Agency logo slot (replace with your logo)

Web accessibility audit

www.w3.org · WCAG 2.2 Level AA (automated scan, agent-reviewed) · EN 301 549 / European Accessibility Act mapping

Prepared by Your Agency · Scan date 2026-11-01 · 15 pages scanned

1. Executive summary

15	14	808	3
pages scanned	distinct issue types	affected elements	critical

4	5	2
serious	moderate	minor

The issues that most block people using screen readers, keyboards or low vision are:

1. **Images must have alternative text** — 10 of 15 pages, 300 elements (WCAG 1.1.1).
2. **Select element must have an accessible name** — 10 of 15 pages, 12 elements (WCAG 4.1.2).
3. **Form elements must have labels** — 2 of 15 pages, 22 elements (WCAG 4.1.2).
4. **All touch targets must be 24px large, or leave sufficient space** — 15 of 15 pages, 45 elements (WCAG 2.5.8).
5. **Links must have discernible text** — 10 of 15 pages, 48 elements (WCAG 2.4.4, 4.1.2).

Fixing the shared templates (header, navigation, footer, cards, forms) clears most instances at once, because the same rule fails on many pages. Section 5 gives the fix per issue with code.

2. Scope and limits (read this)

- **This is not a compliance certificate, an accessibility statement or legal advice.** Whether a site meets the European Accessibility Act, the ADA or any other law is a legal and manual-testing question.
- **Automated checks cover roughly 30-40% of WCAG success criteria.** Tools such as axe-core detect missing names, contrast, ARIA misuse and structure; they cannot judge whether alt text is accurate, whether the focus order makes sense, whether error messages help, whether captions are correct or whether a flow works with a screen reader.

- **Not included:** manual keyboard and screen-reader testing, PDFs, video caption review, authenticated areas (checkout, account), mobile apps, cognitive and content review.
- The audit covers the pages listed in section 6 only; pages are sampled across site templates.

What was checked: axe-core 4.10 rules for WCAG 2.0/2.1/2.2 A and AA plus best practice; and Keencrest extra checks: alt-text quality heuristics, positive tabindex, visible focus change on up to 40 controls per page, focus moving against reading order, hover-state text contrast on up to 14 links and buttons per page, non-descriptive link text and unannounced new-window links. Items without a WCAG number are best practice, not WCAG failures. Heuristic findings need a human look before a fix.

3. Issues by WCAG success criterion

WCAG SC	Name	EN 301 549	Issue types	Elements
1.1.1	Non-text Content	9.1.1.1	image-alt, extra.alt-quality	312
1.4.3	Contrast (Minimum)	9.1.4.3	color-contrast	24
2.4.3	Focus Order	9.2.4.3	extra.focus-order	1
2.4.4	Link Purpose (In Context)	9.2.4.4	link-name, extra.generic-link-text	52
2.5.8	Target Size (Minimum)	9.2.5.8	target-size	45
3.1.1	Language of Page	9.3.1.1	html-has-lang	10
4.1.2	Name, Role, Value	9.4.1.2	select-name, label, link-name	82
Best practice	Not a WCAG failure		region, landmark-one-main, extra.new-window, empty-table-header	330

4. Issues by template

Fix a template once, fix every page that uses it.

Template (path group)	Pages	Issue types	Elements
`/WAI/*`	15	14	808

5. Findings and fixes, by severity

CRITICAL Images must have alternative text

Rule `image-alt` · WCAG 1.1.1 (EN 301 549 9.1.1.1) · 10 pages · 300 elements · rule reference

Fix: Every informative image needs a text alternative that conveys its purpose. Decorative images get an empty alt.

```
<img src="team.jpg" alt="The support team at the Berlin office">
<img src="divider.svg" alt="">
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `img[src$="border_left_top.gif"]` · Element does not have an alt attribute

```
<img src="./img/border_left_top.gif" width="10px" height="10px">
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `img[src$="border_top.gif"]` · Element does not have an alt attribute

```
<img src="./img/border_top.gif" height="10px">
```

CRITICAL Select element must have an accessible name

Rule `select-name` · WCAG 4.1.2 (EN 301 549 9.4.1.2) · 10 pages · 12 elements · rule reference

Fix: Selects need a label.

```
<label for="country">Country</label><select id="country">...</select>
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `select` · Element does not have an implicit (wrapped) <label>

```
<select onchange="location.href = this.value;">
```

Example on https://www.w3.org/WAI/demos/bad/before/annotated/home.html
Selector: `select` · Element does not have an implicit (wrapped) <label>

```
<select onchange="location.href = this.value;">
```

CRITICAL Form elements must have labels

Rule `label` · WCAG 4.1.2 (EN 301 549 9.4.1.2) · 2 pages · 22 elements · rule reference

Fix: Every form control needs a programmatically associated label.

```
<label for="email">Email address</label>
<input id="email" type="email" autocomplete="email">
```

Example on https://www.w3.org/WAI/demos/bad/before/survey.html
Selector: `input[value="1"]` · Element does not have an implicit (wrapped) <label>

```
<input class="align" type="radio" name="res" value="1">
```

Example on https://www.w3.org/WAI/demos/bad/before/survey.html
Selector: `input[value="2"]` · Element does not have an implicit (wrapped) <label>

```
<input class="align" type="radio" name="res" value="2">
```

SERIOUS All touch targets must be 24px large, or leave sufficient space

Rule `target-size` · WCAG 2.5.8 (EN 301 549 9.2.5.8) · 15 pages · 45 elements · rule reference

Fix: Interactive targets should be at least 24x24 CSS px or have enough spacing (WCAG 2.2).

```
.icon-btn { min-width: 24px; min-height: 24px; padding: 6px; }
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `.inaccessible > .report[href$="home.html"]` · Target has insufficient size (94px by 20px, should be at least 24px by 24px)

```
<a href="./reports/home.html" class="report"><span class="hidden">Inaccessible Home Page
</span> Report</a>
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `.accessible > .report[href$="home.html"]` · Target has insufficient size (94px by 20px, should be at least 24px by 24px)

```
<a href="../after/reports/home.html" class="report"><span class="hidden">Accessible Home
Page </span> Report</a>
```

SERIOUS Links must have discernible text

Rule `link-name` · WCAG 2.4.4, 4.1.2 (EN 301 549 9.2.4.4, 9.4.1.2) · 10 pages · 48 elements · rule reference

Fix: Links need discernible text. Add visible text, or an aria-label for icon-only links.

```
<a href="/cart" aria-label="Shopping cart, 2 items"><svg aria-hidden="true">...</svg></
a>
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `#home > a[onfocus="blur();"]` · Element is in tab order and does not have accessible text

```
<a href="javascript:location.href='home.html';" onfocus="blur();"><img name="nav_home"
src="./img/nav_home.gif" width="88" height="27" hspace="15" border="0px"></a>
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `#news > a[onfocus="blur();"]` · Element is in tab order and does not have accessible text

```
<a href="javascript:location.href='news.html';" onfocus="blur();"><img src="./img/
nav_news.gif" name="nav_news" width="90" height="21" hspace="12" border="0px"></a>
```

SERIOUS <html> element must have a lang attribute

Rule `html-has-lang` · WCAG 3.1.1 (EN 301 549 9.3.1.1) · 10 pages · 10 elements · rule reference

Fix: Set the page language on the root element.

```
<html lang="en">
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `html` · The <html> element does not have a lang attribute

```
<html>
```

Example on https://www.w3.org/WAI/demos/bad/before/annotated/home.html
Selector: `html` · The <html> element does not have a lang attribute

```
<html>
```

SERIOUS Elements must meet minimum color contrast ratio thresholds

Rule `color-contrast` · WCAG 1.4.3 (EN 301 549 9.1.4.3) · 6 pages · 24 elements · rule reference

Fix: Text needs a contrast ratio of at least 4.5:1 (3:1 for large text) against its background. Darken the text or lighten the background.

```
/* before */ .muted { color: #999; }
/* after: 4.5:1 on white */ .muted { color: #767676; }
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `tr[height="25px"]:nth-child(2) > td[bgcolor="#A9B8BF"][width="150px"] > font[color="#41545D"][size="2"] > b` · Element has insufficient color contrast of 3.88 (foreground color: #41545d, background color: #a9b8bf, font size: 9.8pt (13px), font weight: bold). Expected contrast ratio of 4.5:1

```
<b>Free Penguins</b>
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `tr[height="25px"]:nth-child(7) > td[bgcolor="#A9B8BF"][width="150px"] > font[color="#41545D"][size="2"] > b` · Element has insufficient color contrast of 3.88 (foreground color: #41545d, background color: #a9b8bf, font size: 9.8pt (13px), font weight: bold). Expected contrast ratio of 4.5:1

```
<b>More City Parks</b>
```

MODERATE All page content should be contained by landmarks

Rule `region` · Best practice · 15 pages · 309 elements · rule reference

Fix: Put all page content inside landmarks (header, nav, main, footer).

```
<header>...</header><nav>...</nav><main>...</main><footer>...</footer>
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `#logos` · Some page content is not contained by landmarks

```
<p id="logos"><a href="https://www.w3.org/" title="W3C Home"><img alt="W3C logo"
src="../img/w3c.png" height="48" width="72"></a><a href="https://www.w3.org/WAI/"
title="WAI Home"><img alt="Web Accessibility Initiative (
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `h1` · Some page content is not contained by landmarks

```
<h1><span class="subhead">Inaccessible Home Page</span><span class="hidden"> -</span>
Before and After Demonstration</h1>
```

MODERATE Document should have one main landmark

Rule `landmark-one-main` · Best practice · 15 pages · 15 elements · rule reference

Fix: Wrap the primary content in a single main landmark.

```
<main id="content">...</main>
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `html` · Document does not have a main landmark

```
<html>
```

Example on https://www.w3.org/WAI/demos/bad/before/reports/home.html
Selector: `html` · Document does not have a main landmark

```
<html lang="en">
```

MODERATE Image alt text looks low quality (file name, placeholder or redundant word)

Rule `extra.alt-quality` · WCAG 1.1.1 (EN 301 549 9.1.1.1) · 10 pages · 12 elements · Keencrest extra check

Fix: Replace file names, placeholders and redundant words in alt text with a short description of the image's purpose.

```
<img src="IMG_2041.jpg" alt="IMG_2041.jpg">
<!-- becomes -->
<img src="IMG_2041.jpg" alt="Customer unpacking a parcel">
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `td > div > a > img` · alt is over 150 characters; move long descriptions to nearby text: "Red dot with a white letter 'C' that symbolizes a moon cresc"

```
<img src="./img/top_logo.gif" width="443px" height="86px" alt="Red dot with a white
letter 'C' that symbolizes a moon crescent as well as the sun. This logo is followed by
a black
```

Example on https://www.w3.org/WAI/demos/bad/before/annotated/home.html
Selector: `td > div.annot_link_parent > a > img` · alt is over 150 characters; move long descriptions to nearby text: "Red dot with a white letter 'C' that symbolizes a moon cresc"

```
<img src="../img/top_logo.gif" width="443px" height="86px" alt="Red dot with a white
letter 'C' that symbolizes a moon crescent as well as the sun. This logo is followed by
a black
```

MODERATE Link text is not descriptive out of context

Rule `extra.generic-link-text` · WCAG 2.4.4 (EN 301 549 9.2.4.4) · 2 pages · 4 elements · Keencrest extra check

Fix: Link text such as 'click here' or 'read more' has no meaning out of context. Make the text describe the destination.

```
<a href="/pricing">See pricing plans</a>
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `div > p > span > a` · "Click here"

```
<a onfocus="blur();" href="../offsite.html" target="_blank">Click here</a>
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `div > p > span > a` · "Click here"

```
<a onfocus="blur();" href="../offsite.html" target="_blank">Click here</a>
```

MODERATE Keyboard focus jumps against the visual reading order

Rule `extra.focus-order` · WCAG 2.4.3 (EN 301 549 9.2.4.3) · 1 pages · 1 elements · Keencrest extra check

Fix: Focus moved in a way that does not follow the visual reading order. Reorder the DOM instead of repositioning with CSS.

```
<!-- put the DOM in the same order users see it -->
```

Example on https://www.w3.org/WAI/demos/bad/before/annotated/home.html
Selector: `td > div.annot_link_parent > span.annot_link.prev_sib > a` · focus moves up the page by 513px

```
<a href="#annot_02" title="02: Image without any text alternative">02</a>
```

MINOR Link opens a new window without warning

Rule `extra.new-window` · Best practice · 2 pages · 4 elements · Keencrest extra check

Fix: Links that open a new window should say so.

```
<a href="..." target="_blank" rel="noopener">Annual report (opens in new tab)</a>
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `div > p > span > a` · target=_blank

```
<a onfocus="blur();" href="../offsite.html" target="_blank">Click here</a>
```

Example on https://www.w3.org/WAI/demos/bad/before/home.html
Selector: `div > p > span > a` · target=_blank

```
<a onfocus="blur();" href="../offsite.html" target="_blank">Click here</a>
```

MINOR Table header text should not be empty

Rule `empty-table-header` · Best practice · 2 pages · 2 elements · rule reference

Fix: See the rule reference for the fix pattern.

Example on https://www.w3.org/WAI/demos/bad/before/tickets.html
Selector: `th` · Element does not have text that is visible to screen readers

```
<th style="padding-bottom:10px;"><img src="./img/headline_ticket_prices.gif"
border="0"></th>
```

Example on https://www.w3.org/WAI/demos/bad/before/annotated/tickets.html
Selector: `th` · Element does not have text that is visible to screen readers

```
<th style="padding-bottom:10px;"><img src="../img/headline_ticket_prices.gif"
border="0"></th>
```

6. Pages scanned

URL	Title	Issue types	Elements
https://www.w3.org/WAI/demos/bad/before/home.html	Welcome to CityLights! [Inaccessible Home Page]	11	74
https://www.w3.org/WAI/demos/bad/before/reports/home.html	Inaccessible Home Page Report	3	40

https://www.w3.org/WAI/demos/bad/before/annotated/home.html	Welcome to CityLights! [Annotated Inaccessible Home Page]	12	82
https://www.w3.org/WAI/demos/bad/before/news.html	Welcome to CityLights! [Inaccessible News Page]	8	56
https://www.w3.org/WAI/demos/bad/before/tickets.html	Welcome to CityLights! [Inaccessible Tickets Page]	10	51
https://www.w3.org/WAI/demos/bad/before/survey.html	Welcome to CityLights! [Inaccessible Survey Page]	9	66
https://www.w3.org/WAI/demos/bad/before/template.html	Welcome to CityLights! [Inaccessible Template Page]	9	46
https://www.w3.org/WAI/demos/bad/before/reports/news.html	Inaccessible News Page Report	3	40
https://www.w3.org/WAI/demos/bad/before/reports/tickets.html	Inaccessible Tickets Page Report	3	40
https://www.w3.org/WAI/demos/bad/before/reports/survey.html	Inaccessible Survey Page Report	3	40
https://www.w3.org/WAI/demos/bad/before/reports/template.html	Inaccessible Template Report	3	40
https://www.w3.org/WAI/demos/bad/before/annotated/news.html	Welcome to CityLights! [Annotated Inaccessible News Page]	8	58
https://www.w3.org/WAI/demos/bad/before/annotated/tickets.html	Welcome to CityLights! [Annotated Inaccessible Tickets Page]	10	56
https://www.w3.org/WAI/demos/bad/before/annotated/survey.html	Welcome to CityLights! [Annotated Inaccessible Survey Page]	9	68
https://www.w3.org/WAI/demos/bad/before/annotated/template.html	Welcome to CityLights! [Annotated Inaccessible Template Page]	9	51

robots.txt was respected (0 URLs skipped). axe-core also reported 20 'needs review' items across these pages that cannot be decided automatically; they belong in the manual review.

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