



WEB ACCESSIBILITY CHECKLIST FOR RETAIL TEAMS

Below is a clear, actionable checklist you can give directly to your web, UX, marketing, or development team.

1. General Accessibility Standards

- Commit to **WCAG 2.1 AA** as the baseline standard
- Ensure all new site features, redesigns, and integrations follow WCAG requirements
- Include accessibility requirements in vendor contracts and RFPs
- Set up quarterly accessibility reviews and audits

2. Images & Media

- Provide descriptive **alt text** for all images, especially product photos
- Ensure decorative images are marked as such (empty alt text)
- Add captions to videos; include transcripts for audio
- Make product zoom tools, 360 images, and galleries keyboard accessible

3. Navigation & Structure

- Ensure the entire site is usable **with keyboard only**
- Provide visible focus indicators on interactive elements
- Use proper heading hierarchy (H1 → H2 → H3...) for all pages
- Ensure navigation menus, filters, and mega-menus work with screen readers
- Add “Skip to content” links

4. Color & Typography

- Verify text meets contrast ratios:
 - Normal text: **4.5:1**
 - Large text: **3:1**
- Avoid using color alone to convey meaning (e.g., “errors in red”)
- Ensure text can be resized up to 200% without breaking layout

5. Forms, Checkout & Account Flows

- Provide clear and connected labels for every form field
- Ensure error messages are descriptive and announced to assistive tech
- Make all form controls keyboard navigable
- Avoid placeholder-only instructions—always use labels
- Ensure promo code, shipping choices, and payment modules are accessible

6. Product Pages & Ecommerce Components

- Ensure size selectors, color swatches, and variant pickers are screen-reader friendly
- Verify that product reviews, Q&A modules, and rating widgets are accessible
- Make sure price, inventory status, and promotions can be read by assistive tech
- Test add-to-cart and checkout buttons via screen readers and keyboard navigation

7. Third-Party Tools & Integrations

- Vet all vendors for accessibility documentation (WCAG 2.1 AA compliance)
- Test overlays, chatbots, pop-ups, and embedded widgets
- Confirm loyalty program platforms, payment gateways, and financing tools meet accessibility standards

8. PDFs & Downloadable Content

- Ensure PDFs are properly tagged for accessibility
- Provide HTML alternatives for lookbooks, catalogs, and spec sheets
- Avoid uploading scanned PDFs or image-only documents

9. Content Team Practices

- Train marketing and content teams on writing alt text
- Use accessible heading structure in all new pages and posts
- Avoid text embedded in images unless also provided as real text
- Include accessibility checks in all publishing workflows

10. Testing, Monitoring & User Feedback

- Run automated scans regularly (e.g., axe, WAVE, Lighthouse)
- Conduct manual testing using screen readers (NVDA, VoiceOver)
- Test with keyboard-only navigation and high-contrast mode
- Provide an accessibility feedback channel (email or form)
- Maintain an up-to-date **Accessibility Statement** on your website