



Health Literacy Online Strategies Checklist <https://health.gov/healthliteracyonline/checklist/>

The information in this guide is designed to help you create user-friendly health websites and digital health tools. Below is a printable checklist of the strategies outlined in Health Literacy Online.

Write Actionable Content

- ✓ Identify user motivations and goals.
- ✓ Put the most important information first.
- ✓ Describe the health behavior—just the basics.
- ✓ Stay positive. Include the benefits of taking action.
- ✓ Provide specific action steps.
- ✓ Write in plain language.
- ✓ Check content for accuracy.

Display Content Clearly on the Page

- ✓ Limit paragraph size. Use bullets and short lists.
- ✓ Use meaningful headings.
- ✓ Use a readable font that's at least 16 pixels.
- ✓ Use white space and avoid clutter.
- ✓ Keep the most important content above the fold—even on mobile.
- ✓ Use links effectively.
- ✓ Use color or underline to identify links.
- ✓ Use images that help people learn.
- ✓ Use appropriate contrast.
- ✓ Make web content printer friendly.
- ✓ Make your site accessible to people with disabilities.
- ✓ Make websites responsive.
- ✓ Design mobile content to meet mobile users' needs.

Organize Content and Simplify Navigation

- ✓ Create a simple and engaging homepage.
- ✓ Label and organize content with your users in mind.
- ✓ Create linear information paths.
- ✓ Give buttons meaningful labels.
- ✓ Make clickable elements recognizable.
- ✓ Make sure the browser "Back" button works.
- ✓ Provide easy access to home and menu pages.
- ✓ Give users options to browse.
- ✓ Include a simple search function.
- ✓ Display search results clearly.

Engage Users

- ✓ Share information through multimedia.
- ✓ Design intuitive interactive graphics and tools.
- ✓ Provide tailored information.
- ✓ Create user-friendly forms and quizzes.
- ✓ Consider social media sharing options.

Test Your Site with Users with Limited Literacy Skills

- ✓ Recruit users with limited literacy skills—and limited health literacy skills.
- ✓ Identify and eliminate logistical barriers to participation.
- ✓ Create plain language testing materials.
- ✓ Test whether your content is understandable *and* actionable.
- ✓ Use moderators who have experience with users with limited literacy skills.
- ✓ Pretest your moderator's guide.
- ✓ Use multiple strategies to make sure participants understand what you want them to do.
- ✓ Test on mobile.