

Using Editorially to make your content more accessible

10/30/25

What is Content Lab?

- Focuses on **Content Strategy**: Managing your content to reach target audiences and using data and feedback to improve content and user experience
- Community of practice
 - Values ongoing learning and continuous improvement
 - Flexible format
 - Thrives on active participation

Content Lab is aligned to the Digital Roadmap, supporting the goal of high-quality, accessible, user-centric content on state websites

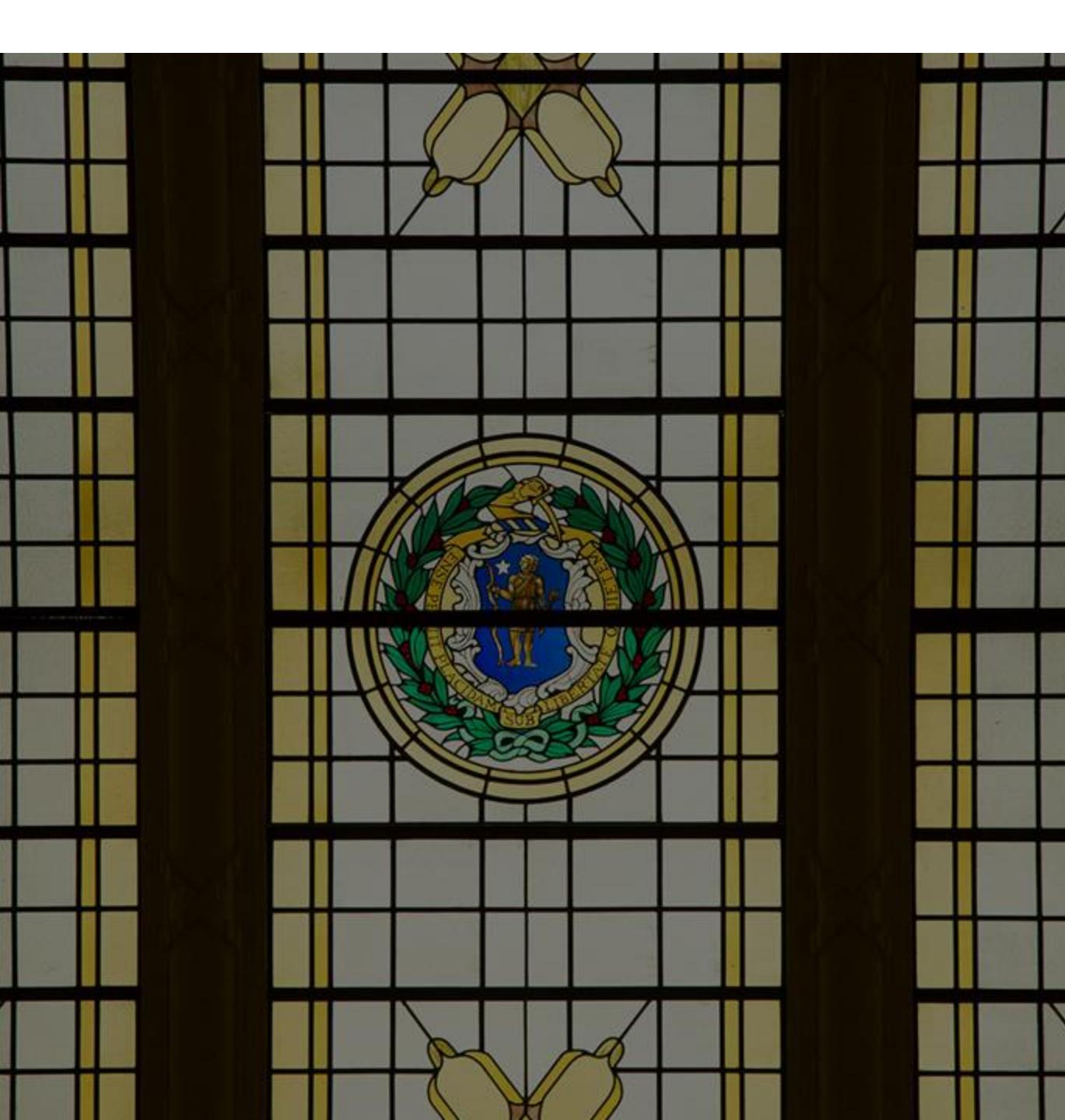
Our purpose: Learning + better content

Community of practice

- We want to continually grow and improve
- We use real content examples – yours and ours
- The methods and practices are the point

Mass.gov content

- Clear before clever
- Current
- Constituent-friendly

A large, rectangular stained glass window with a dark brown wooden frame. The window is divided into a grid of yellow and black squares. In the center is a circular emblem. The emblem features a blue background with a golden eagle holding a shield. The shield has a golden border and contains a golden figure. Above the eagle is a golden star. Below the eagle is a golden banner with the text 'INDEPENDENCE LIBERTY'. The emblem is surrounded by a green wreath of leaves and berries. The entire window is set against a dark background.

Agenda

- What is Editorially?
- Editorially needs you
- You need Editorially
- How can I use Editorially?
- How do I fix the issues Editorially flags?
- Wrap up

What is Editorially?

Editorially

- Accessibility checker built into the CMS
- Once a page is built and saved, it functions
- Opening a page in **view** in the CMS triggers it
- Icon in lower right corner flags issues
 - Blue with a checkmark means no issues were detected by Editorially
 - Red means you've got accessibility issues that need fixing
 - Yellow means you should review
- If you fix the issue/s, you should get a blue checkmark
- Reviews your content, not the page template



What does Editorialy catch?

- Alt text issues
- Problems with links
- Errors in page outline/structure
 - Skipped heading levels
 - Issues with tables
 - List formatting
- General quality assurance
 - All caps text
 - Video closed captions
 - Reminders to make sure downloads are accessible

Accessibility report for authors

Organization (direct match)

	Content heading inside a table
	Alt text is meaningless
	Empty table header cell
	Heading tag without any text
	Image has no alternative text attribute
	Image's text alternative is a URL

Authored by

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Issue type

Is one of	▼
None -	

Authored on

Is greater than or equal to	▼	
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APPLY

What does Editorialy not catch?

- Design issues, like color contrast
- Sensory/directional language
- Limited in its ability to catch poor writing
 - Alt text
 - Link text
 - Headings
- Some issues in tables (merged cells, empty cells)
- Unlinked phone numbers



[Learn about the Cadet Program →](#)

[cadet.jpg](#) (17.64 KB)

[Remove](#)



Alternative text

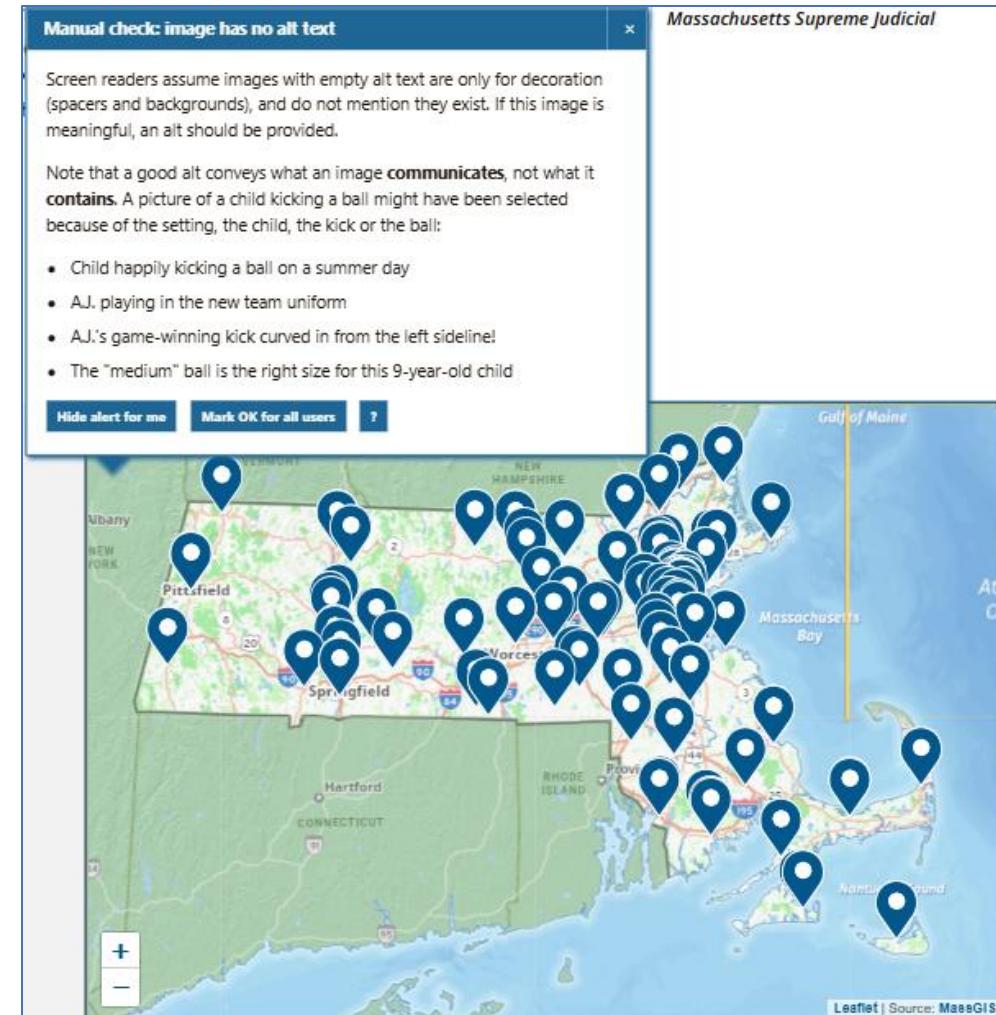
If the image conveys information that is not part of the link text, describe it here. If the image is purely decorative, leave it blank. Screen readers will read the alt text first, then the link text.

Cadet

Editorially needs you

Does Editorialy make mistakes?

- Occasionally we see missed issues or false positives
- Make a ServiceNow ticket, so the Mass.gov team can investigate it!



Hyperlinked email

You may call at this number, 617-740-1600 voice, 617-326-7546 VP, or send an email, MAHCancellation@mass.gov with the same details shown on the link above.

The staff will respond to your request within 5 business days, please contact us to

You may call at this number, 617-740-1600 voice, 617-326-7546 VP, or send an email, MAHCancellation@mass.gov

Manual check: is opening a new window expected?

The staff will respond to your request within 5 business days, please contact us to

Submit Form

Readers can always choose to open a link in a new window. When a link forces open a new window, it can be confusing and annoying, especially for assistive device users who may wonder why their browser's "back" button is suddenly disabled.

There are two general exceptions:

- When the user is filling out a form, and opening a link in the same window would cause them to lose their work.
- When the user is clearly warned a link will open a new window.

To fix: set this link back its default target, or add a screen-reader accessible warning (text or an icon with alt text).

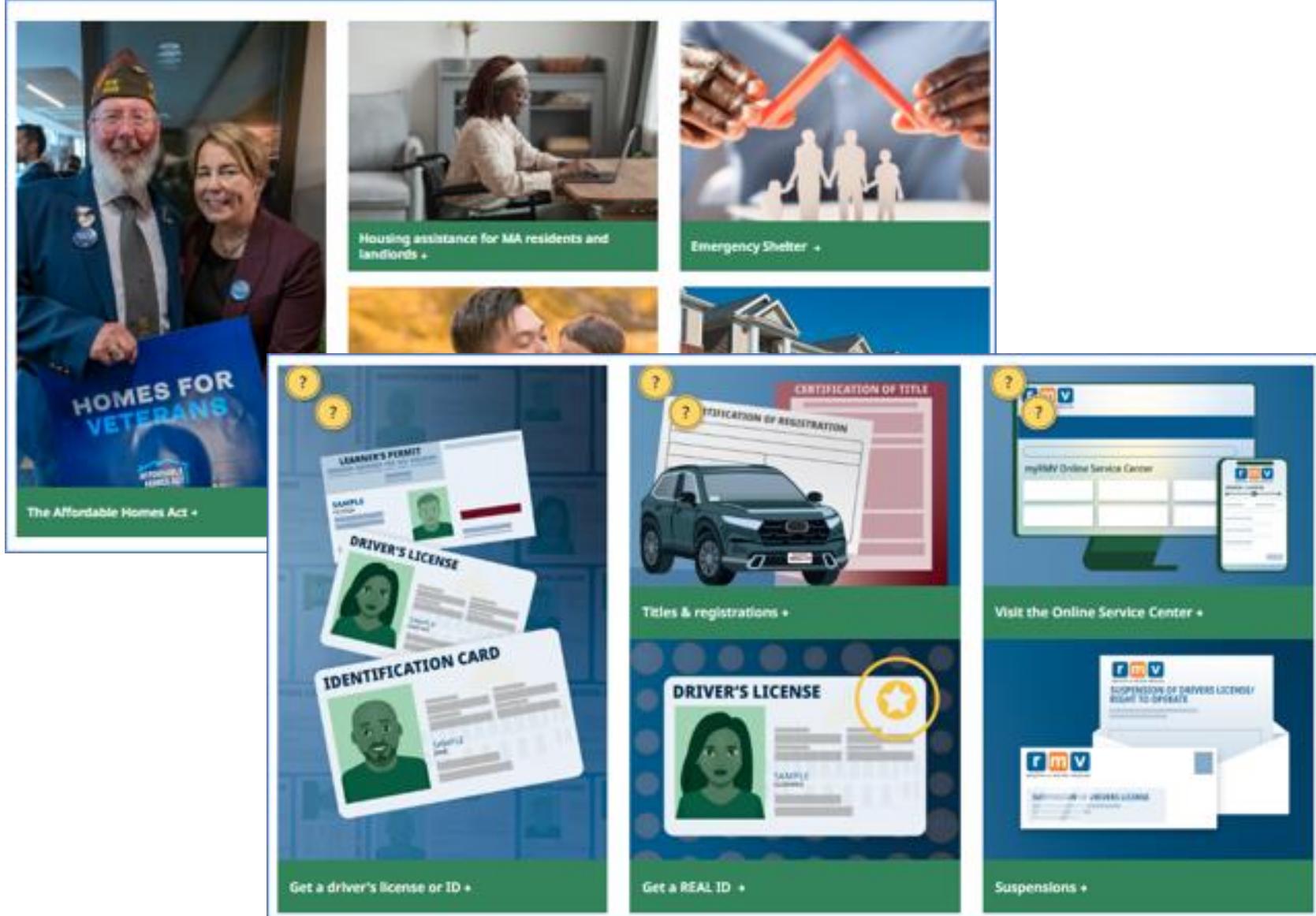
[Hide alert for me](#)

[Mark OK for all users](#)

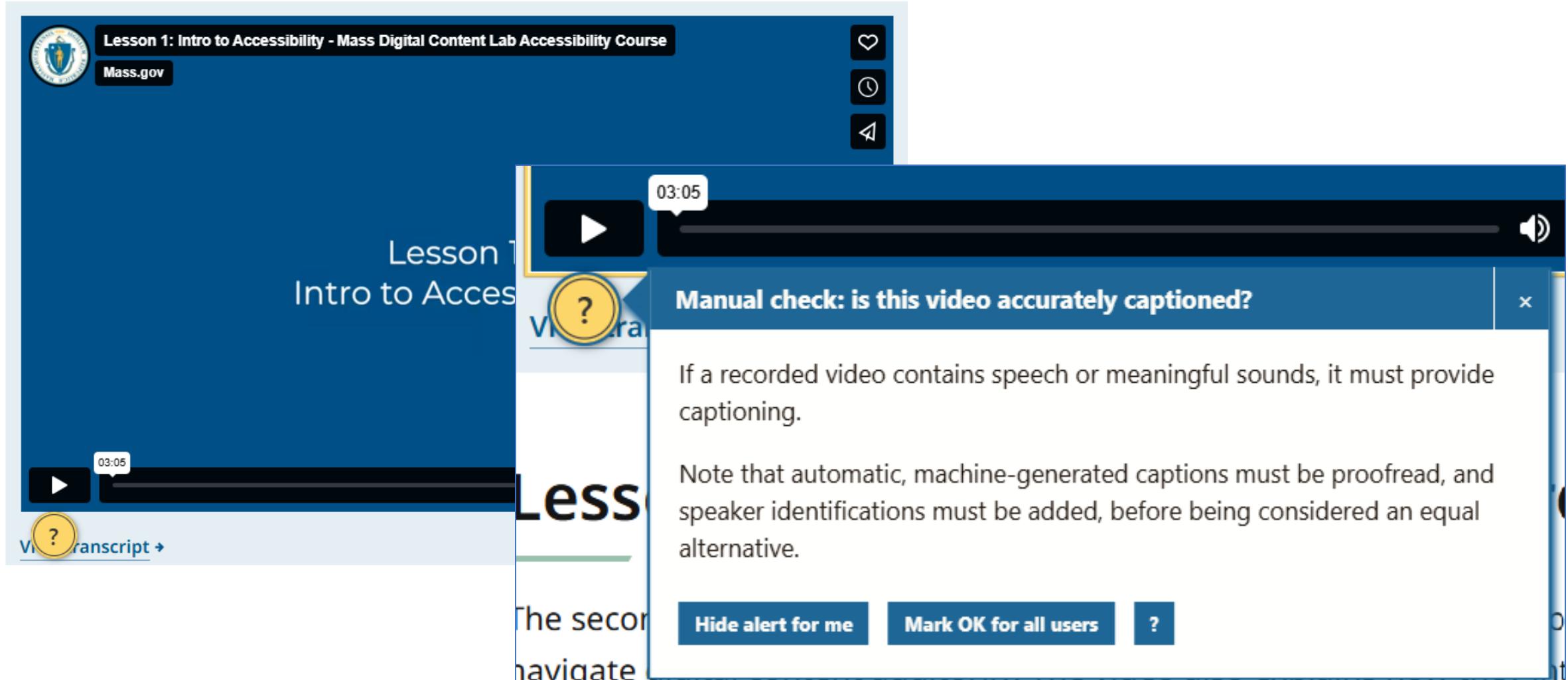
?

Mosaics

- No alt text, no alert
- Alt text, alert



Video captioning



Lesson 1: Intro to Accessibility - Mass Digital Content Lab Accessibility Course

Mass.gov

Lesson 1
Intro to Access

03:05

Manual check: is this video accurately captioned?

If a recorded video contains speech or meaningful sounds, it must provide captioning.

Note that automatic, machine-generated captions must be proofread, and speaker identifications must be added, before being considered an equal alternative.

Hide alert for me

Mark OK for all users

?

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Video transcript →

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Some table issues

- Stacked headers
- Merged (or split) cells

Occupations and Standard Occupational Classification (SOC)

"The 2018 Standard Occupational Classification (SOC) system is a federal statistical standard used by federal agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. All workers are classified into one of 867 detailed occupations according to their occupational definition." ([Bureau of Labor Statistics](#))

SOC Example: Surgical Technicians		
Digits/Code	Level of Detail	Title
29-0000	Major Groups	Healthcare Practitioners and Technical Occupations
29-2000	Minor Groups	Health Technologists and Technicians
29-2050	Broad Occupations	Health Practitioner Support Technologists and Technicians
29-2055	Detailed Occupation	Surgical Technicians

You need Editorialy

Heading levels on flexible page types



AS Peo... TSS-DigitalServices... TSS-MassGov-Know... EOTSS Employee Re... 00. FY26 Status Rep... Home | Mayflower WritingBusyPeople.... >

MANAGE CONTENT + ADD CONTENT + ADD DOCUMENT (0.453.0) PROD Account

review All content All documents Taxonomy Feedback Trash (content) Trash (Docs) Reports API Service Cards Bulk change author Need help? Scheduled Transitions ↑

OFFERED BY Executive Office of Energy and Environmental Affairs



ResilientMass

ResilientMass is the state's cross-government program for building statewide capacity for climate change adaptation and resilience. It provides funding, local climate data, and decision support tools for communities to take action against climate change.

Manual check: was a heading level skipped?

Headings and subheadings are the page's table of contents. The numbers indicate indents, in a nesting relationship:

- Heading level 1
 - Heading level 2: a topic
 - Heading level 3: a subtopic
 - Heading level 2: a new topic

This heading skipped from level 1 to level 3. From a screen reader, this sounds like content is missing.

To fix: adjust levels to form an accurate outline, without gaps.

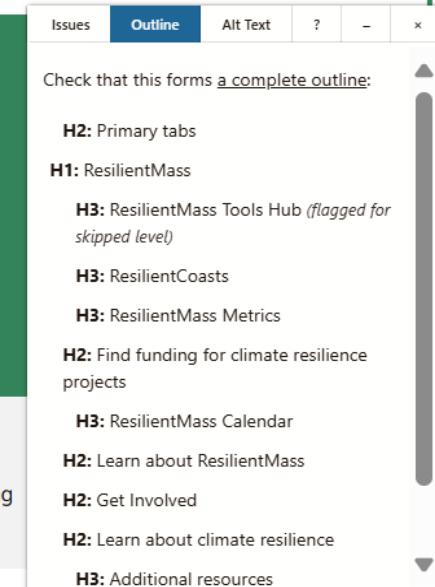
[Hide alert for me](#) [Mark OK for all users](#) [?](#)

H3 [ResilientCoasts](#) →

Learn more about EEA's statewide strategy for coastal resilience.

H3 [ResilientMass Metrics](#) →

Track Massachusetts' progress toward building statewide resilience to climate change.



Issues Outline Alt Text ? - x

Check that this forms a [complete outline](#):

H2: Primary tabs

H1: ResilientMass

H3: ResilientMass Tools Hub (flagged for skipped level)

H3: ResilientCoasts

H3: ResilientMass Metrics

H2: Find funding for climate resilience projects

H3: ResilientMass Calendar

H2: Learn about ResilientMass

H2: Get Involved

H2: Learn about climate resilience

H3: Additional resources

Copying and pasting

Content

Manual check: is this a blockquote?

Blockquote formatting tells screen readers that the text should be announced as a quotation. This was flagged because short blockquotes are sometimes actually headings. If this is a heading and not a quotation, use heading formatting instead, so this appears in the page outline.

C 1389 (1975), aff'd sub nom., School Committee of
Mass., 376 Mass. 112 (1978); In the Matter of the Board of
Education of the City of Boston, 37 MLC 58, 67 (1978).

Link with no accessible text

This link is either invisible and empty (e.g., a linked space character), or wrapped around something with no text alternative (an image with no alt attribute).

C 1389 (1975),
Mass., 376 Mass. 112 (1978); In the Matter of the Board of
Education of the City of Boston, 37 MLC 58, 67 (1978).

Screen readers will either pause with an uninformative silence when they reach this link:

"Link, [...awkward pause where the link title should be...],"

or spell out the URL character by character:

"Link, H-T-T-P-S forward-slash forward-slash example dot com"

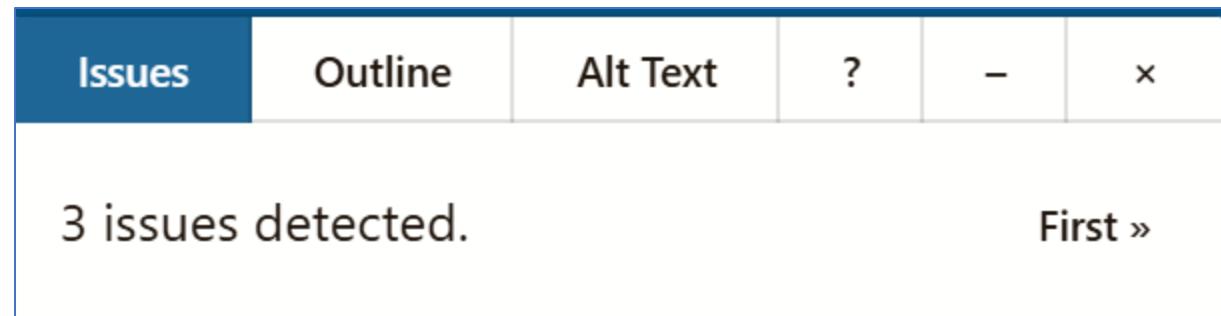
To fix: add text if this should be a link, or delete it if it should not.

How can I use Editorially?

On a page

You can

- See how many issues there are
- Toggle through each issue
- Find out what the issue is*
- Read the why
- Learn what the fix is
- Fix it



Sample issue explanation: Headings

Manual check: was a heading level skipped?

Headings and subheadings are the page's table of contents. The *numbers* indicate indents, in a nesting relationship:

- Heading level 1
 - Heading level 2: a topic
 - Heading level 3: a subtopic
 - Heading level 2: a new topic

This heading skipped from level 3 to level 6. From a screen reader, this sounds like content is missing.

To fix: adjust levels to form an accurate outline, without gaps.

[Hide alert for me](#) [Mark OK for all users](#) [?](#)

Submit an Incident 

Sample issue: headings - outline view

The screenshot displays a web page with a navigation bar and a main content area. The navigation bar includes tabs for 'Issues', 'Outline' (which is selected), 'Alt Text', and '?'. The main content area shows a hierarchical structure of headings:

- What you need** (H2)
- Do I submit an Incident or use the Catalog?** (H2)
- Submit an Incident** (H3)
 - Submit an Incident** (H6)
- Product & Service Catalog** (H6)

On the right, the 'Outline' tab is open, showing the structure as an outline:

- H2: Primary tabs**
 - H1: Request IT support or services**
 - H2: The Details**
 - H3: What you need**
 - H3: Do I submit an Incident or use the Catalog?**
 - H6: Submit an Incident (flagged for skipped level)**
 - H6: Product & Service Catalog**
 - H3: Self-help**
 - H6: Locked out? (flagged for skipped level)**

Sample issue explanation: Alt text

• There is a message with a question mark icon.

Manual check: possibly redundant text in alt

This image's alt text is: "image of Azure AD password reset error"

Screen readers **announce** they are describing an image when reading alt text, so phrases like "image of" and "photo of" are usually redundant, sounding like "this image's alt is the alt of an image."

Note that sometimes the phrase is not redundant and should be kept, because the image is an image of an image:

- Redundant: "image of a VHS tape"
- Relevant: "image of a VHS tape being shown in history class"

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Sample issue explanation: Link text

Manual check: is this link meaningful and concise?

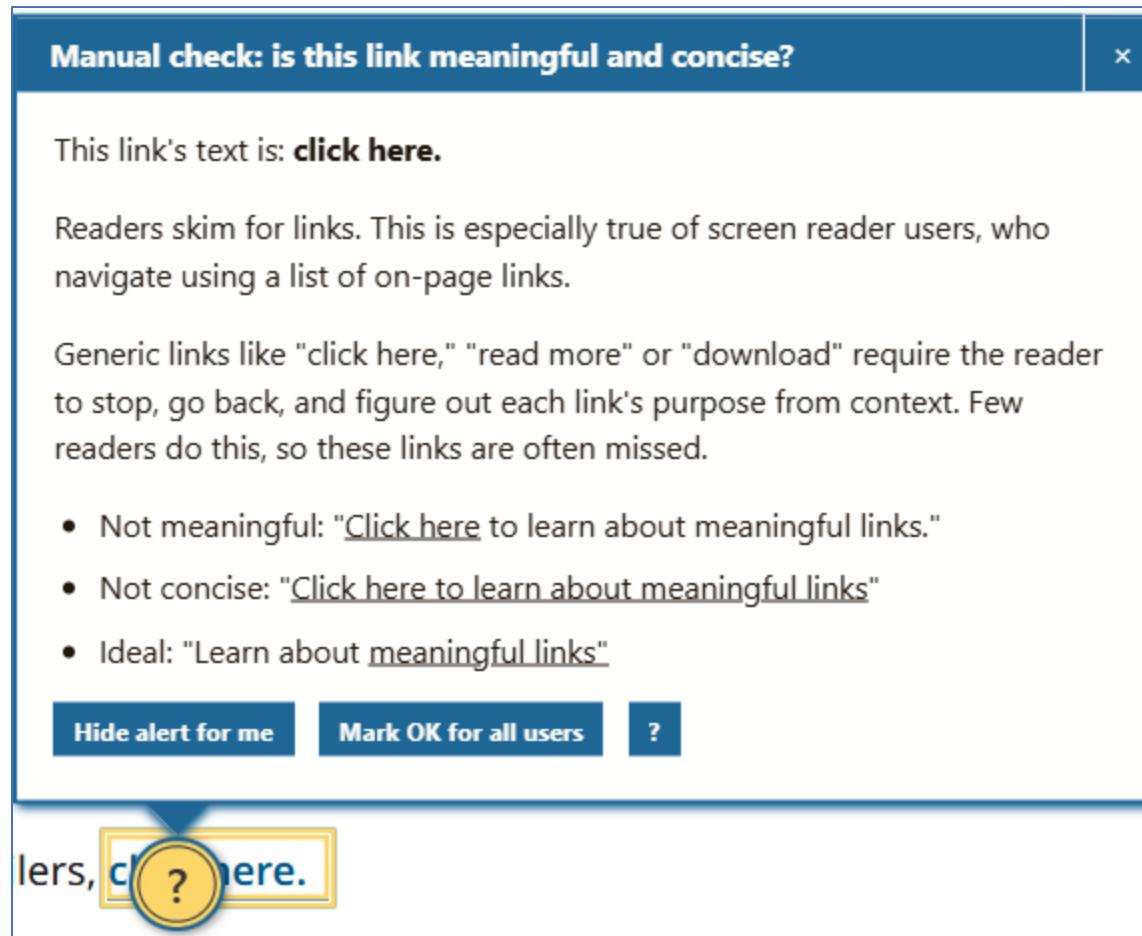
This link's text is: **click here**.

Readers skim for links. This is especially true of screen reader users, who navigate using a list of on-page links.

Generic links like "click here," "read more" or "download" require the reader to stop, go back, and figure out each link's purpose from context. Few readers do this, so these links are often missed.

- Not meaningful: "[Click here](#) to learn about meaningful links."
- Not concise: "[Click here to learn about meaningful links](#)"
- Ideal: "Learn about [meaningful links](#)"

[Hide alert for me](#) [Mark OK for all users](#) [?](#)



Sample issue: Empty table header cell

Document Downloads									
Summary of EA Uniform Shelter Program Rules	English	Amharic	Arabic	Cape Verdean Creole	Haitian	Portuguese			
EA Uniform Shelter Program Rules	English	Amharic	Arabic	Cape Verdean Creole	Haitian	Portuguese	<p>Empty table header cell</p> <p>When exploring tables, screen readers repeat table header cells as needed to orient users. Without headers, it is very easy to get lost; screen reader users have to count columns and rows and try to remember which columns went with which rows.</p> <p>To fix: make sure each header cell in this table contains text.</p>		
Receipt of USR Acknowledgment	English	Amharic	Arabic	Cape Verdean Creole	Haitian	Portuguese	Somali	Spanish	

Through the Editorialy report

- Go to the Reports tab in the CMS
- Choose "Editorially accessibility report"
- Enter your Organization in that filter and hit "apply"
- You'll get a list of pages with issues and can begin addressing them
- Start with pages that have most views/most issues

How do I fix the issues Editorially flags?

Wrap up and upcoming sessions

- We post everything in the Content Lab Teams channel
- See you for our next session on...
- [Sign up for a Content Lab Consult](#) if you're looking for help with a content strategy issue

