



Ultimate Website ADA Compliance **CHECKLIST**

www.BoatMarketingPros.com

📍 1910 Park Meadows Drive
Fort Myers, FL 33907

✉ contact@boatmarketingpros.com

☎ 888-928-4785

ADA stands for American with Disabilities Act. The Americans with Disabilities Act (ADA) was signed into law on July 26, 1990, by President George H.W. Bush. The ADA is one of America's most comprehensive pieces of civil rights legislation that prohibits discrimination and guarantees that people with disabilities have the same opportunities as everyone else to participate in the mainstream of American life -- to enjoy employment opportunities, to purchase goods and services, and to participate in State and local government programs and services. Modeled after the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, religion, sex, or national origin -- and Section 504 of the Rehabilitation Act of 1973 -- the ADA is an "equal opportunity" law for people with disabilities.

The United States Department of Justice (DOJ) and various federal courts have concluded that businesses which offer goods and services to the public through websites are public accommodations that must comply with the general accessibility mandate of the American with Disabilities Act (ADA)

According to the most recent U.S. census, 1 out of 5 (that's more than 56 million) people in the United States are living with a disability. As a business, it makes sense and it's essential to offer an accessible website, and one that provides equitable access to everyone regardless of their ability.

The first step to ensuring compliance is to evaluate your website using the Web Content

Accessibility Guidelines (WCAG), an international standard that is backed by the World Wide Web Consortium (W3C) and the Web Accessibility Initiative (WAI).

When assessing if your website is compliant with WCAG guidelines, it's important to understand the latest WCAG Success Criteria which are 2.0 and 2.1. The criteria are categorized according to three levels, providing sequentially greater degrees of accessibility:

- Level A (Below average) – The most basic web accessibility features. Does not generally achieve broad accessibility for most situations.
- Level AA (Average) – Deals with the biggest and most common barriers for disabled users.
- Level AAA (Highest) – The highest level of web accessibility. Very difficult to satisfy all Level AAA success criteria for some content types.

To determine if your website currently meets level A and AA accessibility requirements, review the WCAG guidelines below, and check if your website meets the standard, if it does not, or if you are unsure. Note that based on the definitions above, the accessibility checklist below focuses just on level A and AA success criteria.

Principle	Guideline	Level	Yes	No	Unsure
Perceivable – Text Alternatives	Our website provides text alternatives for any non-text content so that it can be changed into other forms that people need, such as large print, braille, speech, symbols, or simpler language.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perceivable – Time-Based Media	<p>Perceivable – Time-Based Media Time-Based Media (Video/Audio Alternatives):</p> <p>For prerecorded audio-only and prerecorded video-only media, the following are true, except when the audio or video is a media alternative for text and is clearly labeled as such:</p> <p>Prerecorded Audio-Only: An alternative for time-based media is provided that presents equivalent information for prerecorded audio-only content.</p> <p>Prerecorded Video-Only: Either an alternative for time-based media or an audio track is provided that presents equivalent information for prerecorded video-only content.</p>	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Principle	Guideline		Yes	No	Unsure
Perceivable – Time-Based Media	Prerecorded Captions: Our website provides captions for all prerecorded audio content in synchronized media, except when the media is a media alternative for text and is clearly labeled as such.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perceivable – Time-Based Media	Prerecorded Audio Description or Media Alternative: An alternative for time-based media or audio description of the prerecorded video content is provided for synchronized media, except when the media is a media alternative for text and is clearly labeled as such.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perceivable – Time-Based Media	Live Captions: Captions are provided for all live audio content in synchronized media.	AA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perceivable – Time-Based Media	Prerecorded Audio Description: Audio descriptions are provided for all prerecorded video content in synchronized media.	AA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perceivable – Adaptable	Info and Relationships: Information, structure, and relationships conveyed through presentations can be programmatically determined or are available in text.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Perceivable – Adaptable	Meaningful Sequence: When the sequence in which content is presented affects its meaning, a correct reading sequence can be programmatically determined.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perceivable – Adaptable	Sensory Characteristics: Instructions are provided for understanding and operating content that does not rely solely on sensory characteristics of components such as shape, size, visual location, orientation, or sound.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perceivable – Distinguishable	Audio Control: If any audio on a web page plays automatically for more than three seconds, either a mechanism is available to pause or stop the audio, or a mechanism is available to control audio volume independently from the overall system volume level.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Perceivable – Distinguishable	<p>Contrast (Minimum): The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following:</p> <p>Large Text: Large-scale text and images of large-scale text have a contrast ratio of at least 3:1;</p> <p>Incidental: Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement.</p> <p>Logotypes: Text that is part of a logo or brand name has no minimum contrast requirement.</p>	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perceivable – Distinguishable	<p>Resize Text: Except for captions and images of text, the text on our website can be resized without assistive technology up to 200 percent without loss of content or functionality.</p>	A A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perceivable – Distinguishable	<p>Images of Text: If the technologies being used can achieve the visual presentation, text is used to convey information rather than images of text except for the following:</p> <p>Customizable: The image of text can be visually customized to the user's requirements;</p> <p>Essential: A particular presentation of text is essential to the information being conveyed.</p>	A A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Operable – Keyboard Accessible	Keyboard: All functionality of the content is operable through a keyboard interface without requiring specific timings for individual keystrokes, except where the underlying function requires input that depends on the path of the user’s movement and not just the endpoints.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operable – Keyboard Accessible	No Keyboard Trap: If keyboard focus can be moved to a component of the page using a keyboard interface, then focus can be moved away from that component using only a keyboard interface, and, if it requires more than unmodified arrow or tab keys or other standard exit methods, the user is advised of the method for moving focus away.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operable – Enough Time	Timing Adjustable: For each time limit that is set by the content, at least one of the following is true: Turn Off: The user is allowed to turn off the time limit before encountering it; or Adjust: The user is allowed to adjust the time limit before encountering it over a wide range that is at least ten times the length of the default setting; or Extend: The user is warned before time expires and given at least 20 seconds to extend the time limit with a simple action (for example, “press the space bar”), and the user is allowed to extend the time limit at least ten times; or	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Principle	Guideline	Level	Yes	No	Unsure
(Continued) Operable – Enough Time	Real-time Exception: The time limit is a required part of a real-time event, and no alternative to the time limit is possible; or Essential Exception: The time limit is essential and extending it would invalidate the activity; or 20 Hour Exception: The time limit is longer than 20 hours.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operable – Enough Time	Pause, Stop, Hide: For moving, blinking, scrolling, or auto-updating information, all of the following are true: Moving, Blinking, Scrolling: For any moving, blinking or scrolling information that (1) starts automatically, (2) lasts more than five seconds, and (3) is presented in parallel with other content, there is a mechanism for the user to pause, stop, or hide it unless the movement, blinking, or scrolling is part of an activity where it is essential; and Auto-Updating: For any auto-updating information that (1) starts automatically and (2) is presented in parallel with other content, there is a mechanism for the user to pause, stop, or hide it or to control the frequency of the update unless the auto-updating is part of an activity where it is essential.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operable – Seizures	Three Flashes or Below Threshold: Our website pages do not contain anything that flashes more than three times in any one second period, or the flash is below the general flash and red flash thresholds.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Principle	Guideline	Level	Yes	No	Unsure
Navigable	Bypass Blocks: A mechanism is available to bypass blocks of content that are repeated on multiple pages.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Navigable	Page Titled: Our website pages have titles that describe the page's topic or purpose.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Navigable	Focus Order: If a web page can be navigated sequentially and the navigation sequences affect meaning or operation, focusable components receive focus in an order that preserves meaning and operability.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Navigable	Link Purpose: The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context, except where the purpose of the link would be ambiguous to users in general.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Navigable	Multiple Ways: More than one way is available to locate a web page within a set of pages except where the page is the result of, or a step in, a process.	AA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Navigable	Headings and Labels: The headings and labels on our web pages describe the page's topic or purpose.	AA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Principle	Guideline	Level	Yes	No	Unsure
Navigable	Focus Visible: Any keyboard operable user interface has a mode of operation where the keyboard focus indicator is visible.	AA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understandable – Readable	Language of Page: The default human language of each page can be programmatically determined.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understandable – Readable	Language of Parts: The human language of each passage or phrase in the content can be programmatically determined except for proper names, technical terms, words of indeterminate language, and words or phrases that have become part of the vernacular of the immediately surrounding text.	AA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understandable – Predictable	On Focus: When any component receives focus, it does not initiate a change of context.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understandable – Predictable	On Input: Changing the setting of any user interface component does not automatically cause a change of context unless the user has been advised of the behavior before using the component.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Principle	Guideline	Level	Yes	No	Unsure
Understandable – Predictable	Consistent Navigation: Navigational mechanisms that are repeated on multiple pages within a set of pages occur in the same relative order each time they are repeated, unless a change is initiated by the user.	AA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understandable – Predictable	Consistent Identification: Components that have the same functionality within a set of pages are identified consistently.	AA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understandable – Input Assistance	Error Identification: If an input error is automatically detected, the item that is in error is identified and the error is described to the user in text.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understandable – Input Assistance	Labels or Instructions: Labels or instructions are provided when content requires user input.	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understandable – Input Assistance	Error Suggestion: If an input error is automatically detected and suggestions for correction are known, then the suggestions are provided to the user, unless it would jeopardize the security or purpose of the content.	AA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Principle	Guideline	Level	Yes	No	Unsure
Understandable – Input Assistance	<p>Error Prevention (Legal, Financial, Data): For pages that cause legal commitments or financial transactions to occur for the user that modify or delete user-controllable data in data storage systems, or that submit user test responses, at least one of the following is true: Reversible: Submissions are reversible. Checked: Data entered by the user is checked for input errors and the user is provided an opportunity to correct errors. Confirmed: A mechanism is available for reviewing, confirming, and correcting information before finalizing the submission.</p>	AA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Robust – Compatible	<p>Parsing: In content implemented using markup languages, elements have complete start and end tags, elements are nested according to their specifications, elements do not contain duplicate attributes, and any IDs are unique, except where the specifications allow these features.</p>	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Robust – Compatible	<p>Name, Role, Value: For all user interface components (including but not limited to: form elements, links and components generated by scripts), the name and role can be programmatically determined; states, properties, and values that can be set by the user can be programmatically set; and notification of changes to these items is available to user agents, including assistive technologies.</p>	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you answered “no” or “unsure” to at least 10 items, contact the accessibility experts at BoatMarketingPros. We will assess your current website, and assist with a redesign that will ensure all customers share equitable access to content, and that you and your staff have the training and knowledge needed to maintain a compliant website moving forward.

Good to know:

To avoid an ADA Website Compliance demand letter or lawsuit, here are the best practices for 2020:

1. Have your website or app manually audited using WCAG 2.0 AA or 2.1 AA standards
2. Remediate or fix your website to address the issues found in your audit
3. Create and publish an accessibility policy page that states the steps you have taken and your commitment to accessibility
4. Be aware of buying any instant fixes or fully automated solutions (these are a waste of money)

Here are some quick bullet points website owners/consumers should be aware of:

- 15 employees threshold for ADA compliance is a myth
- Don't buy overlays – they don't make your website accessible
- Plaintiffs' lawyers are filing lawsuits as fast as they can
- No one is immune to demand letters (e.g. I've seen bloggers get sued)
- You can easily waste money buying bad services or products you don't need
- You can be sued in any state under federal or state law
- Website accessibility is a process, it doesn't happen overnight so get started now
- It's not a set it and forget kind of deal – once in compliance, you must maintain it by monitoring and updating your website.



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