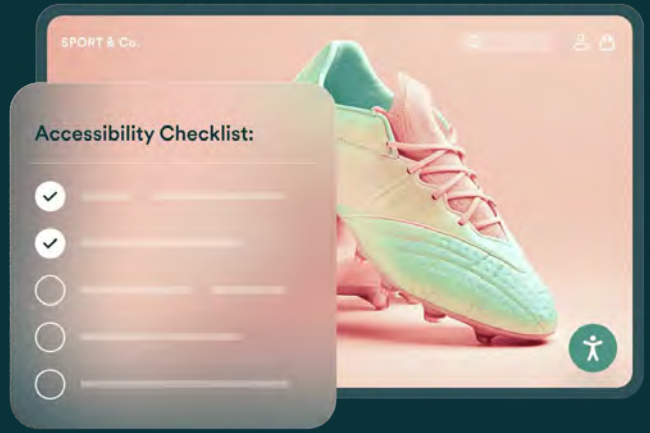# *eCommerce* website web accessibility checklist

This checklist can help your online store adhere to some of the most important Web Accessibility Content Guidelines (WCAG) 2.1 at Level AA - the standard referenced by many U.S. courts in cases involving web accessibility violations under the ADA.

*The checklist has no legal bearing, and cannot be relied on in the case of litigation

Images & media

- **Add descriptive alt text to product images:** Make sure meaningful images, like those showcasing products and services - feature clear and descriptive alt text

- **Include captions and transcripts:** Add captions to meaningful video content, like product demos or how-to content, and provide transcripts for audio clips

- **Avoid auto-playing media:** Let shoppers decide when to play videos or carousels. If something auto-plays, give them an easy way to pause or stop it.

Navigation & interaction

- **Make sure shoppers can navigate your online store using only their keyboard:** Every part of your site - from product pages to checkout - should be operable via keyboard command

- **Keep navigation patterns consistent across your site:** Recurring elements like menus, search bars, and buttons should appear and behave the same throughout

Forms & checkout

- **Label every form field clearly:** Each field, like name, email, or credit card number, should have a visible, descriptive label so shoppers know exactly what to enter

- **Make error messages clear and specific:** When an error occurs, let shoppers know exactly what went wrong and how to fix it. For example, "enter a valid email address" instead of just "error."

- **Clearly indicate required fields:** Use both visual indicators (like an asterisk) and accessible labels to show which fields are required

- **Let shoppers review and edit their order before submitting:** At checkout, show a clear order summary with an easy way to make changes

- **Enable autocomplete for common fields:** Let browsers autofill fields like name, email, and shipping address to help shoppers check out faster and with fewer errors

- **Use accessible CAPTCHA options:** If you use a CAPTCHA, provide an alternative, like an audio challenge or a simple checkbox

Visual design

- **Use strong color contrast:** Text and meaningful icons, like a shopping cart or sale tag, should have clear contrast against the background. Use a minimum ratio of 4.5:1 for body text and 3:1 for large text and icons.

- **Don't use color alone to convey meaning:** If you use color to communicate something, like red for an error, add a second cue, such as an icon or message

- **Let shoppers zoom in on text:** Your site should remain fully functional when text is zoomed up to 200%. Content shouldn't break, overlap, or become hidden.

Content & structure

- **Maintain proper heading structure and hierarchy:** Use one H1 for the page title, then use H2, H3, and so on in order

- **Write clear, descriptive link text:** Avoid vague phrases like "click here." Use specific wording - like "view return policy" or "shop women's shoes", so shoppers know exactly where each link leads.

- **Set the correct language for your site:** Declare your site's default language (like English) in the code

Benefit from an accessible store

Mitigate legal risk
77% of digital accessibility lawsuits target online stores

Outrank your competition
Accessibility best practices are SEO best practices

Tap into lucrative markets
Disability community command $13T in disposable income

Protect the store you've built

One plugin. Total peace of mind.

CONNECT YOUR STORE →