

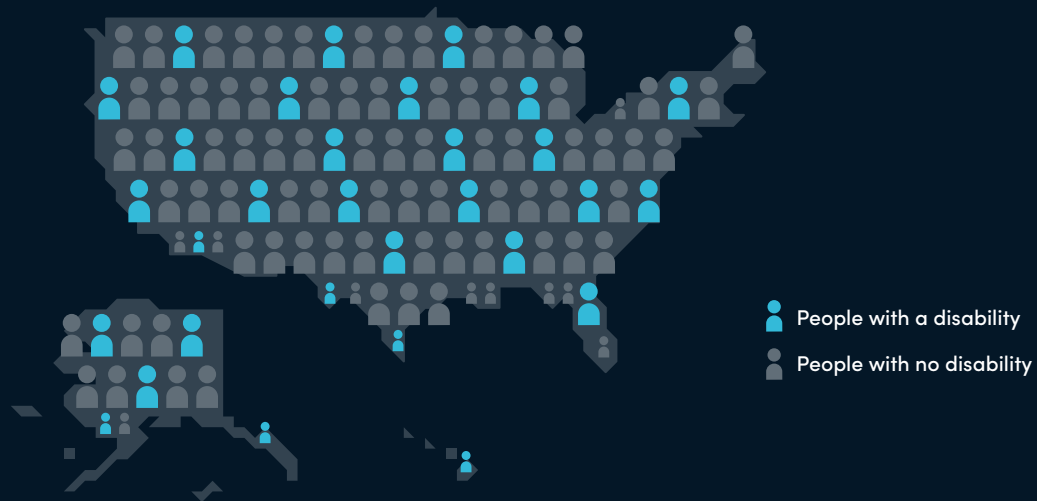
A photograph of a young Black man with a short beard, smiling and looking to his right. He is sitting in a blue metal wheelchair and using a silver laptop. He is wearing a light green button-down shirt and dark blue jeans. The background is a blurred office environment with glass partitions and warm lighting.

WHEREOWARE

# Self-Guided Website Accessibility Audit

Web accessibility means websites, tools, and technologies are designed, built, and optimized in a way that **people with ALL abilities can use them.**

Some estimates place disabled Americans around **26%** (nearly 61 million people, with an annual disposable income of \$1.2 trillion).



*Stat and image courtesy of the [www.cdc.gov](http://www.cdc.gov)*

Websites and platforms that don't meet the latest in website accessibility standards exclude huge communities of users, and frankly, are more likely to give a poor user experience (UX) to everyone.

Our **Self-Guided Website Accessibility Audit** outlines steps to quickly improve your website accessibility, inclusivity, and UX for all users.

# Self-Guided Website Accessibility Audit



## Visual Design + Content

- Is website branding consistent to reduce confusion?
- Is copy legible (adequate font size and color contrast against backgrounds)?
- Do error and other critical messages use a combination of visual cues (color, iconography, and text) to guide users to successfully input data (not relying solely on color)?
- Is copy clear, concise, and jargon-free to reduce cognitive load?
- Does copy use “person-first” language for disabilities (ex: “a person who is”) and avoid gendered colloquialisms (ex: “you guys”)?
- When requesting user data in webforms, are options flexible and diverse (ex: gender identification options, citizenship status, race/ethnicity)?



## Layout

- Is there an intuitive and simple layout with proper content hierarchy (positioning key elements)?
- Are there clear content headings and plentiful whitespace to help content stand out?
- Does the content placement mimic a ‘Z’ or ‘F’ shaped pattern to mimic natural eye movement and help users scan?
- Can important content still be seen and read when the browser zoom is increased to 200%?



## Media

- ☐ Is there descriptive alt-text on images? (Use an extension like Alt Text Tester to check for alt-text on images.)
- ☐ Is live text used whenever possible, versus text in imagery? (Avoid text within imagery.)
- ☐ Is anything flashing or moving? (Aim for fewer than 3 flashes/second.)
- ☐ Do video and audio content automatically play? (Versus allowing a user to control content playback.)
- ☐ Do audio and video files have a transcript or captioning?
- ☐ Are images high enough resolution to maintain quality when viewed at 200% of their original size?
- ☐ Do images reflect diverse populations and circumstances?
- ☐ Is it easy to differentiate between website content and ads?



## Mobile

- ☐ Is everything easy to read, access, and interact with on a mobile device?
- ☐ Is there plentiful space between components?
- ☐ Are buttons and click areas large enough to easily select?
- ☐ Is the layout orientation agnostic (accessible from both Portrait and Landscape modes)?



## Keyboard Navigation

- ☐ Can the site be successfully navigated using keyboard keys (tab, arrow, and return keys; space bar)?
- ☐ Are content elements presented in a logical order or skipping around?
- ☐ Is every part of the webpage accessible by keyboard (including media, like PDFs)?
- ☐ Can users close popups and modals with the keyboard?
- ☐ Can components like accordions and tabs be used with the keyboard?
- ☐ Does the content have clear focus states? (Can you clearly see what element is currently selected?)

## Tools to Check Your Website Accessibility



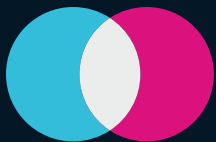
- ☐ [Accessible Content Guide](#)
- ☐ [Alt Text Checker](#)
- ☐ [NoCoffee Vision Simulator Firefox Extension](#)
- ☐ [Color Contrast Checker](#)
- ☐ [Google Lighthouse Automated Testing](#)
- ☐ [axe Automated Testing Browser Extension](#)
- ☐ Your Keyboard
- ☐ Built in screen reader tools on your device:  
[Mac VoiceOver](#); [Microsoft Narrator](#)

# Accessibility is for Everyone



At Whereoware, we believe easy and enjoyable digital experiences are a fundamental right – and accessibility is for everyone.

From accessibility audits, to kickoff and discovery, through architecture, design, and development, our accessibility and user-experience (UX) experts will optimize your digital experience.



Contact us for a professional  
accessibility audit and  
remediation plan.

Email - [sales@whereoware.com](mailto:sales@whereoware.com)