The ADA Website Compliance Checklist

Is your website ADA compliant? A checklist can't tell you that, but it can show you where buyers with disabilities get stuck. The checks that matter most are keyboard access, a visible focus outline, alt text on images, readable color contrast, labeled form fields with clear error messages, captions on video, readable PDFs, real headings, and text that survives zooming.

Give every row an owner and a due date, and work the stages in order. Each item is explained in the full guide at byalkali.com/resources/ada-website-compliance-checklist/

01 Getting around with the keyboard

WCAG 2.1.1 Keyboard (A), 2.1.2 No Keyboard Trap (A), 2.4.3 Focus Order (A), 2.4.7 Focus Visible (AA), 2.4.11 Focus Not Obscured (Minimum) (AA, new in 2.2).

DONE	TASK	OWNER	DUE
☐	Put the mouse away. Tab through the homepage and the main navigation, including drop-down menus.		
☐	Fill in and submit the quote or contact form using only the keyboard.		
☐	Tab into and back out of chat widgets, cookie banners and configurators. Note anywhere you get stuck, need the mouse, or the focus jumps out of order.		
☐	Check a visible outline marks the current link or field at every step.		
☐	Scroll a long page and keep tabbing. Check sticky headers, chat bubbles and cookie banners never completely cover the focused item.		

02 Images and color

WCAG 1.1.1 Non-text Content (A), 1.4.3 Contrast (Minimum) (AA), 1.4.11 Non-text Contrast (AA), 1.4.1 Use of Color (A).

DONE	TASK	OWNER	DUE
☐	Turn on VoiceOver (Command+F5 on a Mac) or Narrator (Ctrl+Windows+Enter) and listen to the images on a product page.		
☐	Note images read as a file name or as just "image", and charts or diagrams with no text version.		
☐	Check gray text, text over photos and white text on brand colors with a free contrast checker such as WebAIM's.		

DONE	TASK	OWNER	DUE
☐	Body text needs at least 4.5:1. Large text and icons need at least 3:1, and so do field borders where the border is what shows the field is there.		
☐	Look for meaning carried by color alone, such as required fields marked only in red.		

03 The quote form

WCAG 3.3.2 Labels or Instructions (A), 1.3.1 Info and Relationships (A), 4.1.2 Name, Role, Value (A), 3.3.1 Error Identification (A), 3.3.3 Error Suggestion (AA), 3.3.7 Redundant Entry (A, new in 2.2), 4.1.3 Status Messages (AA), 1.1.1 Non-text Content (A) for CAPTCHAs.

DONE	TASK	OWNER	DUE
☐	Type into each field. Check the label stays visible rather than disappearing like placeholder text.		
☐	Click each label. On most well-built forms the cursor lands in its field, a quick sign the label is connected.		
☐	Check required fields and formats (part numbers, file types, sizes) are stated before the person types.		
☐	Submit the form empty, then with a bad email. Check each error is described in words next to the field.		
☐	Check what you typed survives an error, and note any image puzzle used to stop spam that has no alternative.		

04 Video, motion and documents

WCAG 1.2.2 Captions (Prerecorded) (A), 1.2.5 Audio Description (Prerecorded) (AA), 2.2.2 Pause, Stop, Hide (A), 1.1.1 Non-text Content (A), 1.3.1 Info and Relationships (A), 2.4.2 Page Titled (A).

DONE	TASK	OWNER	DUE
☐	Play each video with the sound off, then with your eyes closed. Check captions get product names right, and the narration says what the picture shows.		
☐	Check any background video, slider or ticker that moves for more than five seconds can be paused.		
☐	Open the most-downloaded PDFs: spec sheets, line cards, catalogs, certifications.		
☐	Try to select text in each. If you can't, it's a scanned image. If you can, check File > Properties in Adobe Acrobat Reader says Tagged PDF: Yes.		

DONE	TASK	OWNER	DUE
☐	Check each PDF has a real title and that spec tables aren't locked inside images.		

05 Structure and zoom

WCAG 1.3.1 Info and Relationships (A), 2.4.6 Headings and Labels (AA), 2.4.4 Link Purpose (In Context) (A), 1.4.4 Resize Text (AA), 1.4.10 Reflow (AA).

DONE	TASK	OWNER	DUE
☐	Open the headings list: the VoiceOver rotor (Control+Option+U) on a Mac, or the free NVDA screen reader (Insert+F7) on Windows.		
☐	Check one key page reads like a table of contents: a main title, sections underneath.		
☐	Read the links list for vague "click here" links with nothing around them saying where they go.		
☐	Inspect a spec table: its headings should be <th> header cells, not plain cells or an image.		
☐	Zoom the browser to 200%. Check nothing is cut off or overlapping and the menu and form still work.		
☐	With the window about 1280 pixels wide, zoom to 400%. Check the page reflows with no sideways scrolling, apart from wide spec tables, maps and diagrams.		

Alkali builds websites for established B2B companies. byalkali.com

Checked against the Department of Justice's ADA guidance and Title II rule, W3C's WCAG 2.2, the EU's accessibility directive and Alkali's first-hand experience building B2B websites, November 2026. Not legal advice.