

# MadeToTag

*Making Content Accessible*

**Tagged PDF – fast and reliable**

*from within Adobe InDesign*



**axaio**

**axaio MadeToTag is an Adobe InDesign plug-in to properly prepare and export InDesign documents as accessible, tagged PDF files – easier, faster and legally compliant.**

Although it is possible to export tagged PDF using Adobe InDesign's built-in features, MadeToTag provides additional features that simplify and accelerate the preparation and creation process. MadeToTag performs a series of own processing steps that are not available in InDesign and solves various critical errors which are crucial for creation of accessible PDF documents. Time-consuming post-processing in Adobe Acrobat is no longer necessary. Moreover MadeToTag ensures that legal requirements, according to the PDF/UA ISO standard, are met.

## Key Features

- Fast assignment of export tags via keyboard shortcuts and quick semantic check via color highlighting
- Repair functions for common problems, as wrong hyphens, empty paragraphs, layout tables etc.
- Correct tagging of links, tables of content, lists
- Practical previews for adding and editing missing alternate texts for images or document metadata
- Assignment and check-up of languages used in the document, for a correct voice output
- Reliable and easy tagging of complex table structures (header and column rows)
- Practical preview to check the correct reading order (callas pdfGoHTML)
- Comfortable handling of interactive form fields
- Footnote linking for better navigation in the document
- Export to PDF/UA standard (Universal Accessibility) or PDF/A-2a (accessible and long-term archivable)

## Target Groups

- Public authorities
- Ad agencies, insurance companies, banks
- Associations, institutions
- Universities and other educational institutions

Color highlighting of assigned export tags to provide a quick, visual review:

The screenshot shows a PDF document with several sections highlighted in different colors: orange, blue, and green. The orange highlight is on the title "PDF/UA's requirements". The blue highlight is on a paragraph describing the PDF/UA standard. The green highlights are on bullet points: "Information may not be conveyed using visual means alone (e.g. contrast, colour or position on the page).", "No flickering, blinking or flashing content is permitted, either as effects controlled by JavaScript or as part of any", "The language of all content must be noted, and changes of language must be explicitly marked as such.", and "Content is categorised in one of two ways: meaningful content, and artefacts such as decorative page elements".

Below the document is a dialog box with a checked checkbox and the text "Highlight export tags by color".

Alternate text preview for images, with the option to show only those for which the alternate text is missing:

The screenshot shows a dialog box titled "Review alternate text for images". It contains a list of images with their alternate text and a "Close" button at the bottom right.

Image	Alternate Text	Image Type	Action
	symbolic image - numerous language names arrange in spiral form	Symbolbild -	Up arrow
	symbolic image - metallic surface with braille lettering "PDF for universal access"	Illustration - PDF	Up arrow
	screen shot of the overview dialog of the PDF Accessibility Checker application	Screenshot - PDF	Down arrow
	generic display of a tablet computer	Illustration - iPad	Down arrow

At the bottom of the dialog, there are three checkboxes:

- Also show images outside of articles
- Only show images without alternate text
- Go to current image

A "Close" button is located at the bottom right of the dialog.

All important MadeToTag features can be used via keyboard shortcuts, allowing a fast editing in daily work, e.g. quick creation of articles, for a correct reading order:

Use MadeToTag shortcut set		⌘⇧⌘M
Show objects in current article		⇧⌘S
Show objects not in current article		⇧⌘X
Show objects in articles		⇧⌘D
Show objects not in any article		⇧⌘F
Show current selection only		⌘⌘S
Show master page objects		⇧⌘M
Hide master page objects		⌘⌘M
Show all objects		⇧⌘Y
<hr/>		
Add object to current article		⇧⌘A
<hr/>		
New article		⇧⌘N
Edit article name		⇧⌘E
Select previous article		⇧⌘O
Select next article		⇧⌘L
<hr/>		
Show preview for current article		⇧⌘V
Show preview for all articles		⇧⌘B
<hr/>		
Review alternate text for images		⌘I
Highlight export tags		⌘⌘E
Style sheet overview		
Meta data and alternate text review		
<hr/>		
Tasks		▶
Export Tags   Language		▶
Problem	Tag selected paragraph as H1	⌘1
	<b>Tag selected paragraph as H2</b>	<b>⌘2</b>
Reset UI	Tag selected paragraph as H3	⌘3
About Ma	Tag selected paragraph as H4	⌘4
	Tag selected paragraph as H5	⌘5
	Tag selected paragraph as H6	⌘6
	Tag selected paragraph as P	⌘7
	Tag selected paragraph as List	⌘8
	Tag selected paragraph as Artifact	⌘9
	Tag selected paragraph as Caption	⌘C
	Tag selected paragraph as Caption (List, at top)	⌘L
	Tag selected paragraph as Caption (Table, at top)	⌘T
	Tag selected paragraph as Caption (Table, at bottom)	⌘G
	Tag selected paragraph as Index	⌘X
	Tag selected paragraph as BlockQuote	⌘B

## General

- Plug-In for Adobe InDesign
- For Mac and Windows

Using the “Highlight Languages” feature, you can quickly overview whether the document’s language settings have been set correctly:

**Task 5: Language**

Previous Instructions... Next

**Primary language**

English: UK 90.65 %  
48101

**Further languages**

English: USA 9.29 %  
4927

German: 2006 Reform 0.07 %  
35

Other languages 0 %  
0

Highlight languages by color

**Language for text selection**

English: USA

**Locate potential problems**

Locate hard returns Execute

Use MadeToTag shortcut set

- Locate faux hyphens
- Locate images without alternate text
- Locate objects not assigned to any article
- Locate paragraph styles without role
- Locate uses of basic paragraph style
- Locate empty paragraphs
- Locate faux bullet lists
- Locate faux numbered lists
- Locate paragraphs without style
- Locate insufficient visual contrast
- Set export tag as prefix to paragraph style
- Meta data and alternate text review
- Sample JavaScript

When tagging complex tables, a sensible reading order is ensured: In “Smart Headers Mode“, complex cell associations are defined for header and column rows, which are comprehensible and verifiable by color highlighting:

The screenshot shows the 'Smart Headers' interface with the following settings:

- Smart Headers
- Activate Smart Headers edit mode
- Highlight table cells

	Date	Single Room	Double Room
Category A	21.05. – 30.09. 23.12. – 05.01.	€139,-	€169,-
	01.03. – 30.04. 01.10. – 31.10.	Special Rate €111,-	€145,-
	06.01. – 28.02. 01.11. – 22.12.	€139,-	€139,-
Category B	21.05. – 30.09. 23.12. – 05.01.	€109,-	€135,-
	01.03. – 30.04. 01.10. – 31.10.	€89,-	€119,-
	06.01. – 28.02. 01.11. – 22.12.	€75,-	€99,-

The “Optimize form fields“ option can be used to customize forms in PDF files. You can use MadeToTag to open a previously created form in Adobe Acrobat. When exporting, the form field settings of that template, such as font type, validation scripts, colors and interactive values, are imported into the PDF for export. These templates are saved and can be re-used in future projects:

The screenshot shows the 'Image Handling' settings panel with the following options:

- Compression: JPEG (Lossy)
- JPEG Quality: Medium
- Resolution (ppi): 150
- Optimize form fields

The 'Optimize form fields' dropdown menu is open, showing the following options:

- Form A38
- Form B12
- 
- Manage

## Tagged PDF in 7 guided steps

- 1 Define and review export tags for a correct semantic structure
- 2 Tag content into articles and review reading order
- 3 Display and edit alternate texts for images and graphics
- 4 Review and adjust document metadata
- 5 Assign languages used in the document
- 6 Comprehensive tagging of table contents
- 7 Export tagged, accessible PDF according to the PDF/UA ISO standard

## Benefits

- Faultless and fast generation of tagged PDF documents from within Adobe InDesign
- Reliable results through built-in control features
- Reliable and comprehensive tagging of content in a short amount of time
- Consideration of PDF/UA relevant requirements for the creation of accessible PDF files
- Short product training period due to easy and intuitive user interface
- Accessible PDF creation in only 7 guided steps
- Provides support for legal requirements for accessibility in information technology (Section 508, EU Mandate 376, German BGG and BITV)

## Pricing

- Multi user pricing upon request: [sales@axaio.com](mailto:sales@axaio.com)

1-user license

**599 Euro**  
(excl. VAT)



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## About axaio software

axaio software optimizes and standardizes output automation processes and content correction workflows for Adobe InDesign and InDesign Server, InCopy, Illustrator and QuarkXPress environments.

axaio MadeToPrint vastly enhances reliability in PDF creation and automated export to different other file formats. MadeToPrint seamlessly integrates into editorial environments based on vjoon K4, WoodWing Studio and Quark Publishing Platform, for a status-based output.

Another topic axaio software is focusing on is the generation of accessible PDF documents from within Adobe InDesign with its tagging tool MadeToTag.

axaio products are used worldwide by ad agencies, public authorities, associations, publishers, printers, prepress companies, insurance companies as well as in packaging industry.