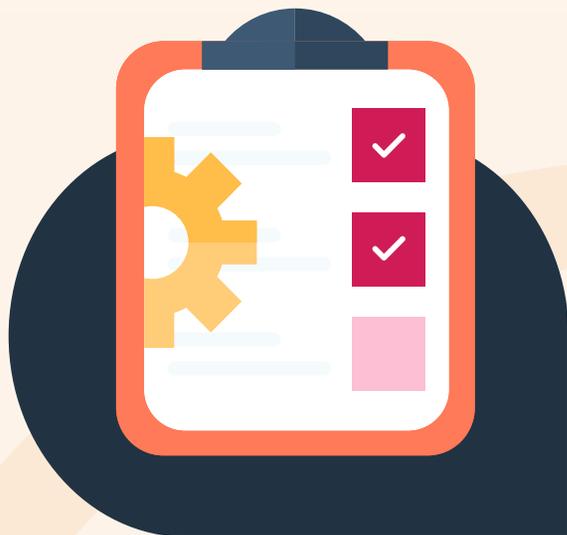# HubSpot

Web Accessibility Checklist for 2025

A web accessibility checklist to ensure your web pages meet necessary requirements, including separate lists for Web Content Accessibility Guidelines (WCAG) A, AA, and AAA levels. To meet Level AA requirements, it is generally recommended to check off every item from both Levels A and AA.

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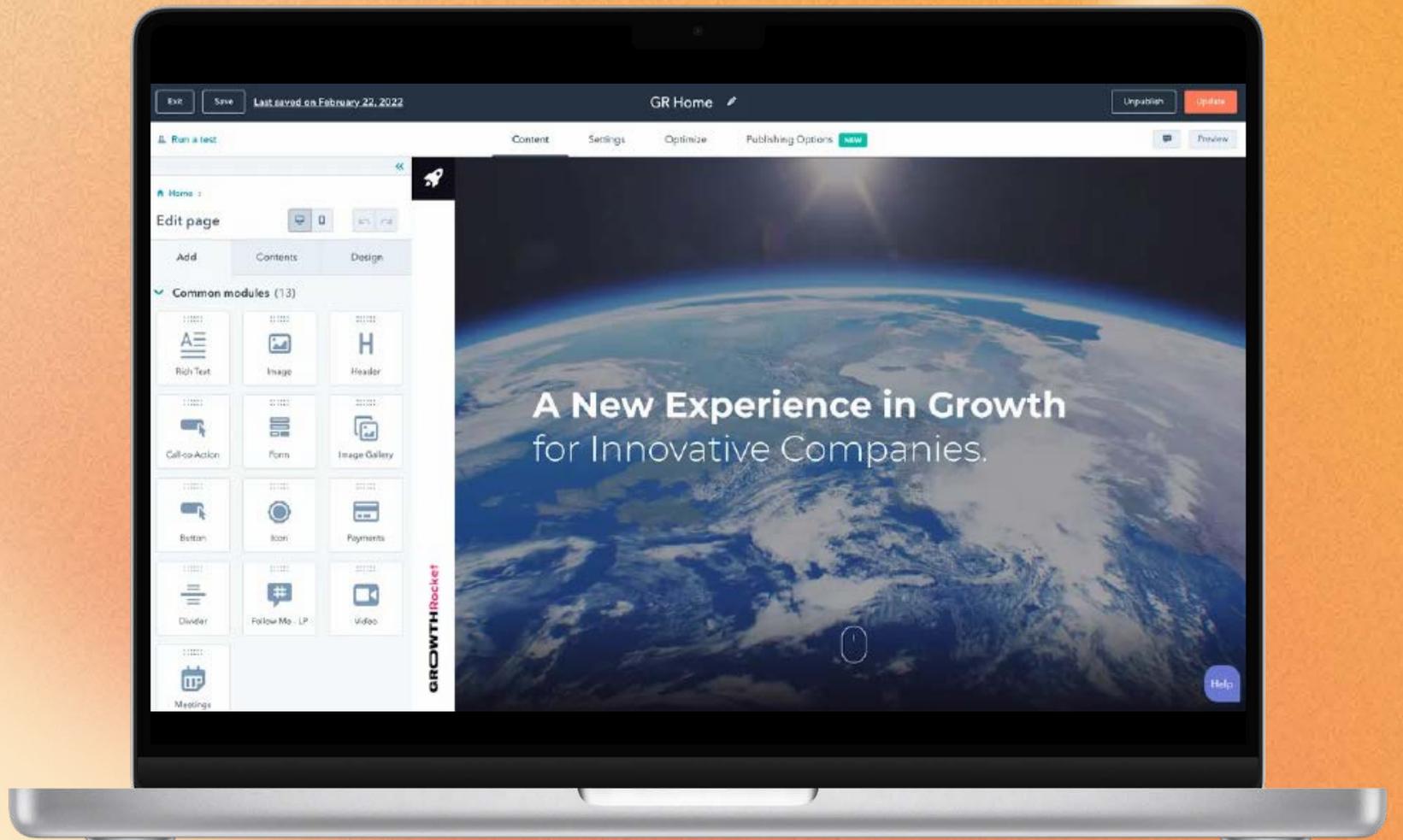
Website Accessibility Level A Checklist:

Text Alternatives (Level A)

Every non-text element that adds meaning or comprehension (like images, charts, or videos) has a clear text alternative that explains its purpose (e.g., An image of a tree labeled "Oak tree in autumn")

All interactive elements (like buttons or form inputs) have a clear and descriptive label that explains their purpose (e.g., A button labeled "Submit your application")

All audio and video content includes a brief text description or alternative to ensure it's accessible (e.g., A podcast episode has a transcript available)

Tests or activities (like drag-and-drop exercises) that can't be fully described in text have a clear, descriptive label explaining their purpose (e.g., "Match the shapes to their correct outlines")

Sensory content (like background music or ambient noise) includes a text description of the experience (e.g., "Gentle ocean waves with seagulls in the background")

CAPTCHAs include text alternatives and offer other formats, like audio, to ensure accessibility (e.g., An audio CAPTCHA for users who can't solve visual challenges)

Decorative or formatting content (like divider lines or decorative images) is hidden from assistive technologies (e.g., Use alt="" to ensure screen readers skip it)

Time-based Media (Level A)

Audio-only content (like podcasts or speeches) includes a written transcript with all the information conveyed (e.g., A podcast episode with a full transcript for listeners to read)

Video-only content (like silent videos) includes a written description of the visuals or an audio narration explaining what happens (e.g., "A time-lapse video showing a city skyline from sunrise to sunset")

Website Accessibility Level A Checklist:

Captions are provided for all prerecorded audio in videos or synchronized media unless the video is clearly labeled as an alternative for text (e.g., A training video with captions for all spoken dialogue)

Transcripts are provided for prerecorded videos, describing both the visual and audio content (e.g., "The presenter demonstrates how to bake a cake while explaining each step aloud")

Audio descriptions are available for videos that include important visual elements (e.g., "The narrator describes a character entering a room and picking up a book")

Adaptable (Level A)

Information, structure, and relationships in content are programmatically determined (e.g., semantic HTML such as <h1> for headings, <ul> for lists, <nav> for navigation landmarks, and <form> for search functionality) or provided in text (e.g., associating labels with inputs using <label> and for, or associating table headers with cells using <th> and scope)

When the order of content matters, the correct reading sequence is programmatically determined (e.g., Use proper HTML structure to ensure headings, paragraphs, and lists follow a logical flow)

Instructions for using or understanding content don't rely only on sensory characteristics like color, shape, size, location, or sound (e.g., Hyperlink text shouldn't only have a different color; it should also include an underline or another visual cue to distinguish it from regular text)

Website Accessibility Level A Checklist:

Distinguishable (Level A)

Color alone isn't used to convey information, indicate actions, prompt responses, or distinguish elements (e.g., Not using green to convey success and red to convey failure)

If audio plays automatically for more than three seconds, provide a way to pause/stop it or adjust the volume independently of the system volume (e.g., A "Pause" button next to background music)

Keyboard Accessible (Level A)

All functionality works with a keyboard interface without requiring timed keystrokes unless the task depends on the user's movement path (e.g., Drawing a signature with a mouse or touchpad)

Users can navigate into and out of any page component using only a keyboard. If special keys or actions are required to exit, provide clear instructions (e.g., "Press Esc to close the menu")

Enough Time (Level A)

Time limits can be turned off, adjusted, or extended before they expire unless they're part of real-time events, essential activities, or last more than 20 hours (e.g., A user gets a notification and can extend their session by clicking "Continue" before it times out)

Users can pause, stop, or hide any moving, blinking, or scrolling content lasting more than 5 seconds unless it's essential (e.g., A "Pause Animation" button for a scrolling banner)

Website Accessibility Level A Checklist:

Users can pause, stop, hide, or control the frequency of auto-updating content unless it's essential (e.g., Add a "Pause Updates" button for a live score feed using JavaScript to stop or adjust the update intervals)

Seizures and Physical Reactions (Level A)

Ensure content does not flash more than three times per second, or that flashing meets safety thresholds for brightness and color (e.g., Use tools like the [Photosensitive Epilepsy Analysis Tool (PEAT)](#) to test content)

Navigable (Level A)

Provide a skip link or similar mechanism to let users bypass repeated content and go directly to the main content (e.g., Add a "Skip to main content" link at the top of the page using <a href="#main-content"> to jump to the primary content area)

Ensure every web page has a descriptive title that clearly communicates its topic or purpose (e.g., "About Us - Company Name" or "How to Bake a Cake - Recipe Guide")

Ensure focusable elements (like links, buttons, and form fields) are navigated in a logical order that preserves meaning and functionality (e.g., Use proper HTML structure or tabindex to ensure tabbing flows from the navigation menu to the main content). Hide focusable elements that aren't currently visible on screen (e.g., ensure a mobile menu isn't included in the tab order on desktop)

Ensure the purpose of each link is clear from its text or the surrounding context (e.g., Write descriptive link text like "Learn more about our services" and avoid vague phrases like "Click here" or "Read more")

Website Accessibility Level A Checklist:

Input Modalities (Level A)

Ensure functions requiring gestures (like swiping or pinching) can also be performed with a single click or tap (e.g., Provide "+" and "-" buttons for zooming and use event listeners like onclick for single-tap actions)

For functions operated with a single pointer (like taps or clicks), ensure at least one of the following:

- The action doesn't occur on the down-event (pressing the button or touchpoint) (e.g., Use the mouseup event instead of mousedown to trigger actions)
- Users can abort or undo the action after completion (e.g., Provide an "Undo" option for submitted forms)
- The action is reversed if the pointer is released (up-event) (e.g., Allow dragging actions to reset when the pointer is released outside the target)
- The action must occur on the down-event because it's essential (e.g., Drawing on a canvas)

Ensure the accessible name for labeled components matches the visible text or image of text (e.g., For a button labeled "Search," use the same text in the accessible name with attributes like aria-label="Search" or ensure it matches the text within <button>)

Functions triggered by device motion (like tilting or shaking) can also be operated with standard controls, and motion controls can be disabled (e.g., Provide alternative controls like arrow buttons for navigation and use settings to disable motion triggers)

Readable (Level A)

The default language of each webpage is set so it can be programmatically determined (e.g., Use a language attribute like <html lang="en">)

Website Accessibility Level A Checklist:

Predictable (Level A)

When a user interface component gains focus, it doesn't cause a change in context (e.g., Ensure focus events don't trigger navigation or content updates by avoiding JavaScript handlers like onfocus that redirect users)

Changing the setting of a user interface component doesn't automatically change the context unless users are warned beforehand (e.g., Add a message like "Selecting an option will navigate to a new page" or use the aria-live attribute to announce the change)

Help mechanisms (like contact details, self-help tools, or automated support) are placed in the same order across pages unless users request a change

Input Assistance (Level A)

When an input error is detected, the field in error is clearly identified, and a text description of the error is provided (e.g., Use ARIA attributes like aria-invalid="true" to flag the error and display "Email address is required" near the input field)

Labels or instructions are included for all fields or content that require user input (e.g., A form field labeled "First Name" or instructions like "Enter your phone number without spaces" using <label> elements to explicitly associate labels with form fields)

Previously entered information in the same process is either auto-populated or available for selection unless re-entry is essential for security or accuracy (e.g., Use cookies or session storage to retain entered data)

Media on the page does not auto-play, ensuring users can start playback manually (e.g., Set the media's autoplay attribute to "false" or remove it entirely)

Website Accessibility Level A Checklist:

Compatible (Level A)

The name and role of all user interface components (like form fields, links, and buttons) are programmatically determined (e.g., Use proper HTML elements, such as <button> for buttons, or ARIA attributes like role="button")

The states, properties, and values of components can be programmatically set by users (e.g., Ensure form fields recognize user inputs programmatically, like <input type="text" value="John Doe"> updating dynamically as the user types)

Changes to components are communicated to assistive technologies (e.g., Use ARIA live regions or roles like aria-live="polite" to announce dynamic content updates)

Website Accessibility Level AA Checklist:

Time-based Media (Level AA)

Captions are provided for all live audio content in synchronized media (e.g., Live captions for a webinar or live-streamed event

Audio descriptions are provided for all prerecorded video content in synchronized media (e.g., Narration describes key visual actions in a training video)

Adaptable (Level AA)

Content works in both portrait and landscape orientations unless a specific orientation is essential (e.g., A landscape-only app for drawing diagrams)

The purpose of each input field (e.g., name, email, address) can be programmatically determined to assist with autofill or other accessibility features (e.g., providing audio instructions for form fields)

Website Accessibility Level AA Checklist:

Distinguishable (Level AA)

Text and images of text have a contrast ratio of at least 4.5:1, or at least 3:1 for large text (note no contrast requirement applies to inactive elements, decorative text, or logos) (tip: Try WebAIM's Contrast Checker to ensure you're hitting at least a 4.5:1 ratio for your text to images)

Text (except captions and images of text) can be resized up to 200% without losing content or functionality

Text is used to convey information instead of images of text unless the image of text is customizable or its specific presentation is essential (e.g., A stylized logo)

Content can be viewed and used without horizontal scrolling at a width of 320 CSS pixels or vertical scrolling at a height of 256 CSS pixels unless two-dimensional scrolling is essential (i.e., when zooming into content, users are not required to scroll in both directions to view content)

Navigable (Level AA)

At least two ways are available to locate each webpage (e.g., search bar, site map, or menu) unless the page is part of a process

Headings and labels accurately describe the topic or purpose of their content (e.g., A heading "Contact Information" for a section with address and phone details)

All keyboard-operable user interfaces have a visible focus indicator showing the currently focused element (e.g., a button is outlined when tabbed to)

Components that receive keyboard focus are fully visible and not hidden by other content created by the author (e.g., a focused form field is not covered by a sticky header)

Website Accessibility Level AA Checklist:

Input Modalities (Level AA)

Functions requiring dragging can also be performed with a single pointer without dragging unless dragging is essential or controlled by the browser (e.g., Dragging items in a list can also be done with up/down buttons)

Pointer targets (e.g., buttons, links) are at least 24x24 CSS pixels, except when: smaller targets are spaced so they don't overlap touch areas; equivalent functionality is provided elsewhere; targets are part of inline text or constrained by line height; target size is controlled by the browser; or smaller target is essential or legally required

Readable (Level AA)

The language of each passage or phrase is programmatically determined, except for proper names, technical terms, or words commonly used in the surrounding language

Predictable (Level AA)

Navigational elements repeated across pages (e.g., menus, headers) appear in the same relative order unless the user chooses to change it

Components with the same functionality (e.g., search bars, navigation links) are consistently identified across all pages

Website Accessibility Level AA Checklist:

Input Assistance (Level AA)

When input errors are detected, correction suggestions are provided unless doing so would jeopardize security or the purpose of the content (e.g., "Enter a valid email address, such as name@example.com")

For critical actions (e.g., transactions, data submissions, legal agreements), at least one of the following is provided:

The submission is reversible

User input is checked for errors and can be corrected

A review and confirmation mechanism is available before finalizing

Authentication does not require a cognitive function test (e.g., remembering a password), unless: an alternative method is available; a mechanism assists users with the test; or the test involves object recognition or personal content)

Compatible (Level AA)

Status messages are programmatically determined using roles or properties, allowing assistive technologies to announce them without requiring user focus (e.g., When a form is submitted, a screen reader announces "Your submission was successful" without moving focus to the message)

Website Accessibility Level AAA Checklist:

Time-based Media (Level AAA

Sign language interpretation is provided for all prerecorded audio content in synchronized media (e.g., A training video includes an inset video of a sign language interpreter)

Extended audio descriptions are provided for prerecorded videos when the pauses in the audio are too short to convey necessary visual details (e.g., A narrator pauses the video to describe an important action or scene)

An alternative (e.g., a detailed transcript) is provided for all prerecorded synchronized media and video-only content (e.g., A transcript includes both spoken dialogue and descriptions of visual actions)

An alternative (e.g., live transcription or text updates) is provided for live audio-only content to convey equivalent information (e.g., A live radio broadcast includes a live transcript displayed on the website)

Adaptable (Level AAA)

The purpose of user interface components, icons, and regions is programmatically determined (e.g., A "Search" button is coded with ARIA roles to indicate its purpose to a screen reader)

Distinguishable (Level AAA)

Text and images of text have a contrast ratio of at least 7:1 or at least 4.5:1 for large text (no contrast requirement applies to inactive elements, decorative text, or logos)

Website Accessibility Level AAA Checklist:

Prerecorded speech-only audio meets one of the following:

    Contains no background sounds

    Allows background sounds to be turned off

    Ensures background sounds are 20 decibels quieter than the speech

A mechanism is available to adjust the visual presentation of text, ensuring:

    Foreground and background colors can be customized

    Line width is no more than 80 characters (or 40 for CJK scripts)

    Text is left-aligned (not justified)

    Line spacing is at least 1.5x within paragraphs, with spacing between paragraphs at least 1.5x the line spacing

    Text can be resized up to 200% without requiring horizontal scrolling

Images of text are only used for decoration or when their specific presentation is essential to conveying the information (e.g., A logo with stylized text)

Keyboard Accessible (Level AAA)

All functionality can be operated using a keyboard without requiring specific timing for keystrokes

Enough Time (Level AAA)

Timing is not essential to activities or events, except for real-time events or non-interactive synchronized media (e.g., a live webinar or video playback)

Website Accessibility Level AAA Checklist:

Users can postpone or suppress interruptions, except for those involving emergencies (e.g., a pop-up alert for an urgent security issue)

Users can resume their activity without losing data after re-authenticating when an authenticated session expires (e.g., A filled form remains intact after logging back in)

Users are notified of inactivity time limits that could cause data loss unless the data is preserved for more than 20 hours of inactivity

Seizures and Physical Reactions (Level AAA)

Web pages do not contain content that flashes more than three times per second

Motion animations triggered by interaction can be disabled unless they are essential to functionality or the information being conveyed (e.g., a loading spinner indicating progress)

Navigable (Level AAA)

Information about the user's location within a website is available (e.g., Breadcrumb navigation or a highlighted menu option)

A mechanism ensures that the purpose of each link is clear from its text alone unless the link is ambiguous by nature (e.g., "Learn about our services" instead of "Click here")

Section headings are used to logically organize the content (e.g., "Introduction," "Features," "Contact Information")

When a user interface component gains keyboard focus, it remains fully visible and is not hidden by author-created content (e.g., A focused button is not covered by a sticky menu)

Website Accessibility Level AAA Checklist:

The keyboard focus indicator meets the following requirements (exceptions apply if the focus indicator is controlled entirely by the browser or its background color is unmodified by the author):

Covers an area at least as large as a 2 CSS pixel thick perimeter of the unfocused component

Has a contrast ratio of at least 3:1 between focused and unfocused states

Input Modalities (Level AAA)

Pointer targets are at least 44x44 CSS pixels, except when: an equivalent control meeting the size requirement exists on the same page; the target is inline within text; the target size is controlled by the browser; or the target's specific size is essential for the content

Web content allows the use of all available input methods (e.g., touch, keyboard, voice) unless the restriction is: essential to the content; required for security; or necessary to respect user settings.

Readable (Level AAA)

A mechanism is available to provide definitions for words or phrases used in an unusual or specialized way, including idioms and jargon (e.g., Hovering over a technical term shows a tooltip with its definition)

A mechanism is available to provide the expanded form or meaning of abbreviations (e.g., Hovering over "HTML" shows "HyperText Markup Language")

Content requiring advanced reading ability includes supplemental content or an alternative version at a lower secondary education level (e.g., A complex legal document is paired with a plain-language summary)

Website Accessibility Level AAA Checklist:

A mechanism is available to provide the specific pronunciation of words where context makes their meaning ambiguous (e.g., Hovering over the word "lead" shows pronunciation options like /lɛd/ or /liːd/)

Predictable (Level AAA)

Changes of context occur only when initiated by the user, or a mechanism is available to disable automatic changes (e.g., A setting allows users to prevent links from opening in new tabs)

Input Assistance (Level AAA)

Context-sensitive help is available to assist users with their current task (e.g., A "Help" icon next to a form field explains what to enter)

For pages requiring information submission, at least one of the following is true:

- The submission is reversible
- Input data is checked for errors, and users can correct them
- A mechanism is provided to review and confirm information before finalizing

Authentication does not require a cognitive function test unless:

- An alternative authentication method is available
- A mechanism is provided to assist users in completing the test

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