

12 *for* 508-PDFs

In the source document:

- 1 **Use “live” text** rather than graphical text. Be careful when creating graphics with text or compositing covers. Keep the text “live” so that when the PDF is created, the text is readable by screen readers and searchable by search engines.
- 2 **Keep text frames threaded** from the first frame of the story to the last. Do not “orphan” headline frames from their body text frames.
- 3 **Put Alt-tags** (or descriptions) on your graphics. In InDesign, you’ll need to use a combination of XML and Alt-tags to accomplish this.
- 4 **Use Paragraph and Character styles** to format your text. They’re used a) to generate tables of content which, in turn, are used to generate bookmarks in the PDF, and b) can be mapped to XML tags (see 6 below) to create the document’s structure.
- 5 **Use commonly-recognized names for heading styles/tags:**
Heading 1, Heading 2, etc.
- 6 **Map your formatting styles to XML tags.** Tags describe the document’s structure and are retained when making the PDF.
- 7 **Add interactive links** for URLs and email. They can be retained when the PDF is created.

In Acrobat 7 or 8 Professional:

- 8 **Add bookmarks** if they weren’t automatically generated when the PDF was created.
- 9 **Add links** to other documents, URLs, and email if they weren’t automatically generated when the PDF was created.
- 10 **Add meta data** in **File | Document Properties:** Title, author, subject, keywords. In the Advanced tab, designate US English as the assigned language.
- 11 **Create article threads** in the PDF (use the red “snake” tool).
- 12 **Correct the PDF’s** reading order if necessary.