

# 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.

## Edit for accessibility:

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

## 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.

## 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.

## 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.

## 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.