

Make your site easier for everyone to read

Simple checks for color contrast, text size, headings and photo descriptions that help more of your visitors read your pages comfortably.

Plenty of visitors read on a small screen in bright sun, or without perfect eyesight. A few habits make your pages easier for all of them. These checks help, but they don't replace asking a few real people to try your site.

Check the contrast

When you pick a color for text, the color picker shows a contrast checker. It tells you whether the text and the background have enough difference to read comfortably.

1. Click the text, then click its color setting.
2. Look at the contrast check shown in the color picker.
3. If the contrast isn't strong enough, choose a darker text color or a lighter background.

The checker switches off when the text has several colors in it, or when it sits on a gradient or on a photo. In those cases, look at the page yourself, and check it on a phone.

Keep text a comfortable size

Body text should not be tiny. If something looks too small, tell us the page and we'll adjust it. For the steps, see [Change your site's fonts and text sizes](#).

Use headings in order

Headings give a page its outline, so visitors can skim.

1. Click the line that should be a heading.
2. From the bar over the text, open the **Text type** list.
3. Choose a heading level: Heading 1 for the page's main title, Heading 2 for sections, then Heading 3 inside them.

Don't pick a heading just to make text bigger. Change the size instead.

Describe your photos

Each photo can carry a short written description of the picture (alt text).

1. Click the photo and open its content settings.
2. Type a plain description in the **Alt text** box.

To see every photo's description in one place, click **All Alt Text**. See [Write alt text in plain words](#).

Make link words clear

"See the lunch menu" tells a visitor where a link goes. "Click here" doesn't.

Tips

- Dark text on a plain light background is easy to read.
- Don't rely on color alone to carry a message. Add a word too.

When you've made changes, publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

Need a hand?

Email hello@zossoz.com with your business name and the page, and we'll look it over and fix what we find. We reply within one business day. If it turns out to be more than a small change, we'll tell you in writing before we start. See [Request a change](#).

Related guides: [Write alt text in plain words](#) · [Change your site's colors](#) · [Change your site's fonts and text sizes](#) · [Change a heading's size, font or color](#)

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