



INTERNET

Is your website accessible? A quick guide to check your website

The TOP 10 most common accessibility pitfalls

- 01** — Colour contrast
- 02** — Alt text for images
- 03** — Heading hierarchy
- 04** — Focus indicators
- 05** — Keyboard navigation
- 06** — Links and buttons
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- 08** — ARIA roles and landmarks
- 09** — Autoplaying media
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Instructions

This guide helps you get a first impression of the accessibility status of your website by highlighting the 10 most common accessibility pitfalls.

You will find simple steps to assess some of the key areas, **but keep in mind that this is not a complete compliance checklist**, but it may indicate that you could benefit from having an accessibility check done by professionals.

These pitfalls correspond to the A and AA level of accessibility that both the public and private sectors must comply with by 28 June 2025.

If any of them are present on your website, they should be seriously addressed.

You can check any of the pages on your website, but we recommend starting with the frontpage.

[Start your own check](#)

[Get a free expert audit](#)

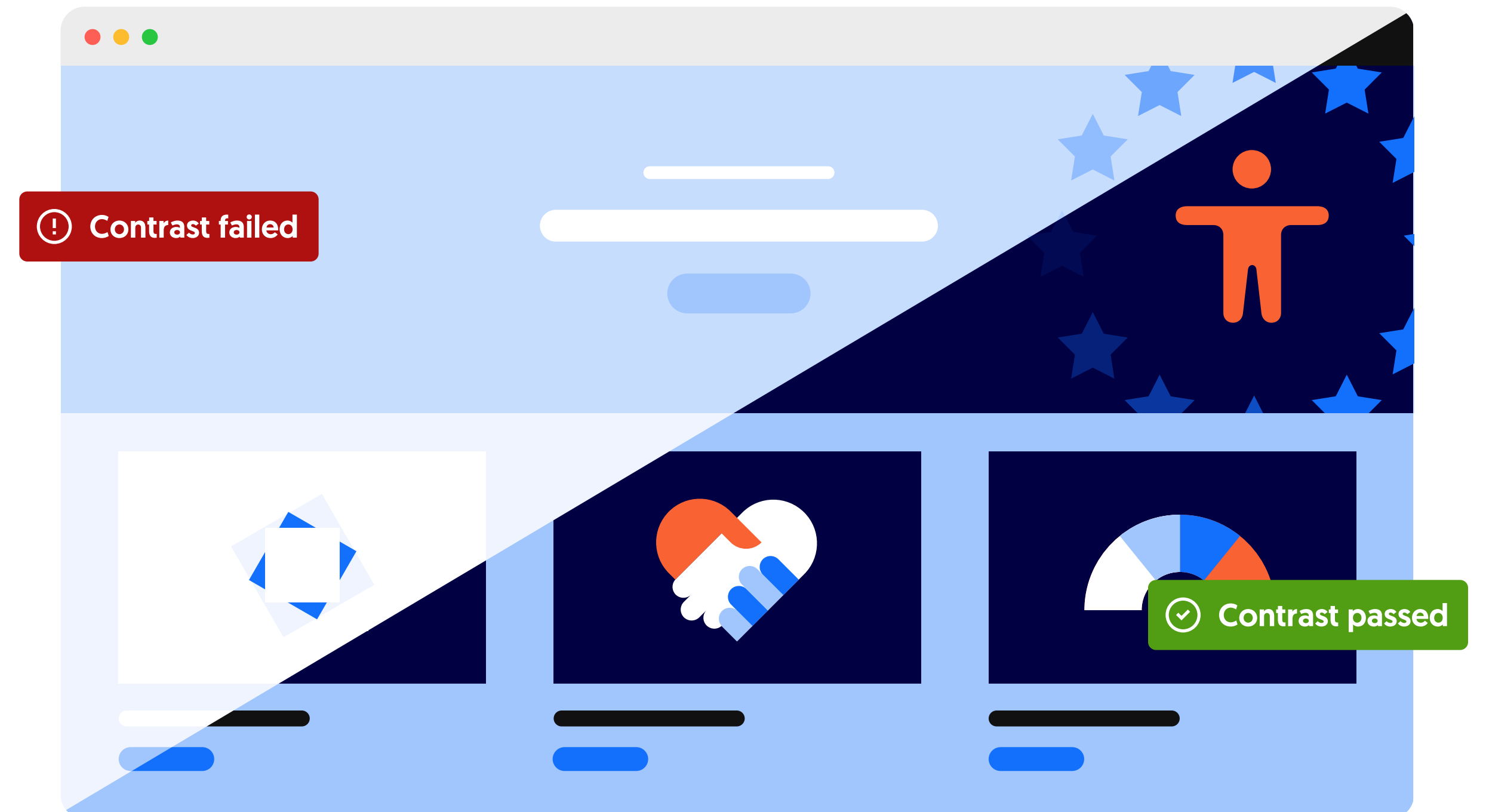
1. Poor colour contrast

Text and background colours lack sufficient contrast, making content hard to read for users with visual impairments.

How to check:

Look at the text and ask yourself: is it difficult to read against the background?

Use tools like [Accessible Web Helper](#) (free Google extension) to test contrast levels.



Tip: WCAG guidelines recommend a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text.

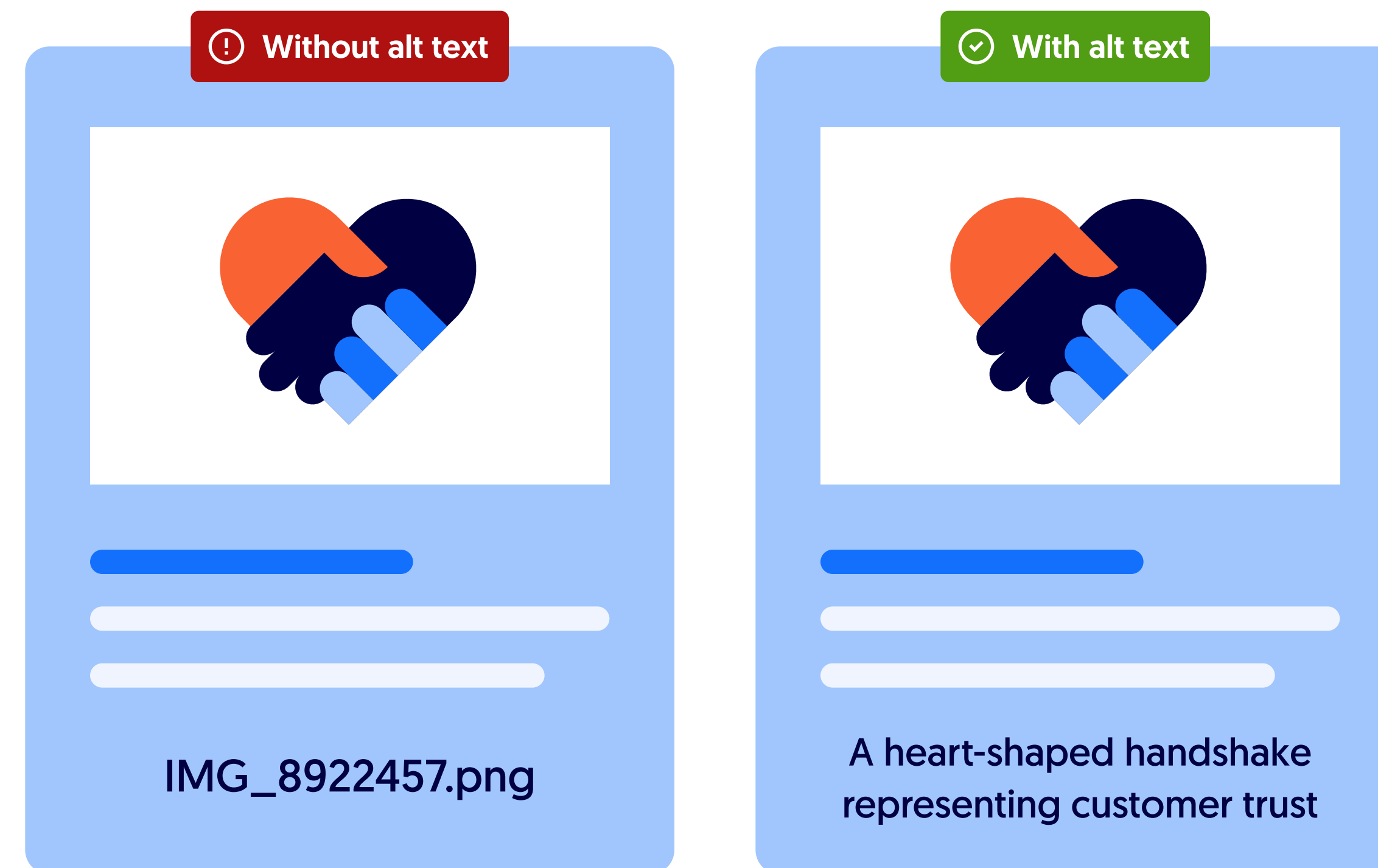
2. Missing or poor alt text for images

Images lack descriptive alternative text, making them inaccessible to users who rely on screen readers to understand the purpose of an image.

How to check:

Right-click on an image, inspect its properties, and look for the alt attribute. Is it descriptive and relevant? Or is it missing?

Use a screen reader or an accessibility testing tool to verify what it reads for the image.



Tip: Alt text should describe the image's purpose, not just what it shows. For example, use "A heart-shaped handshake representing customer trust" instead of "Customer trust". Remember that background images should be labelled accordingly.

3. Improper heading hierarchy

Headings (e.g., H1, H2, H3) are used inconsistently or skipped, confusing users who rely on screen readers to understand page structure.

How to check:

Scan the page visually: are headings logically structured? For example, is there only one H1, and are subheadings nested in a proper order (H2 > H3)?

Use tools like [SEO Meta in One Click](#) (free Google extension) to quickly visualise your current heading structure.

! Bad Header structure

H1 - Heading hierarchy

H2 - How to check

H2 - Scan the page visually

H2 - Google extension

H2 - Our tips

H4 - Current headings

H4 - Respect hierarchy

H4 - Logical structure

H4 - Check article

✓ Good Header structure

H1 - Heading hierarchy

H2 - How to check

H3 - Scan the page visually

H3 - Google extension

H2 - Our tips

H3 - Respect hierarchy

H3 - Logical structure

H3 - Check article

Tip: Headings should respect the hierarchy and reflect the logical structure of the content, making it easier to skim or navigate.

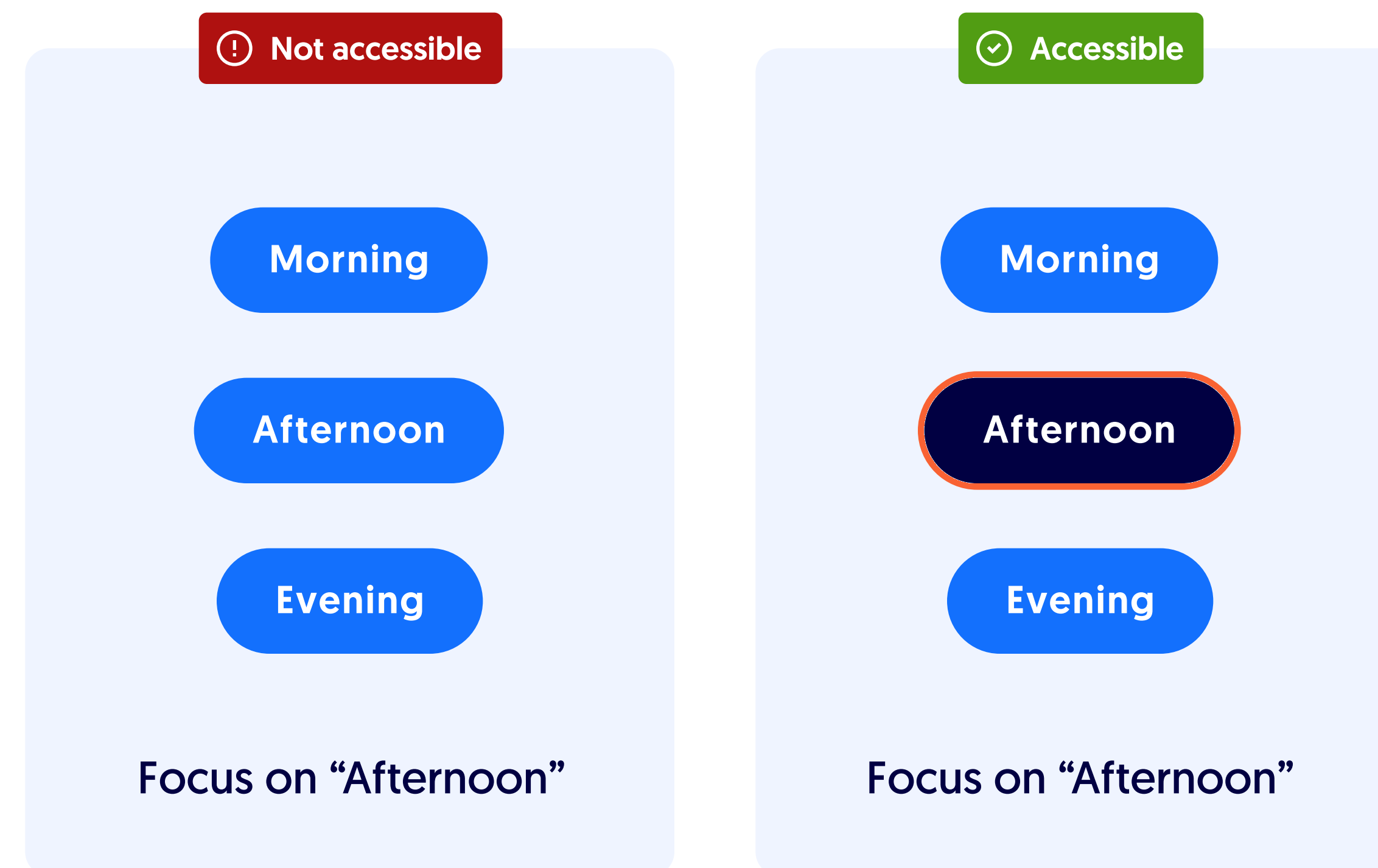
4. Inconsistent or missing focus indicators

Keyboard users can't see where their focus is on the page because of missing or unclear focus indicators (e.g., outlines on links, buttons, or form fields).

How to check:

Use the [Tab key \(→\)](#) to navigate the page. Can you see a visible outline or highlight showing which element is currently focused?

If the focus is missing or unclear, it's a problem.



Tip: A good focus indicator should be visible, high-contrast, and consistent across the site.

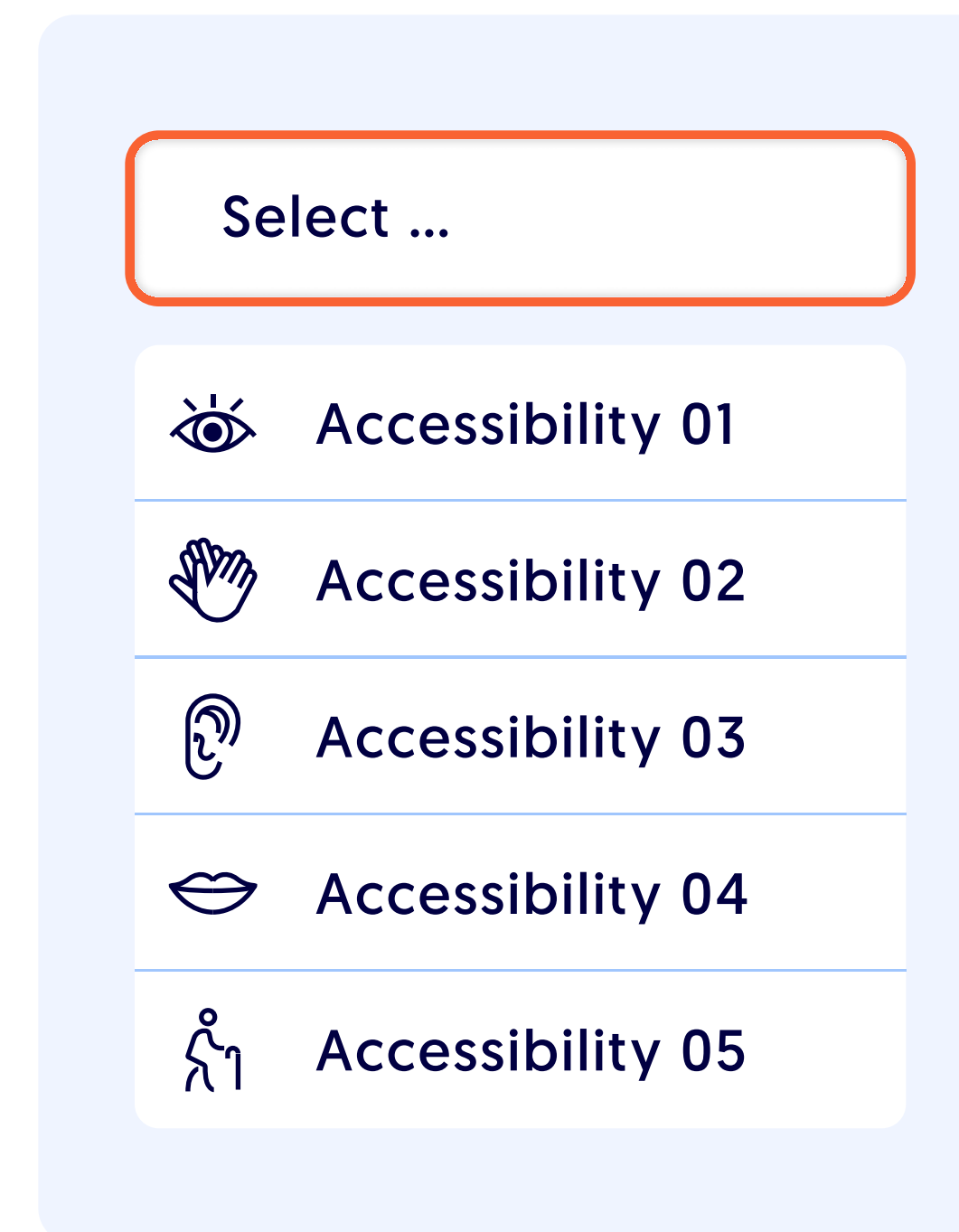
5. Keyboard navigation issues

Some interactive elements (e.g., dropdowns, modals, or buttons) can't be accessed with a keyboard, making them unusable for users who don't use a mouse.

How to check:

Navigate the site using only the **Tab key (→)**. Can you access all links, buttons, and menus?

Try interacting with dropdowns, sliders, or modal windows.



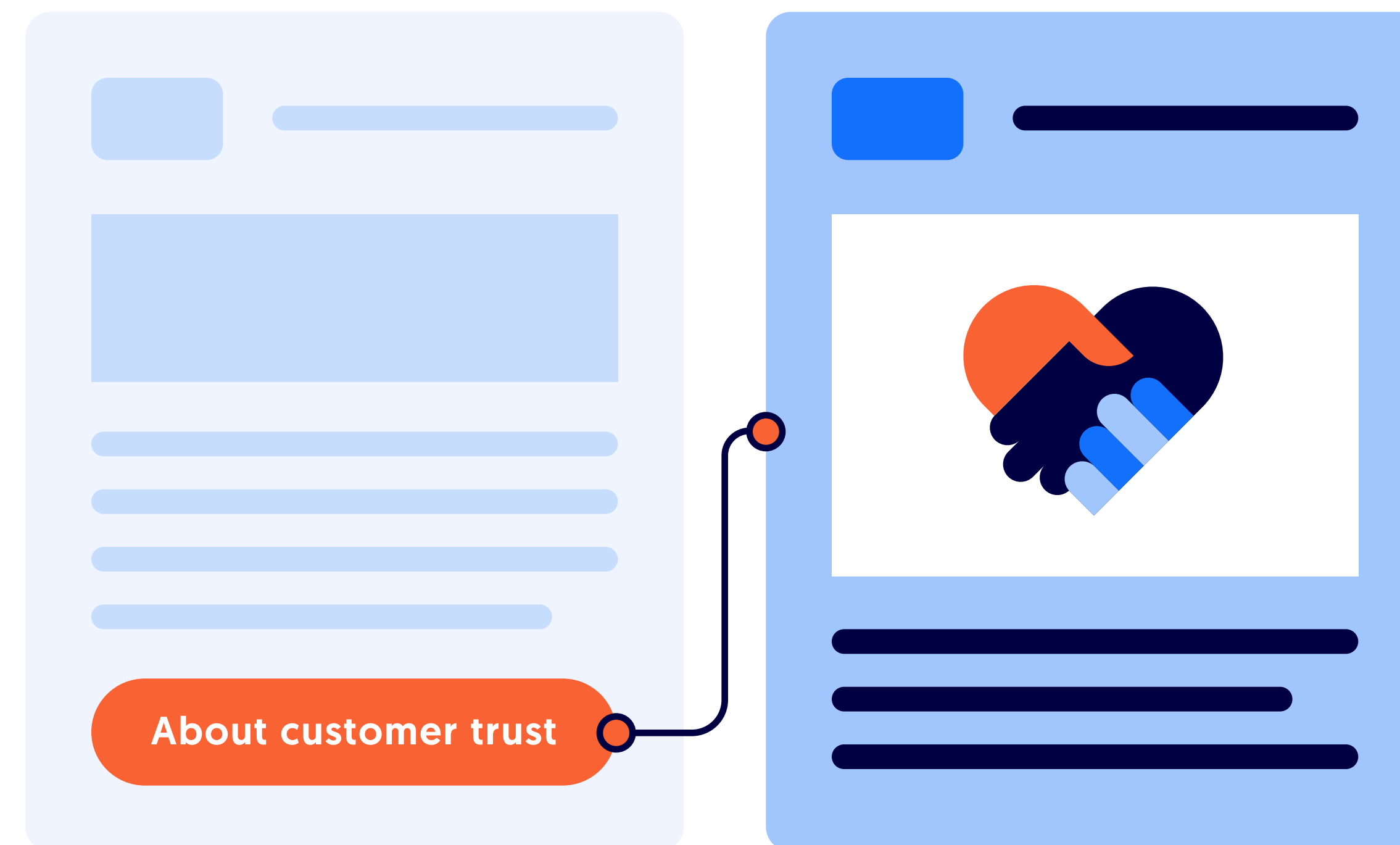
Tip: Make sure all interactive elements are keyboard-accessible and use logical tabindex order.

6. Non-descriptive links and buttons

Generic link or button text such as "Click here" or "Learn more" doesn't provide enough context for users relying on screen readers.

How to check:

Look for links or buttons on your page. Ask yourself: would you know what action to take or where the link goes without additional context?



Tip: Always include descriptive link text, like "Read more about our services" instead of "Learn more."

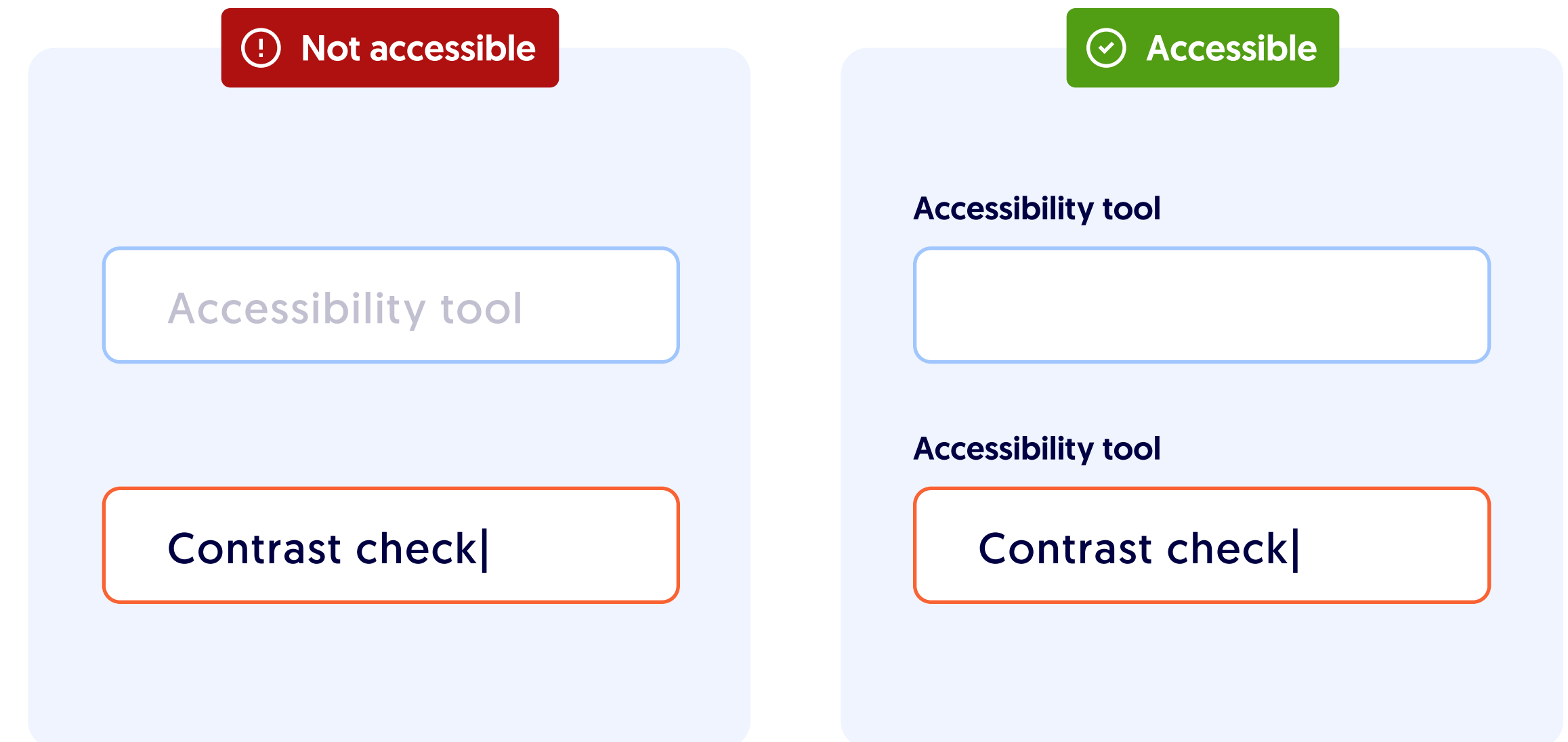
7. No or incomplete form labels

Forms without descriptive labels or placeholders make it unclear what users are supposed to fill in, especially for screen reader users.

How to check:

Look for input fields: does each field have a visible, clear label (e.g., "Email Address")?

Submit the form with intentional errors. Are error messages descriptive and linked to the correct fields?



Tip: Labels should always be explicitly tied to their input fields using **for** attributes in the HTML (`<label for="email">Email</label>`).

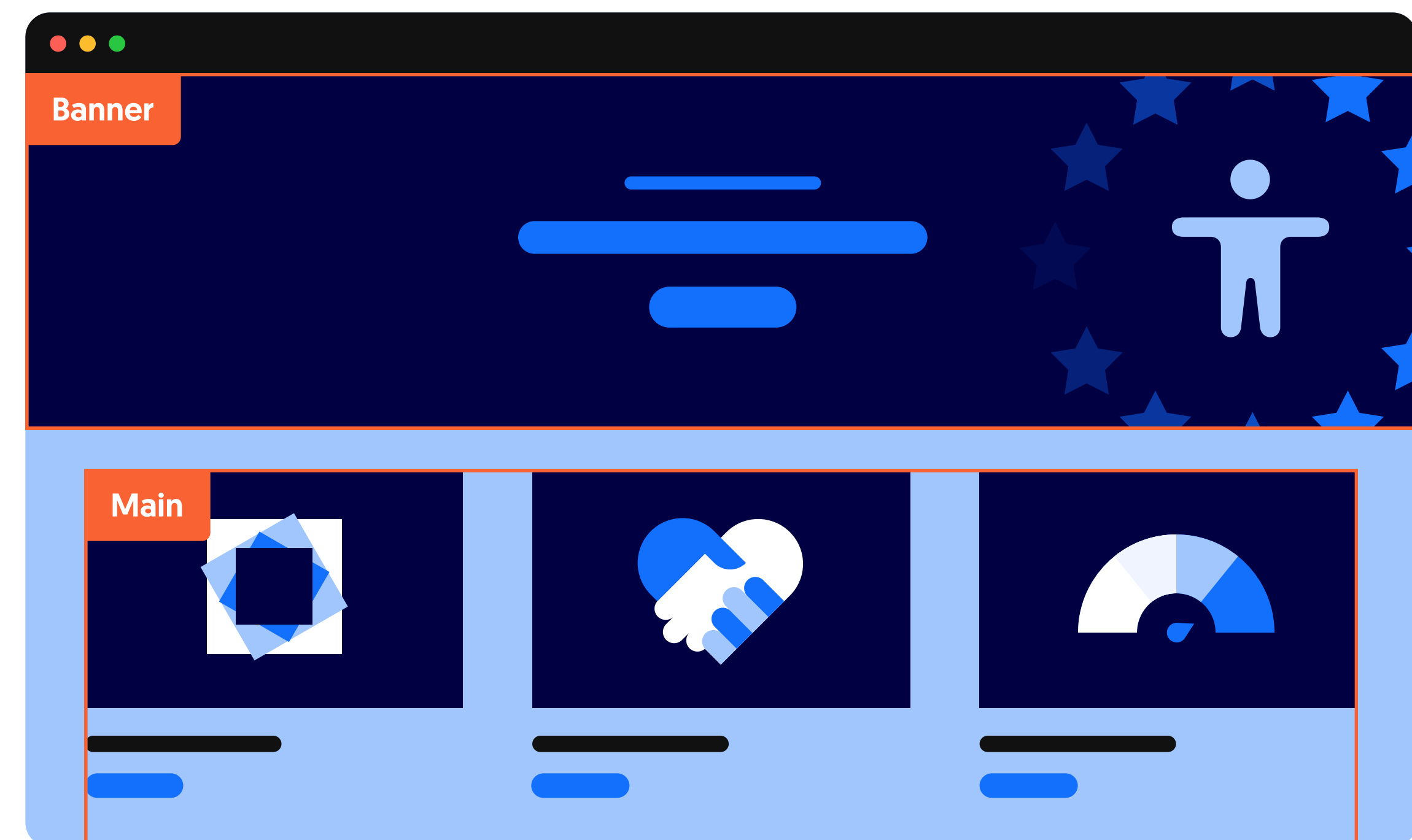
8. Missing or improper use of ARIA roles and landmarks

ARIA roles (Accessible Rich Internet Applications) provide additional context for screen readers, but they are often misused or missing entirely.

How to check:

Use tools like [Accessible Web Helper](#) (free Google extension) to inspect ARIA roles.

Check if landmarks (e.g., `role="navigation"` or `role="main"`) are properly applied to define sections of the page.



Tip: Use ARIA roles sparingly and only where necessary - improper use can make things worse.

9. Autoplaying media without controls

Audio or video content that starts playing automatically without pause or stop controls can be disruptive and inaccessible.

How to check:

Visit your website and check if any audio or video starts automatically.

Is there a visible pause or stop button to control playback?

Autoplay on

Autoplay off

Tip: Avoid autoplaying media unless it's essential. If autoplay is necessary, always provide accessible controls.

10. Lack of text resizing or zoom support

Content that doesn't scale properly when users adjust text size or zoom makes it difficult to read and interact with.

How to check:

Try zooming in (**Ctrl** + **+** or pinch zoom) to at least 150%. Does the layout break or text become unreadable?

Can users resize the text without losing functionality?

⚠ Not accessible

Lack of text resizing

Content that doesn't scale properly when users adjust text size or zoom makes it difficult to read and interact with.



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✅ Accessible

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Lack of text resizing

Content that doesn't scale properly when users adjust text size or zoom makes it difficult to read and interact with.

Tip: Design layouts able to adapt to text scaling or zoom, maintaining readability and usability.



Thank you and
have a nice day

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