Accessibility Tests

It is important to note that Agency Client Finder has four different Accessibility measures.

It is unlikely that any automated accessibility test will be 100% accurate. There are many things that cannot be tested programmatically and a human review is always required.

However there are some tools and tests that are pretty comprehensive and are useful when looking at or trying to solve accessibility problems. But it is important to understand their limitations and how to use them.

1. The results shown in the dashboard are derived from our internal accessibility test. It performs a number of tests (as shown in the list below). It reports the percentage of test that are passed. And the number or warnings and errors it finds. This number is "generally" reflective of the web site accessibility. It is NOT a definitive score. Even quite high percentages can have many accessibility errors when running a more thorough test. These scores should be used indicatively and as a quick way to assess the likelihood of those sites requiring or retaining accessibility services.

2. The graphs in Open View are derived from Googles own Page Speed Insights API. They may be reflective of the checks that Google do on websites to decide on their accessibility and it may (now or in the future) have some influence in applying Google penalties. Note also that in general these scores seem to be in the high side, i.e. not as stringent as some others and should be used in consideration of how Google perceives a website rather than any legal requirement level.

3. The live WAVE test is a third party tool for identifying and fixing accessibility options. As well as listing problems in detail it gives a visual indication of what and where the problems are. It is ideal for reviewing and fixing issues that can be detected programmatically. A useful tool for anyone delivering accessibility services.

4. https://www.accessi.org test and report creates a definitive accessibility report that can be downloaded as a PDF. This is ideal for sending or sharing with a client. It also references the specific WCAG requirements that are not met along with lots of explanation. This can give you a lot of authority when discussing with clients.

The internal accessibility test, that are displayed in the dashboard, are listed below.

A Slider is Present
A Video is Present
ARIA hidden
Ambiguous Anchor Text
Blinking or Scrolling Content
Broken ARIA Reference
Broken Skip or Anchor Link
Duplicate Alternative Text
Duplicate Form Label
Empty Button
Empty Form Label
Empty Heading Tag
Empty Link
Empty Table Header
Image Animated GIF
Image Empty Alternative Text
Image Long Alternative Text
Image Map Missing Alternative Text
Image Missing Alternative Text
Incorrect Heading Order
Insufficient Color Contrast
Link Opens New Window or Tab
Link to MS Office File
Link to Non-HTML File
Link to PDF
Linked Image Empty Alternative Text

Linked Image Missing Alternative Text
Long Description Invalid
Low-quality Alternative Text
Missing Form Label
Missing Language Declaration
Missing Subheadings
Missing Table Header
Missing Title
Missing Transcript
Possible Heading
Tab Order Modified
Text Justified
Text Too Small
Underlined Text
iFrame Missing Title

To run the internal accessibility checks on individual business click the magnifying glass icon to the left of the business name. This will run the basic business analysis and the accessibility test.

You can run the test automatically on all businesses by checking the WCAG check box and clicking the circle arrows icon at the top left of the page.
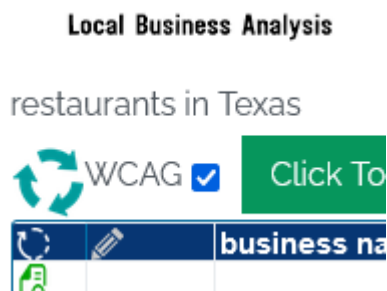
This will run a basic analysis and an accessibility test for each business in the campaign.

NOTE it will only run automated tests once. When the left hand icon changes from green to orange it will be ignored by the automated test.

You can still update individual businesses.

The percentage of passed test is displayed in the dashboard. You can hover over the result to see a summary of the test. Similar to the screenshot shown below.
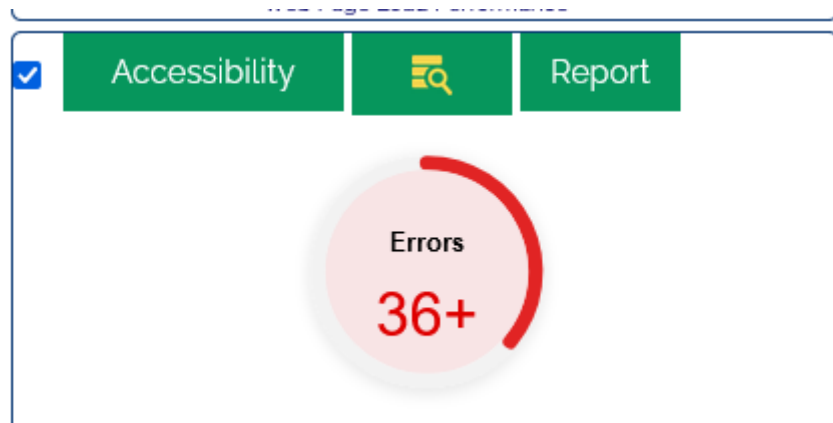

Clicking the result will run the WAVE web accessibility evaluation tool. This will give more detailed and visual representation of website accessibility errors..

The results in this tool will not exactly match the results from the internal test but the higher percentage on the internal test will be reflective of less overall errors in WAVE.

You can also run the WAVE test from OPEN VIEW by clicking the gold colored magnifying glass icon in the accessibility box as shown below.

Web Page Load Performance

| ☐ | Accessibility | 🔍 | Report |

Accessibility

92%

You can also check the box to to the top left of the window to show the accessibility in estimated errors. This may be a more useful measure.

| ☑ | Accessibility | 🔍 | Report |

Errors

36+

This is the WAVE report for the same site.
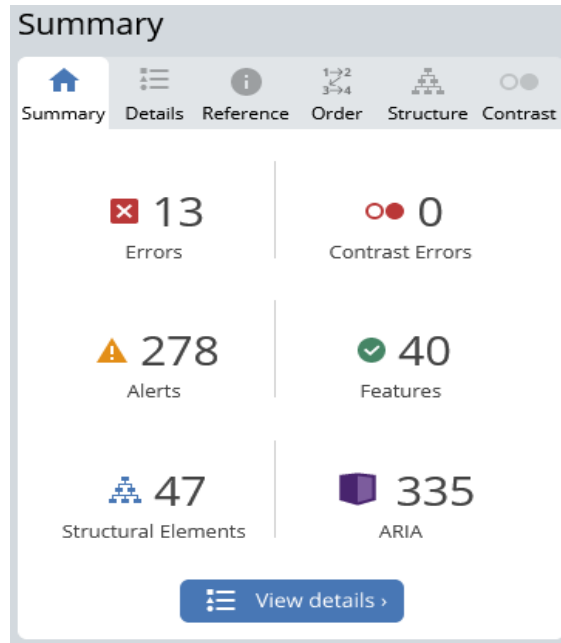
You can also run the accessi.org accessibility report by clicking the REPORT button in the accessibility box.

Here is the results of the accessi.org report for the the same site.

Notice that all three reports show differing numbers of errors. This is in part due to what they are reporting. i.e. the measures or failed checks are not always reported in the same way.

If you look at the WAVE errors, the Google estimates Errors and the accessi.org High Impact errors then you tend to see a much higher correlation.