



ACCESSIBILITY AND INCLUSIVITY WEBSITE CHECKLIST

Raise the bar for digital accessibility and inclusivity.

This checklist will help you create an online space where everyone feels valued and included.

You can use this checklist to help you audit your own website, to meet minimum standards, support assistive technology users, and improve the overall user experience.

We hope you find this checklist informative and easy to use.

By following this checklist you will ensure your website is inclusive, accessible, and resonates with a diverse audience.

We'd love to hear from you!

Let us know the positive changes you make to your online spaces.

If you have any feedback or anything you would add to the checklist that we haven't included - share your thoughts, we are always on a learning journey.

Wishing you all the best on your journey to becoming a more accessible and inclusive business.



ACCESSIBILITY FEATURES CHECKLIST

Importance: Supports assistive technology users, as well as people with cognitive, sight, or motor disabilities.

- Provide alternative text descriptions for non-text content.
- Ensure colour contrast meets minimum requirements.
- Use clear and consistent headings to organise content.
- Provide captions and transcripts for multimedia content.
- Ensure content can be navigated using different input methods, such as keyboard, mouse, or touch.
- Use descriptive anchor texts for links.
- Ensure forms are accessible and provide clear instructions.
- Allow users to resize text up to 200% without losing content or functionality.
- Ensure content can be accessed in multiple ways (e.g., keyboard-only, mouse or touch).
- Avoid using images of text where possible.

Additional information

Alt text: If the image is decorative only, use null alt (alt="")

Colour Contrast: The minimum ratio requirement is 4.5:1 we recommend using WebAIM: Contrast checker

Headings: Use heading tags (H1, H2, H3) to structure your content clearly.

Descriptive Anchor Texts: Use meaningful link texts, e.g., "Read our 10 tips for SEO success" instead of "Click here."



SEAMLESS NAVIGATION

Importance: Enhances user experience, especially for those with cognitive or motor impairments.

- The main navigation menu is consistent and descriptive.
- Implement breadcrumb navigation.
- Consider sidebar navigation for content-rich sites.
- Include footer navigation with essential links.
- Ensure mobile navigation is responsive and user-friendly.
- Provide in-page navigation options.

Additional information

Main Navigation: Place the main menu at the top, keep it consistent, and use clear labels.

Breadcrumb Navigation: Helps users understand their location and navigate back easily.

Sidebar Navigation: Useful for sites with a lot of content; helps access related sections quickly.

Footer Navigation: Include important links and ensure consistency across pages.

Mobile Navigation: Use responsive designs and mobile-friendly menus like hamburger menus.

In-Page Navigation: Allow users to jump to specific sections within a page.



COLOUR CONTRAST AND TYPOGRAPHY

Importance: Improves readability for users with visual impairments.

- Ensure a minimum colour contrast ratio of 4.5:1.
- Choose fonts that are on-brand but prioritize readability.
- Break up large blocks of text.
- Utilize white space effectively.
- Maintain a consistent content structure.

Additional information

Colour Contrast: Check that text and background colours meet accessibility standards.

Try a free checker such as: www.webaim.org/resources/contrastchecker/

Font Choices: Select fonts that are easy to read; avoid overly decorative fonts. **San Serif** is recommended over **Serif**.

Text Structure: Use headings, subheadings, bullet points, and lists to break up text. Think of this as H1 (Title) News H2 (Header)

White Space: Use spacing to reduce clutter and improve readability.

Content Structure: Follow a consistent hierarchy with headings and subheadings.

For reference: The first FIVE COLOURS in our logo would not pass the minimum ratio for coloured text on a white background. Only the final two meet the WCAG AAA standard.



ALT TEXT

Importance: Ensures images are accessible to visually impaired users using screen readers.

- Include alt text for all images.
- Use null alt for decorative images.
- Provide meaningful descriptions for informative images.

Additional information

Alt Text: Describe the content and purpose of images. For decorative images, use alt="".

Descriptive Alt Text: Be specific, e.g., "Black and white cat laying on a windowsill" instead of "Picture of a cat."

DESCRIPTIVE LINKS

Importance: Helps users understand links' purpose and improves screen reader users' navigation.

- Avoid using "Click here" or "Read more."
- Use descriptive texts for links.

Additional information

Descriptive Links: Indicate the destination or action, e.g., "Read our 10 tips for SEO success."



SOCIAL VALUES AND PRACTICES

Importance: Reflects your commitment to inclusivity and resonates with a broader audience.

- Be transparent about your environmental practices.
- Share your charitable activities and reasons for supporting them.
- Demonstrate your commitment to social inclusion and equality.
- Provide captions and transcripts for multimedia content.
- Show support for the LGBTQIA+ community.
- Align with the Equality Act 2010 standards.

Additional information

Environmental Practices: Share how you make sustainable choices and avoid harmful industries.

Charitable Support: Highlight your charitable activities and the stories behind them.

Social Inclusion: Be vocal about your support for social justice and inclusivity.

LGBTQIA+ Support: Show authentic support beyond symbolic gestures.

Equality Act 2010: Ensure your practices align with protections against discrimination based on race, sex, sexual orientation, disability, religion, being transgender, pregnancy, marital status, and age.



INCLUSIVE LANGUAGE

Importance: Fosters a welcoming environment for all users by using language that respects and values diversity.

- Use gender-neutral language (e.g., "they" instead of "he/she" when appropriate).
- Avoid stereotypes in your language.
- Use inclusive terms (e.g., "server, instead of waiter/waitress").
- Be mindful of cultural sensitivity in your language.
- Avoid ableist language

Additional information

Gender-Neutral Language: Use terms like "they," "person," or "individual" to avoid gender-specific language.

Avoid Stereotypes: Be conscious of language that might perpetuate stereotypes or biases.

Inclusive Terms: Use words that include all gender identities and relationships.

Cultural Sensitivity: Be aware of and respect cultural differences in your language choices.

Avoiding ableist language to ensure everyone feels accepted: For example use a person first approach. "A person with Autism" rather than, "an autistic person".

Focus language on ability not disability: "A wheelchair user" rather than, "a person confined to a wheelchair."



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www.digitalshinemarketing.com
info@digitalshinemarketing.com

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