

The Must-Have WCAG 2.0 Checklist

Practical Resource Guide

I INTRODUCTION

Purchasing behaviours have changed – customers are using the web to shop, to communicate and to work. In the U.S. alone, 20% of the population identify as having a disability.

That's one in five people that brands may not be reaching via their digital properties and that's in the U.S. alone.

The intent of this paper is to give accessibility professionals, web developers, and website project leads a straightforward checklist that will make developing an accessible website easier. We're also going to answer questions such as: what are the guidelines? Why do people need to follow the guidelines?

This checklist is great for teams as they integrate web accessibility within their organizations.

1 IN 5
PEOPLE WITH DISABILITIES



MAY NOT BEING REACHED WITH DIGITAL
PROPERTIES IN THE U.S. ALONE.

I WHAT IS WCAG 2.0?

Web Content Accessibility Guidelines (WCAG) 2.0 is a technical guideline, which explains how to make web content more accessible to people with disabilities. Web content in this scenario, generally refers to the information in a web page or web application, including text, images, sounds, code or markup that defines structure and presentation.

The WCAG 2.0 guidelines were developed by the World Wide Web Consortium (W3C) and have been incorporated into an ISO standard by the International Organization for Standardization (ISO). The ISO standard is not law, but many global standards and regulations for web accessibility use the WCAG 2.0 guidelines including the Americans with Disabilities Act (ADA), Section 508, Section 504 and the Accessibility for Ontarians with Disabilities Act (AODA).

The guidelines cover blindness, including low vision and photo-sensitivity; deafness and hearing loss; learning disabilities; cognitive limitations including those associated with age and illness; a limited range of movement; speech disabilities, and any combination of any the above. While following the WCAG 2.0 guidelines has obvious benefits for people with disabilities, they also make web content more usable to general users.

WCAG 2.0 has 12 guidelines that include testable success criteria. The guidelines are organized under four principles: perceivable, operable, understandable and robust. The testable criteria has three levels of conformance, beginning with Level A, the minimum; Level AA, and finally Level AAA.

I WHY USE WCAG 2.0?

A company that incorporates accessibility using the WCAG 2.0 guidelines ensures that their brand's digital properties are globally accessible, and reduces the need for resources to meet geographic-specific standards. Given that it is a universally accepted set of guidelines, customers, who use assistive technology devices, like screen readers, to browse the web, shop and work online can easily engage with brands digitally.

However, when it comes to accommodating customers with physical disabilities, following the WCAG 2.0 guidelines are an exercise in futility. These customers would require assistive technologies like keyboard, mouse and touch replacement tools.

The following checklist will help you and your digital team achieve and maintain compliance with WCAG 2.0 level A, AA and AAA.



Tip: Start with Level A and work your way up to Level AAA as your brand's accessibility needs evolve to delight your customers.

LEVEL A CHECKLIST

Project: _____ Date: _____
Website: _____ Webpage: _____

✓	GUIDELINES	DESCRIPTION	NOTES	PASS/FAIL
<input type="checkbox"/>	1.1.1 – Non-text Content	Provide text alternatives for non-text content		
<input type="checkbox"/>	1.2.1 – Audio-only and Video-only (Pre-recorded)	Provide an alternative to video-only and audio-only content		
<input type="checkbox"/>	1.2.2 – Captions (Pre-recorded)	Provide captions for videos with audio		
<input type="checkbox"/>	1.2.3 – Audio description or Media Alternative (Pre-recorded)	Video with an audio has a second alternative		
<input type="checkbox"/>	1.3.1 – Info and Relationships	Logical structures		
<input type="checkbox"/>	1.3.2 – Meaningful Sequence	Present content in a meaningful order		
<input type="checkbox"/>	1.3.3 – Sensory Characteristics	Use more than one sense for instructions		
<input type="checkbox"/>	1.4.1 – Use of colour	Don't use presentation that relies solely on colour		
<input type="checkbox"/>	1.4.2 – Audio Control	Don't play audio automatically		
<input type="checkbox"/>	2.1.1 – Keyboard	Accessible by keyboard only		
<input type="checkbox"/>	2.1.2 – No keyboard Trap	Don't trap keyboard users		
<input type="checkbox"/>	2.2.1 – Timing Adjustable	Time limits have user controls		
<input type="checkbox"/>	2.2.2 – Pause, Stop, Hide	Provide user controls for moving content		
<input type="checkbox"/>	2.3.1 – Three Flashes or Below	No content flashes more than three times per second		
<input type="checkbox"/>	2.4.1 – Bypass Blocks	Provide a "Skip to Content" link		
<input type="checkbox"/>	2.4.2 – Page Titled	Helpful and clear page title		
<input type="checkbox"/>	2.4.3 – Focus Order	Logical Order		
<input type="checkbox"/>	2.4.4 – Link Purpose (In Context)	Every link's purpose is clear from its context		
<input type="checkbox"/>	3.1.1 – Language of Page	Page has a language assigned		
<input type="checkbox"/>	3.2.1 – On Focus	Elements do not change when they receive focus		
<input type="checkbox"/>	3.2.2 – On Input	Elements do not change when they receive input		
<input type="checkbox"/>	3.3.1 – Error Identification	Clearly identify input errors		
<input type="checkbox"/>	3.3.2 – Labels or instructions	Label elements and give instructions		
<input type="checkbox"/>	4.1.1 – Parsing	No major code errors		
<input type="checkbox"/>	4.1.2 – Name, Role, Value	Build all elements for accessibility		

Webpage results: ☐ Pass / ☐ Fail

Signed: _____

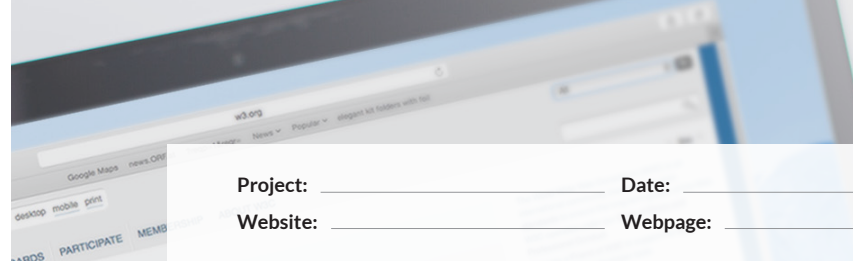
LEVEL AA CHECKLIST

Project: _____ Date: _____
 Website: _____ Webpage: _____

✓	GUIDELINES	DESCRIPTION	NOTES	PASS/FAIL
<input type="checkbox"/>	1.2.4 – Captions (Live)	Live videos have captions		
<input type="checkbox"/>	1.2.5 – Audio Description (Pre-recorded)	Users have access to audio description for video content		
<input type="checkbox"/>	1.4.3 – Contrast (Minimum)	Contrast ratio between text and background is at least 4.5:1		
<input type="checkbox"/>	1.4.4 – Resize Text	Text can be resized to 200% without loss of content or function		
<input type="checkbox"/>	1.4.5 – Images of Text	Don't use images of text		
<input type="checkbox"/>	2.4.5 – Multiple Ways	Offer several ways to find pages		
<input type="checkbox"/>	2.4.6 – Headings and Labels	Use clear headings and labels		
<input type="checkbox"/>	2.4.7 – Focus Visible	Keyboard focus is visible and clear		
<input type="checkbox"/>	3.1.2 – Language of Parts	Tell users when the language on a page changes		
<input type="checkbox"/>	3.2.3 – Consistent Navigation	Use menus consistently		
<input type="checkbox"/>	3.2.4 – Consistent Identification	Use icons and buttons consistently		
<input type="checkbox"/>	3.3.3 – Error Suggestion	Suggest fixes when users make errors		
<input type="checkbox"/>	3.3.4 – Error Prevention (Legal, Financial, Data)	Reduce the risk of input errors for sensitive data		

Webpage results: ☐ Pass / ☐ Fail Signed: _____

LEVEL AAA CHECKLIST

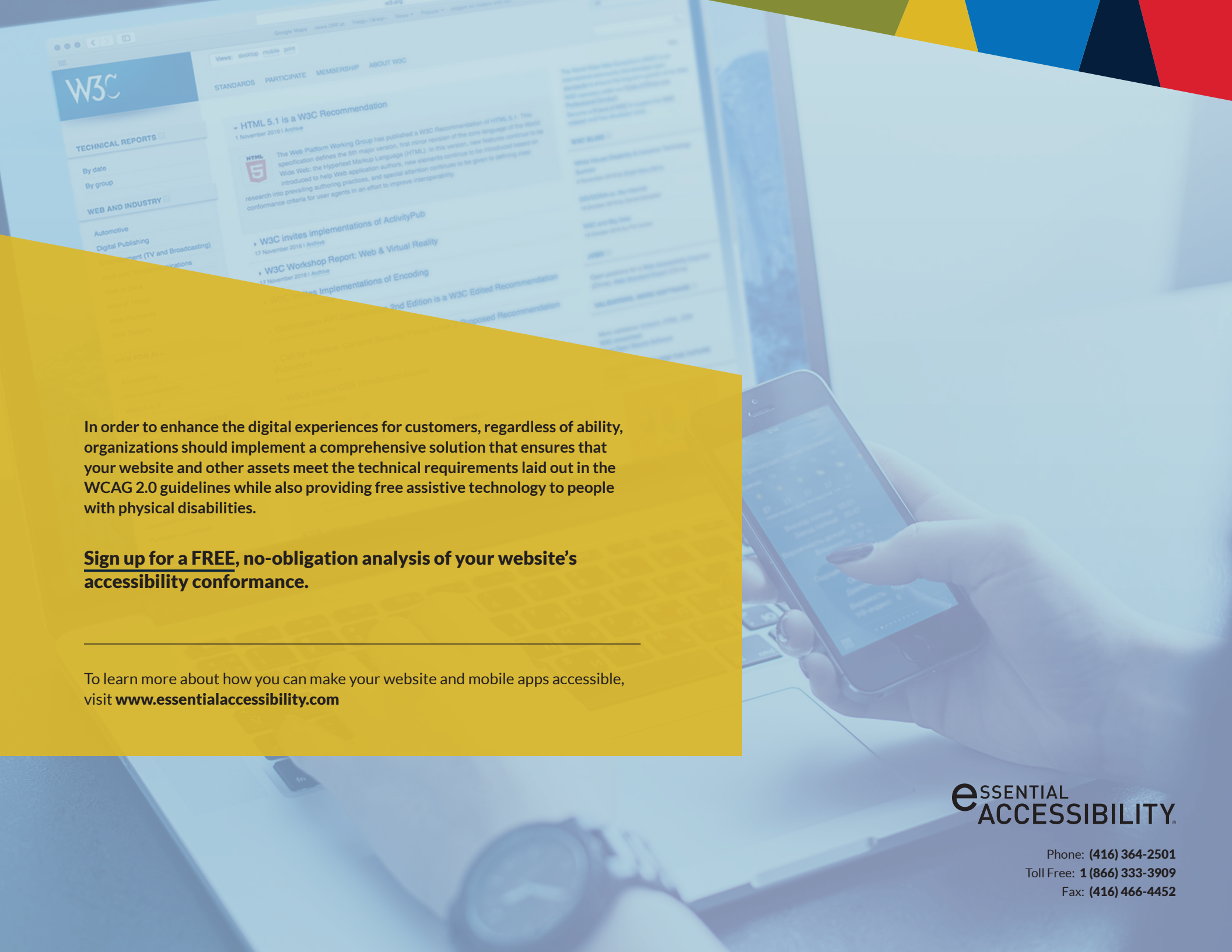


Project: _____ Date: _____
Website: _____ Webpage: _____

✓	GUIDELINES	DESCRIPTION	NOTES	PASS/FAIL
<input type="checkbox"/>	1.2.6 – Sign Language (Pre-recorded)	Provide sign language translations for videos		
<input type="checkbox"/>	1.2.7 – Extend Audio Description (Pre-recorded)	Provide extended audio description for videos		
<input type="checkbox"/>	1.2.8 – Media Alternative (Pre-recorded)	Provide a text alternative to videos		
<input type="checkbox"/>	1.2.9 – Audio only (Live)	Provide alternatives for live audio		
<input type="checkbox"/>	1.4.6 – Contrast (Enhanced)	Contrast ratio between text and background is at least 7:1		
<input type="checkbox"/>	1.4.7 – Low or No Background Audio	Audio is clear for listeners to hear		
<input type="checkbox"/>	1.4.8 – Visual Presentation	Offer users a range of presentation options		
<input type="checkbox"/>	1.4.9 – Images of Text (No Exception)	Don't use images of text		
<input type="checkbox"/>	2.1.3 – Keyboard (No Exception)	Accessible by keyboard only, without exception		
<input type="checkbox"/>	2.2.3 – No Timing	No time limits		
<input type="checkbox"/>	2.2.4 – Interruptions	Don't interrupt users		
<input type="checkbox"/>	2.2.5 – Re-authenticating	Save user data when re-authenticating		
<input type="checkbox"/>	2.3.2 – Three Flashes	No content flashes more than three times per second		
<input type="checkbox"/>	2.4.8 – Location	Let users know where they are		
<input type="checkbox"/>	2.4.9 – Link Purpose (Link Only)	Every link's purpose is clear from its text		
<input type="checkbox"/>	2.4.10 – Section Headings	Break up content with headings		
<input type="checkbox"/>	3.1.3 – Unusual Words	Explain any strange words		
<input type="checkbox"/>	3.1.4 – Abbreviations	Explain any abbreviations		
<input type="checkbox"/>	3.1.5 – Reading Level	Users with nine year of school can read your content		
<input type="checkbox"/>	3.1.6 – Pronunciation	Explain any words that are hard to pronounce		
<input type="checkbox"/>	3.2.5 – Change on Request	Don't change elements until users ask		
<input type="checkbox"/>	3.3.5 – Help	Provide detailed help and instructions		
<input type="checkbox"/>	3.3.6 – Error Prevention (All)	Reduce the risk of all input errors		

Webpage results: ☐ Pass / ☐ Fail

Signed: _____



In order to enhance the digital experiences for customers, regardless of ability, organizations should implement a comprehensive solution that ensures that your website and other assets meet the technical requirements laid out in the WCAG 2.0 guidelines while also providing free assistive technology to people with physical disabilities.

Sign up for a FREE, no-obligation analysis of your website's accessibility conformance.

To learn more about how you can make your website and mobile apps accessible, visit **www.essentialaccessibility.com**

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