

# Website Accessibility for Small Businesses

## Checklist



Better web accessibility means getting your message out to more consumers. Do you want to learn how you can improve the user experience of your website?

Small Business BC has created this checklist to help. This checklist will walk you through practically applying the Web Content Accessibility Guidelines (WCAG 2.1) to your website to improve digital accessibility.

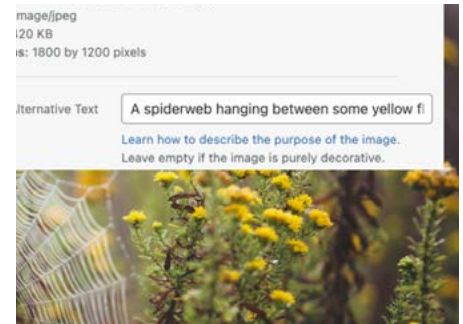
There are three WCAG Levels of Conformance. This checklist is intended to help small business owners achieve the first level, "Level A." For more information on the WCAG Levels of conformance, you can [review the guidelines](#) online or read their article entitled "[Introduction to Web Accessibility](#)".

### Why improve website accessibility?

- Promotes inclusivity by making website content accessible for all, especially for disabled people.
- Adhering to WCAG 2.1 standards helps your organization comply with accessibility laws.
- Implementing WCAG 2.1 guidelines creates a better user experience for all.
- Improves search [ML1] engine optimization ([SEO](#)) as WCAG 2.1 guidelines tend to align with SEO best practices.

## Images

- Images have descriptive [alt-text](#)
- Text-only images are not used
- Tables use alt-text to describe the data



## Video and Audio

- [Transcripts](#) and [captions](#) are available
- Video descriptions point to the transcript
- Users can adjust volume, pause, stop, or mute
- Media does not [auto-play](#)
- Content does not flash more than three times per second
- Users can pause blinking or flashing images

## Tip



Flashing content can trigger seizures. Do not have content that flashes more than three times per second.

## Text

- Text content is readable and understandable
- Order of content is logical and meaningful
- Text and background are [high contrast](#) enough to be read
- Small text [contrast ratio](#) is at least 4.5:1
- Large text contrast ratio is at least 3:1
- Users can [resize text](#) up to 200% without losing content or functionality
- Link text is clear and actionable
- Lists are well-formatted with [headings](#)

Bad Contrast

Contrast Ratio: 1.12:1

Bad Contrast

Contrast Ratio: 3.72:1

Bad Contrast

Contrast Ratio: 4.41:1

Good Contrast

Contrast Ratio: 5.24:1

Good Contrast

Contrast Ratio: 13.9:1

Good Contrast

Contrast Ratio: 21:1

## Functionality

Website is accessible by [all browsers](#)

Website uses [semantic HTML](#) elements

All functionality available from a [keyboard](#)

Users can operate through various inputs beyond a keyboard

Users have enough time to read and use content (no [time restrictions](#))

Users can navigate away from any [keyboard focus traps](#) (i.e. input boxes, drop-down menus, or hyperlinks)

## Tip



Create a web accessibility policy and link it to your website. Then, provide users with a way to report any accessibility issues with your website.

## Webpages

Pages use [breadcrumb navigation](#)

Users can access a clear [site map](#)

Pages have unique page titles

“[Skip to Content](#)” feature provided for users

Colour alone is not used to convey action

Page content is organized with section [headings](#)



### Continue your Accessibility Journey with SBBC

Small Business BC is a non-profit resource centre for BC-based small businesses. [www.smallbusinessbc.ca/accessibility-business-resources](http://www.smallbusinessbc.ca/accessibility-business-resources) is full of tips, tools, and more to support your next stage.



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This program is funded by the Government of Canada  
and the Province of British Columbia.

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Users can adjust volume, pause, stop, or mute

No [auto-play](#) media

Content does not flash more than three times per second

Users can stop excessive blinking or flashing

## Text

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Reading order of content is logical and meaningful

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