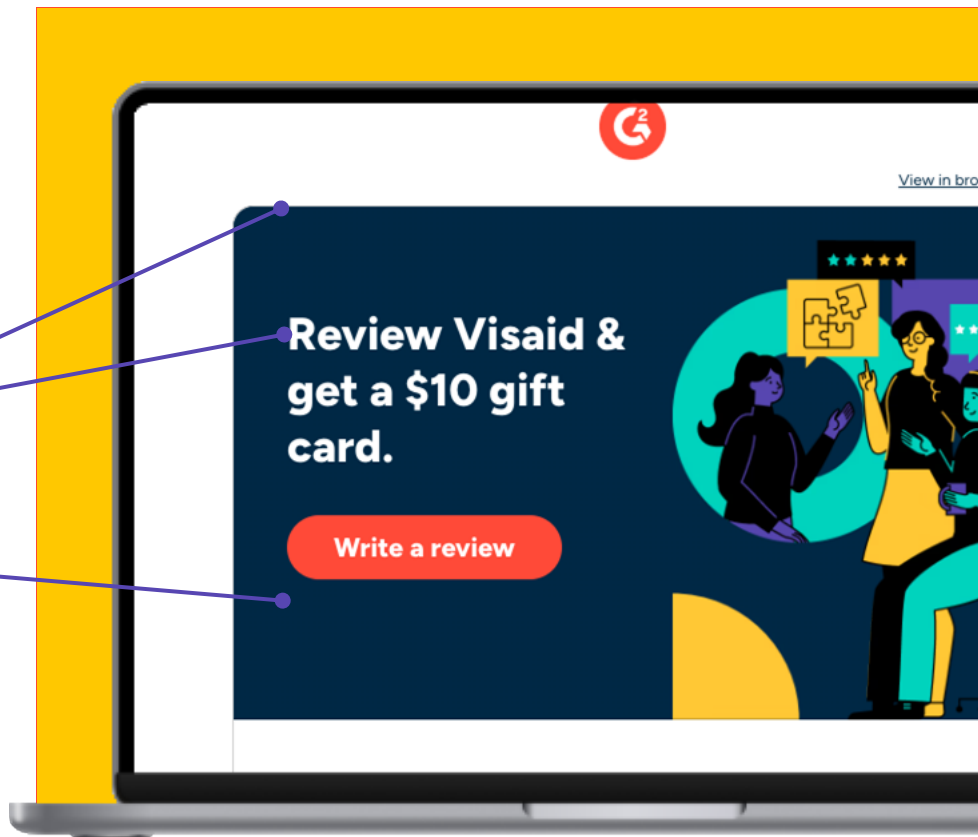


```
1    <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3
2  ∨ <html lang="en" dir="ltr" xmlns="http://www.w3.org/1999/xhtml" xmlns:o="urn:s
3    ∨    <head>
4             <meta http-equiv="Content-Type" content="text/html; charset=utf-8"><
5             <title>Email from G2</title>
6             <!--[if !mso]><!-->
7             <meta http-equiv="X-UA-Compatible" content="IE=edge"><!--<![endif]-->
8             <meta name="viewport" content="width=device-width, initial-scale=1.0,
9             <meta name="x-apple-disable-message-reformatting"><!-- Disables Auto-
10            <meta name="format-detection" content="telephone=no, date=no, address
11            <meta name="color-scheme" content="light dark">
12            <meta name="supported-color-schemes" content="light dark"><!-- Fixing
13  ∨         <!--[if (gte mso 9)|(IE)]><xml>
14                <o:OfficeDocumentSettings>
15                    <o:AllowPNG></o:AllowPNG>
16                    <o:PixelsPerInch>96</o:PixelsPerInch>
17                </o:OfficeDocumentSettings>
18            </xml><![endif]-->
19  ∨         <!--[if mso]>
20            <noscript><xml><o:OfficeDocumentSettings><o:PixelsPerInch>96</o:PixelsPer
21        <![endif]-->
22  ∨         <!--[if (gte mso 9)|(IE)]>
23            <style type="text/css">
24                table {border-collapse:collapse; mso-table-lspace:0pt!important; mso-
25                a,span,td,th,strong,div {font-family:Figtree,'Helvetica'Open Sans',A
26                div, td {padding:0;}
```

G2

3.   Include "dir" and "lang" attributes

Adding lang="en" in the opening <html> element helps email clients and assistive technologies understand that the text's language is English

Adding dir="ltr" in the opening <html> element helps email clients and assistive technologies understand that the text should be read left-to-right
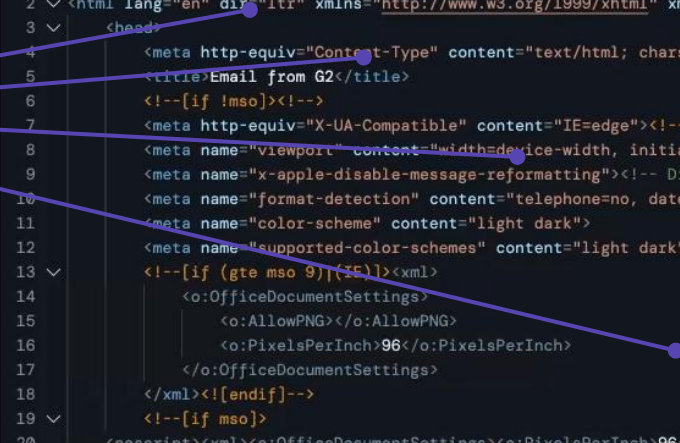
Adding xml:lang="en" in the <body> element covers Outlook

Duplicate these elements in the opening wrapper <div> as email clients often remove the opening <html> tag

4.   Add role="presentation" or role="none" to tables

Use **role="presentation"** or **role="none"** on **<table>** elements used for layout to prevent screen readers from reading them aloud

5.   Use semantic HTML & include a level 1 heading

Semantic HTML gives **structure** and **meaning** to content, helping screen readers and assistive technologies interpret emails correctly

All emails *should* include a **level 1 heading,** identified by a **<h1> tag**

All **paragraph text** should be encased in **<p> tags**

How can **you** build accessible emails and prepare for EAA?

Accessible email **workflow**

1. Audit your current email templates

Start with your **highest-touch emails**, and apply accessible design rules to build (or amend) your **brand guidelines**

2. Build accessibility testing into your QA process

Adopt an **accessibility testing tool**, and identify and define where this testing will take place in your **email design & development process**

3. Subscribe to accessibility resources

Ensure you remain compliant by **keeping updated** with the latest in accessible design and development

Accessibility resources

Evaluation solutions	Guidelines & best practices	Blogs & news	Other tools
accessible-email.org (free)	WCAG	Email Markup Consortium	WebAim contrast checker
Litmus (freemium)	goodemailcode.com	Litmus	Flesch-Kincaid calculator
Achecker (free)	Litmus' Accessibility Guide 2025	a11y.email	Email accessibility checklist 1
Parcel (freemium)	EAA compliance checklist	Email on Acid	Email accessibility checklist 2
Email on Acid (paid)			Is it B1

Download sheet here ⟩⟩⟩⟩

"Accessibility isn't just about compliance and revenue - it's about connection. The EAA makes it urgent, empathy makes it essential."