Accessibility Snapshot Report

Example Store (Ireland, fashion retail)

WCAG 2.1 Level A and AA · European Accessibility Act

Scan date: 31 October 2026

Pages checked: 7

Tools: axe-core 4.14.0, Chromium 151.0.7922.34, scripted keyboard pass on one page

Prepared by: EAA Audit

Sample report made to test our own process. The shop’s identity has been removed. The shop did not commission this report and has not been contacted.

This is a technical assessment, not legal advice.

1. Summary

Fix first

1. Sort-by control: add its options and a name (critical, level A; 1 element, 2 of 7 pages)

2. Pale text: darken to 4.5:1 (serious, level AA; 16 elements, 3 of 7 pages)

3. Icon links: add a text name (serious, level A; 3 elements, 2 of 7 pages)

How far this report goes. Automated testing checks only about 30–40 % of WCAG criteria. This report therefore does not show that the shop conforms to WCAG 2.1 AA or to the European Accessibility Act. A clean automated result on a criterion is not a pass: everything marked “Manual check required” below has not been tested.

In this scan the automated rules touched 22 of the 50 WCAG 2.1 A and AA criteria (44 %), and most of those only in part: the rules can find a missing image description, but not a wrong one.

The scan of 7 pages found 4 types of problem on 20 distinct elements (25 occurrences across pages) and failed 4 WCAG criteria. Elements that repeat across pages usually come from a shared template, so one fix can solve several pages.

Level	Problem types	Distinct elements	Occurrences on all pages
A	3	4	7
AA	1	16	18
Total	4	20	25

A further 5 rule types on 43 elements could not be decided automatically (see section 3). They are not counted above.

The five most important problems

1. Custom widgets are missing required parts (critical, level A, WCAG 1.3.1; 1 element on 2 of 7 pages)

Who is affected: Screen readers announce the menu or list incorrectly, or not at all.

How to fix: Add the child roles the widget requires, or use native HTML.

In this shop: The sort-by control on category and search pages (search dropdown) is announced as a list box but contains no options that assistive technology can reach.

2. Text is too pale against its background (serious, level AA, WCAG 1.4.3; 16 elements on 3 of 7 pages)

Who is affected: People with low vision, older shoppers and anyone using a phone outdoors struggle to read it.

How to fix: Darken the text or lighten the background until the ratio reaches 4.5:1 (3:1 for large text).

In this shop: Struck-through old prices on the search page are #c5c5c5 on white, a ratio of 1.72:1, and the Home breadcrumb is #9f9f9f on white, 2.64:1. The required ratio is 4.5:1.

3. Links have no readable name (serious, level A, WCAG 2.4.4, 4.1.2; 3 elements on 2 of 7 pages)

Who is affected: Screen reader users hear only 'link', so they cannot tell where it leads.

How to fix: Add visible text or an aria-label, especially to icon and image links.

In this shop: A promotional tile on the home page and two icon links on the product page have no text; the two icon links also have empty aria-label and href attributes.

4. Custom input fields have no readable name (serious, level A, WCAG 4.1.2; 1 element on 2 of 7 pages)

Who is affected: Screen reader users do not know what the field is for.

How to fix: Add an aria-label or aria-labelledby.

In this shop: The same sort-by control also has no name, so a screen reader cannot say that it sorts the products.

5. Keyboard focus goes to places the shopper cannot see (manual finding, WCAG 2.4.3 and 2.4.7 to be confirmed by a person; keyboard pass on 1 page)

Who is affected: Keyboard users lose track of where they are, and must press Tab many extra times to reach the product.

How to fix: Keep focus inside the cookie dialog while it is open, and take closed menus and the closed mini-bag out of the tab order (for example with the inert attribute).

In this shop: From the scripted keyboard pass on the product page, not from automated rules: 18 focus stops were in the closed slide-out menu and the closed mini-bag, outside the visible area. In an earlier pass focus also left the open cookie dialog after 10 stops and moved through the page behind it. WCAG 2.4.3 and 2.4.7 need a person to confirm this.

2. Results by WCAG criterion

Fail: at least one automated rule failed. Needs review: the automated rule could not decide. No automated failure: rules ran and found nothing, but they cover only part of the criterion, so a manual check is still required. Manual only: no automated rule exists.

WCAG	Level	Criterion	Result	Rules	Elements
1.1.1	A	Non-text Content	No automated failure		
1.2.1	A	Audio-only and Video-only (Prerecorded)	No automated failure		
1.2.2	A	Captions (Prerecorded)	No automated failure		
1.2.3	A	Audio Description or Media Alternative	Manual only		
1.3.1	A	Info and Relationships	Fail	aria-required-children	1
1.3.2	A	Meaningful Sequence	Manual only		
1.3.3	A	Sensory Characteristics	Manual only		
1.4.1	A	Use of Color	Needs review	link-in-text-block	17
1.4.2	A	Audio Control	No automated failure		
2.1.1	A	Keyboard	No automated failure		
2.1.2	A	No Keyboard Trap	Manual only		
2.1.4	A	Character Key Shortcuts	Manual only		
2.2.1	A	Timing Adjustable	No automated failure		
2.2.2	A	Pause, Stop, Hide	No automated failure		
2.3.1	A	Three Flashes or Below Threshold	Manual only		
2.4.1	A	Bypass Blocks	No automated failure		
2.4.2	A	Page Titled	No automated failure		
2.4.3	A	Focus Order	Manual only		
2.4.4	A	Link Purpose (In Context)	Fail	link-name	3
2.5.1	A	Pointer Gestures	Manual only		
2.5.2	A	Pointer Cancellation	Manual only		
2.5.3	A	Label in Name	No automated failure		
2.5.4	A	Motion Actuation	Manual only		
3.1.1	A	Language of Page	No automated failure		
3.2.1	A	On Focus	Manual only		

WCAG	Level	Criterion	Result	Rules	Elements
3.2.2	A	On Input	Manual only		
3.3.1	A	Error Identification	Manual only		
3.3.2	A	Labels or Instructions	No automated failure		
4.1.1	A	Parsing	Manual only		
4.1.2	A	Name, Role, Value	Fail	link-name, aria-input-field-name	4
1.2.4	AA	Captions (Live)	Manual only		
1.2.5	AA	Audio Description (Prerecorded)	Manual only		
1.3.4	AA	Orientation	No automated failure		
1.3.5	AA	Identify Input Purpose	No automated failure		
1.4.3	AA	Contrast (Minimum)	Fail	color-contrast	16
1.4.4	AA	Resize Text	No automated failure		
1.4.5	AA	Images of Text	Manual only		
1.4.10	AA	Reflow	Manual only		
1.4.11	AA	Non-text Contrast	Manual only		
1.4.12	AA	Text Spacing	No automated failure		
1.4.13	AA	Content on Hover or Focus	Manual only		
2.4.5	AA	Multiple Ways	Manual only		
2.4.6	AA	Headings and Labels	Manual only		
2.4.7	AA	Focus Visible	Manual only		
3.1.2	AA	Language of Parts	No automated failure		
3.2.3	AA	Consistent Navigation	Manual only		
3.2.4	AA	Consistent Identification	Manual only		
3.3.3	AA	Error Suggestion	Manual only		
3.3.4	AA	Error Prevention (Legal, Financial, Data)	Manual only		
4.1.3	AA	Status Messages	Manual only		

Findings in detail

Custom widgets are missing required parts

Rule aria-required-children · critical · level A · WCAG 1.3.1 · 1 distinct element, 2 occurrences · pages: category, search

search dropdown

Text is too pale against its background

Rule color-contrast · serious · level AA · WCAG 1.4.3 · 16 distinct elements, 18 occurrences · pages: category, product, search

breadcrumb link
Home

product card > old price
 €40.00

product card > old price
 €35.00

Links have no readable name

Rule link-name · serious · level A · WCAG 2.4.4, 4.1.2 · 3 distinct elements, 3 occurrences · pages: home, product

promotional tile link
<a href="...">

icon link, 4th in its row

icon link, 5th in its row

Custom input fields have no readable name

Rule aria-input-field-name · serious · level A · WCAG 4.1.2 · 1 distinct element, 2 occurrences · pages: category, search

search dropdown

3. Results by page

#	Page	HTTP	Rules failed A	Rules failed AA	Elements	To review
1	home	200	1	0	1	28
2	category	200	2	1	3	17
3	product	200	1	1	3	18
4	cart	200	0	0	0	11
5	search	200	2	1	18	13
6	contact	200	0	0	0	11
7	returns	200	0	0	0	11

The home page was scanned with the cookie dialog open and again after closing it with the essential-cookies button. The other pages were scanned with the dialog closed.

On every page 11 header elements stay under “To review”. For 10 menu items the rules report that another layer overlaps them, and the cause is not known. The search box has a changing placeholder, not a value. Measured on a screenshot, the 11 menu words and the placeholder reach at least 6.5:1, above the required 4.5:1. That is an image measurement on one page, not an automated pass.

The sign-in link leads to a page hosted by the e-commerce platform on its own domain. It is not a page of the shop and is not counted here. It showed no automated failures in an earlier pass.

The bag was checked empty. A third-party accessibility widget is present on the pages; results describe the pages as they rendered with it, and it was not opened.

Hidden analytics frames on all 7 pages could not be scanned. They show nothing to the shopper.

Could not be decided automatically

Rule	Level	WCAG	Elements	Why it needs a person
aria-valid-attr-value	A	4.1.2	2	ARIA attributes must conform to valid values
duplicate-id-aria	A	4.1.2	1	IDs used in ARIA and labels must be unique
color-contrast	AA	1.4.3	17	Elements must meet minimum color contrast ratio thresholds
link-in-text-block	A	1.4.1	17	Links must be distinguishable without relying on color
aria-prohibited-attr	A	4.1.2	6	Elements must only use permitted ARIA attributes

4. What must be checked by hand

The items below were not done in this snapshot. Each is marked “Manual check required”. Until they are done, the shop’s conformance is unknown.

Keyboard

Done: one scripted pass on the product page with real Tab key presses and nothing bought or submitted. 124 focus stops; Tab presses to reach the main content: 45; to reach Add to bag: 53; stops outside the visible area: 20; stops inside content hidden from screen readers: 0. The pass ended by: repeating stops. This pass did not involve a person with a keyboard.

Skip link “Skip to menu” pressed with Enter: focus moved to a nav element in the main content; the next Tab reached “HOME”.

Skip link “Skip to content” pressed with Enter: focus moved to a main element in the main content; the next Tab reached “HOME”.

Skip link “Skip to footer” pressed with Enter: focus moved to a footer element in the footer; the next Tab reached “FAQ's”.

- With the cookie dialog closed, the pass covered all page content: 115 stops up to the last footer link. Stop 116 was the embedded chat widget, the last item in the tab order.
- Focus stayed on the chat widget for 9 Tab presses in a row, and the script then stopped. A test page of ours with no trap and an embedded frame at the end behaved the same way, so this is probably a side effect of automation, not a keyboard trap. WCAG 2.1.2 still needs a person.
- To be confirmed by a person: 14 stops were in the closed slide-out menu and 4 in the closed mini-bag, including its Checkout button. All 18 are outside the visible area. 2 further stops were in the rotating banner at the top.
- The “Skip to menu” link lands on the breadcrumb navigation, not on the main menu, so its label is misleading. “Skip to content” works: it cuts the way to the main content from 45 Tab presses to 1. “Skip to footer” works too.
- 2 stops showed no visible change on focus: the header search field and the payment widget message. The chat widget showed none either.
- In an earlier pass with the cookie dialog open, Tab left the dialog after 10 stops and moved through the page behind it. To be confirmed by a person.

Keyboard pass, first stop: Tab press 1, Skip to menu



Keyboard pass, no focus ring: Tab press 10, element without a name



Manual check required:

- Operate every control with Enter, Space, arrow keys and Esc (the script pressed Enter on skip links only)
- Open the main menu, filters, size selector and image gallery by keyboard
- Complete the purchase path: product, bag, delivery, payment
- Check focus is kept inside open dialogs and returns to the trigger when they close
- Repeat on all remaining page types
- Confirm visually that focus order follows the visual order

Screen reader

Not done. Manual check required:

- Browse a category and open a product with NVDA or VoiceOver
- Choose a size or colour and hear the selected value announced
- Add a product to the bag and hear the confirmation (4.1.3 Status Messages)
- Open and close the menu, filters, mini-bag and pop-ups; check where focus goes
- Complete the checkout up to the payment step, including error messages
- Check that headings and landmarks allow fast navigation of each page type

Contrast in changing states

Automated contrast rules read one static state of the page. Manual check required:

- Text over photos and video banners, including carousels at each slide
- Hover, focus, active and disabled states of buttons and links
- Error and success messages, sale prices and badges
- Non-text contrast of icons, form borders and focus rings (1.4.11)
- Cookie banner, pop-ups, drop-downs and the mobile menu

All other criteria that automation cannot settle

WCAG	Criterion	Manual check required
1.1.1	Non-text Content	Check that each alt text actually describes the image
1.2.1	Audio-only and Video-only (Prerecorded)	Review any audio or silent video
1.2.2	Captions (Prerecorded)	Watch videos with captions on
1.2.3	Audio Description or Media Alternative	Review videos for visual-only content
1.3.2	Meaningful Sequence	Read the page in DOM order with a screen reader
1.3.3	Sensory Characteristics	Read instructions for 'click the red button' style wording
1.4.1	Use of Color	Check that errors, links and stock status do not rely on colour alone
1.4.2	Audio Control	Check any autoplaying sound
2.1.1	Keyboard	Complete the purchase path with the keyboard only
2.1.2	No Keyboard Trap	Tab through menus, dialogs and embedded widgets
2.1.4	Character Key Shortcuts	Look for single-key shortcuts
2.2.1	Timing Adjustable	Check session and cart time limits
2.2.2	Pause, Stop, Hide	Check carousels, animations and auto-updating content
2.3.1	Three Flashes or Below Threshold	Review animated content
2.4.1	Bypass Blocks	Check that a working skip link or landmarks exist
2.4.2	Page Titled	Check that titles describe each page
2.4.3	Focus Order	Follow focus order through dialogs and the checkout
2.5.1	Pointer Gestures	Check swipe-only or pinch-only controls
2.5.2	Pointer Cancellation	Check that actions fire on release, not on press
2.5.3	Label in Name	Compare visible labels with accessible names
2.5.4	Motion Actuation	Look for shake or tilt features
3.1.1	Language of Page	Check that the declared language is the real one
3.2.1	On Focus	Watch for context changes on focus
3.2.2	On Input	Change filters and selects, watch for unexpected changes
3.3.1	Error Identification	Submit forms with errors
3.3.2	Labels or Instructions	Review checkout and account forms
4.1.1	Parsing	Obsolete in WCAG 2.2, still listed in 2.1; review duplicate IDs
1.2.4	Captions (Live)	Review live streams, if any
1.2.5	Audio Description (Prerecorded)	Review videos for visual-only content
1.3.4	Orientation	Rotate a real device or emulator
1.3.5	Identify Input Purpose	Review autocomplete on address and payment fields
1.4.4	Resize Text	Zoom text to 200 %
1.4.5	Images of Text	Look for banners with text baked into images
1.4.10	Reflow	View at 320 CSS px wide (400 % zoom)
1.4.11	Non-text Contrast	Check borders of controls, icons and focus rings
1.4.12	Text Spacing	Apply the text-spacing bookmarklet
1.4.13	Content on Hover or Focus	Check tooltips and hover menus
2.4.5	Multiple Ways	Confirm search, navigation and sitemap exist
2.4.6	Headings and Labels	Read headings and labels for meaning
2.4.7	Focus Visible	Tab through the page and watch the focus ring

WCAG	Criterion	Manual check required
3.1.2	Language of Parts	Look for passages in another language
3.2.3	Consistent Navigation	Compare navigation across pages
3.2.4	Consistent Identification	Compare icons and controls across pages
3.3.3	Error Suggestion	Trigger form errors and read the suggestions
3.3.4	Error Prevention (Legal, Financial, Data)	Review the order confirmation step
4.1.3	Status Messages	Listen for add-to-bag and error messages in a screen reader

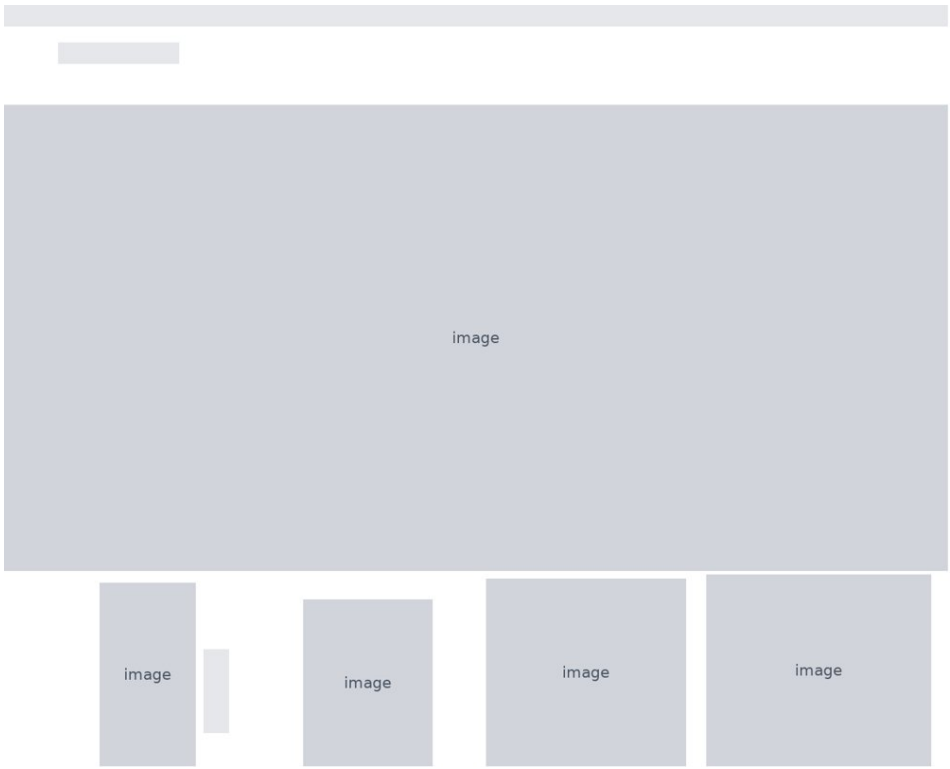
Not covered by this snapshot

- What happens to keyboard focus after the chat widget
- Only one page was checked by keyboard
- The filled bag, checkout and payment steps
- Mobile view and the accessibility statement required by the European Accessibility Act

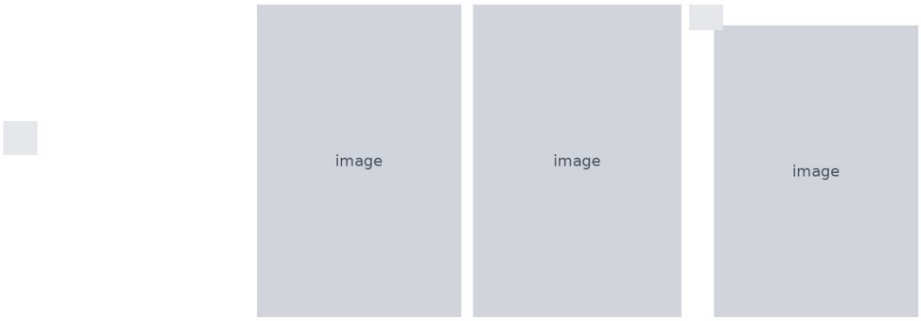
Appendix: screenshots

Desktop view reduced to its layout. Text and photos are replaced by grey blocks, so nothing here identifies the shop. Only the top of each page is shown.

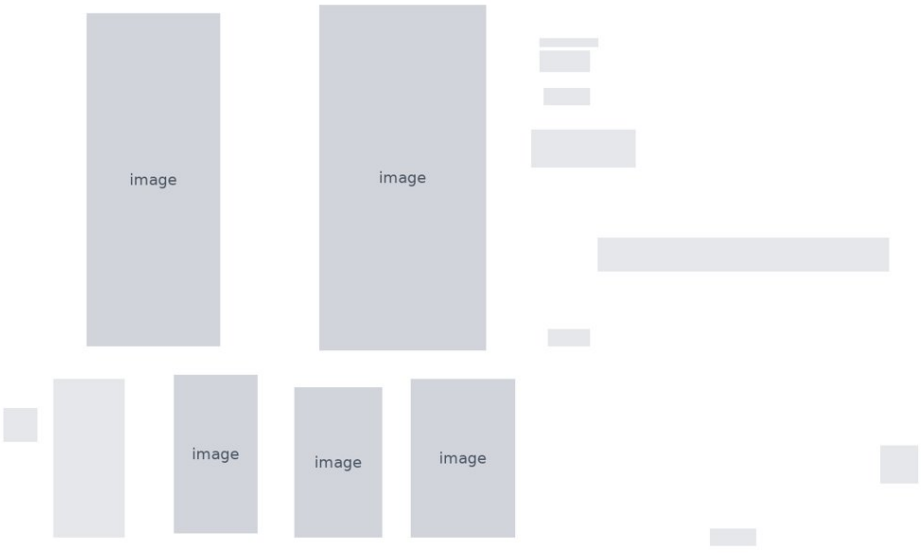
1. Home



2. Category



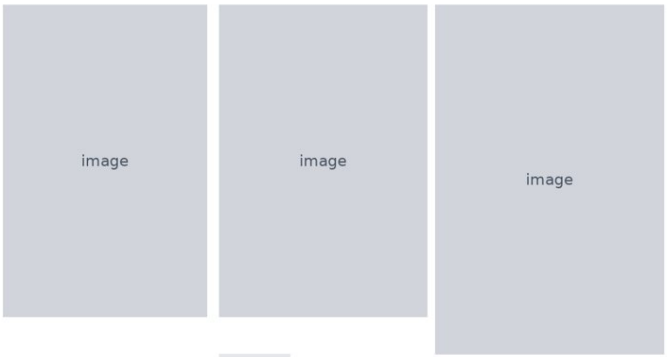
3. Product



4. Cart



5. Search



6. Contact



7. Returns

