

Digital Accessibility Checklist

This comprehensive checklist explains the necessary steps to take when creating a digital accessibility initiative.

Reference this checklist throughout the initiative-creating process for all of your digital channels.



PHASE 1

Plan and Communicate

The success and effectiveness of any accessibility program will depend on your ability to develop and follow a strategic plan. It's essential to communicate this plan to all employees and vendors responsible for the software development lifecycle.

This is a collaborative process, so the responsibility doesn't fall on a single team or individual. To ensure participation and efficiency, you must share expectations and goals across your organization.

✔ Set clearly-defined key performance indicators (KPIs) for digital accessibility.

✔ Standardize the use of Web Content Accessibility Guidelines (WCAG) 2.1 Level AA across your channels and online digital properties.

✔ Create an internal-facing accessibility policy and a public-facing accessibility statement for your digital properties. These documents will communicate the steps you're taking on your accessibility journey.

✔ Communicate your digital inclusion strategy and efforts to all internal and external stakeholders using your accessibility policy. Make sure third-party developers understand your digital accessibility protocols.

- ✔ Set a timeline for tasks that must be completed, including ongoing process reviews, remediations, conformance checkpoints, and so on.
- ✔ Encourage open communication and collaboration among your departments.
- ✔ Train all of your staff on their roles in accessibility.

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PHASE 2

Test and Audit

Testing and auditing your company's digital properties goes well beyond your website and app. All visual elements must also adhere to WCAG 2.1 AA standards. This includes multimedia properties (i.e., audio and video), which must meet specific guidelines. Transcripts, captions, audio descriptions, and PDFs must also be considered.

Starting with programmatic or automated testing can help you get a general understanding of where your websites fall in terms of accessibility. However, many aspects can only be tested using manual methods (e.g., code reviews or assistive technologies).

- ✔ Perform initial tests on digital properties using an automated accessibility checker to understand where they fall on the spectrum of accessibility. Do they meet WCAG 2.1 Level AA standards?

- ✔ Conduct manual auditing and testing to ensure you find all WCAG 2.1 AA issues. If your staff cannot carry out the manual assessment, have it conducted by an accessibility expert from a company like UsableNet.
- ✔ Create a detailed list of issues that fail the automated and manual assessments. Organize the list according to how your site is developed (components, user journeys, sections, etc) and by team/person who will fix each issues. Not all issues can be solved solely by a developer.
- ✔ Work with a accessibility partner like UsableNet to help your organization identify and resolve issues.



Ensure that accessibility is integrated as part of the software development lifecycle.

- ✔ Set up reporting mechanisms that track accessibility conformance over time.
- ✔ Document all positive user outcomes and issues found to ensure you have an escalation path to solve problems following release.
- ✔ Have a process to help your company stay current on any changes to accessibility guidelines and laws and adjust your accessibility policy when necessary.
- ✔ Train customer service representatives.
- ✔ Partner with a company like UsableNet to receive continuous monitoring and website certification.

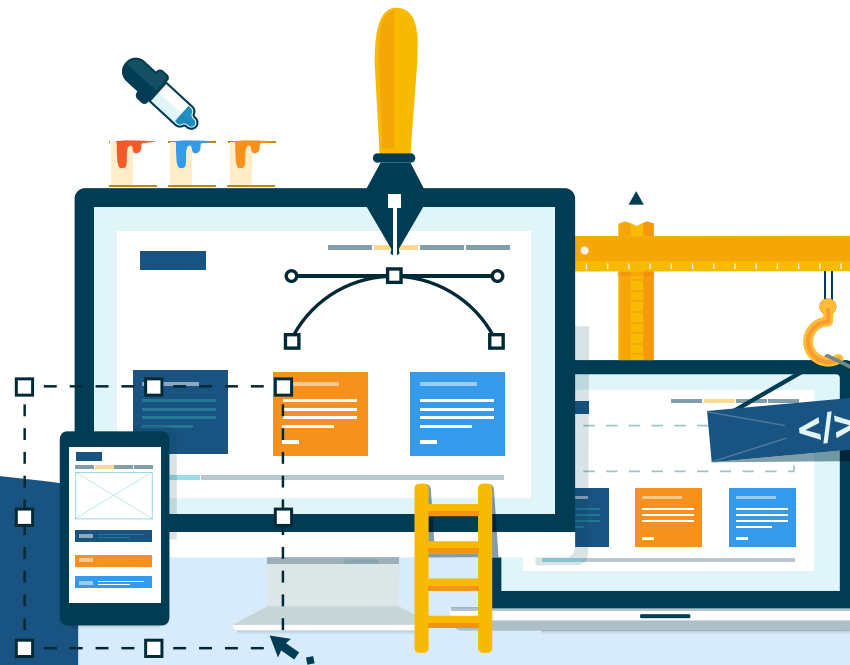
Start Your Journey to Accessibility

Now that you understand the steps to accessibility, it's time to start planning your company's strategy. This benefits your employees, customers, and stakeholders and creates a more inclusive digital world for people of all abilities.

UsableNet

[Contact Us](#)

Partner with a company like UsableNet to receive continuous monitoring and website certification.



Let UsableNet make your site accessible

Our Assistive platform offers an end-to-end solution that dynamically remediates and maintains the accessibility of your site so it conforms to WCAG 2.1 AA. It is ideal for websites that are not accessible, especially those that have transactional functionality on them, such as ecommerce.