

90-Day Website Accessibility Checklist

A Quick Guide to Get You Started



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This checklist will help guide you through the key milestones and steps you need to take over the next 90 days to improve the accessibility of your website and help better protect your company from any usability complaints. This checklist is by no means a legal document of any kind but a guide to get you started on your web accessibility journey. If you have any questions, please reach to us directly at marketing@wsidigital.ie

#1

Start Documenting Research & Conversations

The very first thing you should do is start making a record of the various steps you are taking to make your website more accessible. This will show your due diligence on addressing the issue if you ever need to prove that legally.

We recommend you do the following:

- Take detailed minutes at any meetings your company has discussing web accessibility and your actions to make your website more user-friendly.
- Include any conversations you have with external experts (e.g., a WSI Consultant, lawyer, technology providers).
- Create a timeline (dates and times) that outlines your website accessibility journey.
- Identify any third-party platforms or systems that add functionality to your website but outside of your direct control (such as reservation platforms, payment processing systems, etc.) and determine their preparedness.



#2

Get Your Website Tested

When it comes to website accessibility, many factors can impact how easy or hard your website is to navigate for visitors with disabilities.

From a design perspective, here are just some of the questions you should ask yourself:

- Can you completely navigate your page with ease in the absence of a mouse?
- Do you concisely describe your images via alt tags?
- Do you use typography and headings for establishing a hierarchy of your website content?
- Do you have a consistent layout across your website?
- Does the video content you have on your website have transcriptions and synced captions enabled?
- Are you supporting assistive technology (such as screen readers) on your website?
- Can you use tooltips that facilitate keyboard selection?
- Do you ensure that the foreground and background contrast and meet at least WCAG (Web Content Accessibility Guidelines) Level AA web accessibility?

To know exactly how accessible (or inaccessible) your website is, you must get a web accessibility test done on your site.

There are tools out there that can scan your site, score its level of accessibility, and identify what elements on your website need to be addressed specifically. (Reach out to your WSI Consultant to have an accessibility test conducted on your website).

Once your website is tested, you will have a better idea of what critical errors need to be addressed immediately and what recommended fixes you should be making over time to meet certain levels of web accessibility (A, AA, and AAA).

#3

Enlist the Help of a Digital Marketing Professional

Based on your website's accessibility test results, we recommend you book time with a digital marketing professional (such as a WSI Consultant) to discuss your next steps in more detail.

Certain aspects of your website may be more critical to correct than others, and sometimes these fixes are simple content updates. Still, most of the time, these fixes require the assistance of a web developer to resolve and are best left to a professional to coordinate and take care of on your behalf.

#4

Put a Website Accessibility Plan Together and Start Implementing

While there are different levels of web accessibility, many organizations strive to meet WCAG Level AA of accessibility.

If you are working with a digital marketing professional (like a WSI Consultant), they will be able to put a plan of action together that outlines the necessary steps that need to be taken to make your website more accessible and determine areas of priority.

If you are doing this internally, be sure to use the information you got from your website accessibility test to make sure you address all the critical issues that require remediation.

In some cases, you may want to invest in a web accessibility tool or technology that runs on your website to help address some of your immediate accessibility issues. There are various tools out there you can choose from. At WSI, our preferred tool is AudioEye. Reach out to your WSI Consultant for info.

#5

Maintain and Review Beyond the 90 Days

Website accessibility is not a “one and done” project. It must be maintained continually to keep up with changing content, technology, and regulations. Regular audits of your website are necessary to ensure it continues to meet accessibility guidelines.

A lot of times, this is where investing in a web accessibility tool can come in handy (if you aren't doing that already). These technologies have come a long way, and many are quite affordable. They also make running accessibility audits and addressing any fixes that need to be made much more manageable.

Speak to your digital marketing professional on which technology would make sense for your website. As mentioned, WSI has a partnership with AudioEye, one of the most trusted web accessibility tools on the market today.

We hope you found this checklist helpful. If you have any questions on the accessibility of your website, please reach to us directly at marketing@wsidigital.ie





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For more than two decades, WSI has helped over 100,000 businesses develop their online marketing strategies so they can get more leads, generate more sales, and earn a better return on their online marketing investment. Overall, WSI strives to make a difference in the lives of the businesses they work with by fostering lasting, life-changing growth for their clients.

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