

Create Inclusive Content: Make Your Videos Accessible

Plan your script with accessibility in mind:

- Describe what the viewer is seeing in real-time.
- Read key on-screen text, menu names, and button labels.
- Briefly describe critical visuals.
- Avoid jargon or define terms if necessary.
- Use plain, concise language.
- Ensure your script flows naturally from one point to the next.

Create clear, accessible recordings:

- Use a quality microphone in a quiet room.
- Maintain a consistent distance from the microphone while recording.
- Use microphones with noise reduction settings in noisy environments.
- Speak at a comfortable, natural pace.
- Pause between any steps in your content.

Edit for accessibility:

- Ensure your voiceover track volume is consistent.
- Keep your background music level low so it doesn't overpower your words.

Create caption-friendly, accessible visuals:

- Keep the caption area clear. Place essential items in graphics and footage within the safe zone (title safe and action safe areas).
- Use high color contrast for text and background.

Add captions:

- Create time-synced, on-screen text of spoken words and key sounds.
Use Kajabi's Creator Studio, video editing software, or speech-to-text platforms like Rev.com.
- Review captions for accuracy, spelling, punctuation, industry terms, and names.
- Add labels when speakers change.
- Include important background sounds in brackets (e.g., [music], [typing]).
Watch the entire video with sound off to ensure captions are synced, easy-to-read, and accurate.
- Upload SRT or VTT files into Kajabi.

Make transcripts:

- Transcribe everything said in your video and include short descriptions of key sounds.
Include a clean version with accurate dialogue, consistent speaker names, and brief bracketed notes for important visuals or sounds.
- For longer videos, add timestamps at natural breaks and link them to chapters.
- Use clear headings and short paragraphs.
- Proofread and publish.
- Make transcripts available for download.