VERACESS
COMPLIANCE

Accessibility Audit Report

European Accessibility Act (EAA) · WCAG 2.2 AA · EN 301 549

Prepared for	Demo Shop (sample report)
Website	https://demo-shop.example/
Date	2026-11-10
Pages scanned	6



Accessibility score

High risk

198 issues · 7 failed checks

Executive summary

Our automated scan of 6 page(s) of demo-shop.example found **198 accessibility issues** across **7 failed WCAG checks**, including **4 critical** and **194 serious** ones.

4	194	0	0
Critical	Serious	Moderate	Minor

> No accessibility statement was found. Under the EAA, service providers must publish information on how their service meets the accessibility requirements.

Since 28 June 2025 the European Accessibility Act (Directive (EU) 2019/882) requires e-commerce services offered to consumers in the EU to be accessible to people with disabilities. The harmonised standard EN 301 549 refers to WCAG 2.1 level AA. National market surveillance authorities can order corrections, restrict non-compliant services and impose fines; in some countries (e.g. Ireland) non-compliance can also be prosecuted, and consumer associations can take legal action. Microenterprises providing services (fewer than 10 employees and annual turnover or balance sheet total of max. €2 million) are exempt.

In Ireland (S.I. 636/2023, enforced by the CCPC for e-commerce) breaches can lead to fines of up to €5,000 on summary conviction, or up to €60,000 and/or 18 months' imprisonment on indictment.

Key findings

Issue	Severity	WCAG	Occurrences	Pages
Buttons with no readable name	Critical	4.1.2	1	1
Images without a text description	Critical	1.1.1	1	1
Dropdowns without labels	Critical	4.1.2	1	1
Form fields without labels	Critical	4.1.2	1	1
Text is hard to read (low contrast)	Serious	1.4.3	178	6
Links with no readable name	Serious	2.4.4, 4.1.2	10	6
Page language is not declared	Serious	3.1.1	6	6

Detailed findings

1 Buttons with no readable name Critical

WCAG 4.1.2 · 1 × · 1 pages · button-name

Why it matters: A screen reader user hears "button" with no idea what it does – e.g. add to cart, close, next image.

How to fix: Add visible text or an aria-label to every button, especially icon-only buttons.

Examples found:

Page: / · `.promo-banner__form > button[type="submit"]`

```
<button type="submit">
```

2 Images without a text description Critical

WCAG 1.1.1 · 1 × · 1 pages · image-alt

Why it matters: Blind customers using a screen reader hear nothing (or a file name) instead of the product photo or banner.

How to fix: Add a meaningful alt attribute to every informative image (e.g. product name and colour). Decorative images get alt="".

Examples found:

Page: / · `.promo-banner__img`

```
<img src="/cdn/shop/files/gift_card.jpg?v=1794270932&amp;width=800" width="600" height="400" class="promo-banne
r__img">
```

3 Dropdowns without labels Critical

WCAG 4.1.2 · 1 × · 1 pages · select-name

Why it matters: Size, colour or quantity selectors cannot be understood by screen reader users.

How to fix: Add a <label> or aria-label to every <select>.

Examples found:

Page: / · `select`

```
<select name="contact[interest]">
      <option>Women</option><option>Men</option><option>Kids</option>
    </select>
```

4 Form fields without labels Critical

WCAG 4.1.2 · 1 × · 1 pages · label

Why it matters: Users of assistive technology do not know what to type into the field (search, newsletter, checkout address).

How to fix: Connect a <label> to each input, or add an aria-label. A placeholder alone is not enough.

Examples found:

Page: /products/gift-card · `#Quantity-template--28196158898456__main`

```
<input class="quantity__input" type="number" name="quantity" id="Quantity-template--28196158898456__main" data-
cart-quantity="0" data-min="1" min="1" step="1" value="1" form="product-form-template--28196158898456__main">
```

5 Text is hard to read (low contrast) Serious

WCAG 1.4.3 · 178 × · 6 pages · color-contrast

Why it matters: People with low vision or colour blindness, and anyone on a phone in sunlight, cannot read text that is too close to its background colour.

How to fix: Darken the text or lighten the background until the contrast ratio is at least 4.5:1 (3:1 for large text). Usually a small CSS colour change in the theme.

Examples found:

Page: / · `.announcement-bar__message > span`

```
<span>Welcome to our store</span>
```

Page: / · `.header__heading-link > .h2`

```
<span class="h2">Veracess Practice</span>
```

Page: / · `.header__active-menu-item`

```
<span class="header__active-menu-item">Home</span>
```

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6 Links with no readable name Serious

WCAG 2.4.4, 4.1.2 · 10 × · 6 pages · link-name

Why it matters: Screen readers announce these links as just "link", so users cannot know where they lead – often icon links like cart, account or social media.

How to fix: Give each link visible text or an aria-label (e.g. aria-label="Shopping cart").

Examples found:

Page: / · `#cart-icon-bubble`

```
<a href="/cart" class="header__icon header__icon--cart link focus-inset" id="cart-icon-bubble">
```

Page: / · `.promo-banner__arrow`

```
<a href="/collections/all" class="promo-banner__arrow">
```

Page: / · `a[href$="instagram.com"]`

```
<a href="https://instagram.com">
```

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7 Page language is not declared Serious

WCAG 3.1.1 · 6 × · 6 pages · html-has-lang

Why it matters: Screen readers do not know which language to use and may read German text with an English voice, which is incomprehensible.

How to fix: Add the language to the page, e.g. <html lang="de">.

Examples found:

Page: / · `html`

```
<html class="js" style="--header-height: 85px;">
```

Page: /collections/all · `html`

```
<html class="js" style="--header-height: 85px;">
```

Page: /pages/contact · `html`

```
<html class="js" style="--header-height: 85px;">
```

Not covered by automated testing

- Complete keyboard-only journey: browse → product → cart → checkout → payment
- Visible focus indicator on every interactive element
- Screen reader test (NVDA / VoiceOver) of the purchase flow
- Form error messages are announced and explained
- Content reflows at 320 px width and 200% zoom without loss
- Third-party widgets: cookie banner, chat, reviews, payment iframes
- Captions / transcripts for product videos
- Content and feedback mechanism of the accessibility statement

Recommended next steps

1. Fix critical and serious issues first – they block customers from buying.
2. Publish an accessibility statement with a contact option for feedback.
3. Run a manual audit of the checkout flow (keyboard + screen reader).
4. Re-test after each theme or plugin update – accessibility regresses easily.

Contact: Veracess Compliance · veracess.compliance@gmail.com · veracess.com

Pages scanned

- https://demo-shop.example/
- https://demo-shop.example/collections/all
- https://demo-shop.example/pages/contact
- https://demo-shop.example/cart
- https://demo-shop.example/products/gift-card
- https://demo-shop.example/policies/privacy-policy

Automated tools detect roughly 30–40% of accessibility barriers. This report is a technical assessment, not legal advice. Results reflect the pages at the time of scanning.