



WCAG 2.1 Level AA Success Criteria

COMPLIANCE AUDIT

For initial-impressions.com | Verdict: **Semi-compliant**

accessiBe is the web accessibility **market leader**, powering the accessibility of **tens-of-thousands** of websites, from **small businesses** to industry-leading **enterprises**.

This audit evaluates the adherence level of **initial-impressions.com** as of Fri Sep 23 2022, to the "Web Content Accessibility Guidelines" (WCAG) 2.1 level AA success criteria.

Below you'll find the results for dozens of tests that focus mainly on 3 categories: **screen-reader** adjustments (for blind users), **keyboard navigation** adjustments (for the motor impaired) and **UI, design, and readability** adjustments (for the vision impaired).

#	Requirement	Relevant	Successes	Failures	Score
1	Elements that behave as buttons but are built using other tags such as span, div, a or others, should include a "role" attribute that equals to "button".	Yes	8	0	100%

Code snapshots of some successful elements

```
<button title="Search" type="submit" style="border:0; color: #306098; background-color: transparent;" class="trans" data-dashlane-rid="b168bd5f345586ec" data-dashlane-label="true" data-form-type="" ><span class="fa fa-search"></span></button>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >Home/Services <span class="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >Infant Gifts <span class="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >Children's Gifts <span class="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >Teens & Adults <span class="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >An Embroidered Home <span class="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >Embroidered Gifts <span class="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >Lettering & Designs <span class="caret"></span></a>
```

2 Buttons should include text explaining their functionality, and if icons are used as buttons, a screen-reader only text or an "aria-label" attribute should be used for that description.

Yes

7

1

88%

Code snapshots of some successful elements

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Home/Services <span class="ca
ret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Infant Gifts <span class="car
et"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Children's Gifts <span class
="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Teens & Adults <span clas
s="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >An Embroidered Home <span cla
ss="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Embroidered Gifts <span class
="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Lettering & Designs <span
class="caret"></span></a>
```

Code snapshots of some failed elements

```
<button title="Search" type="submit" style="border:0; color: #306098; bac
kground-color: transparent;" class="trans" data-dashlane-rid="b168bd5f345
586ec" data-dashlane-label="true" data-form-type="" ><span class="fa fa-s
earch"></span></button>
```

3 Links should include text that is setting expectations to what page they are leading to. If empty links are used as layout wrapping elements, a screen-reader only text or an "aria-label" attribute should be used for that description.

Yes

25

0

100%

Code snapshots of some successful elements

```
<a href="/index.php" ></a>
```

```
<a href="https://initial-impressions.com/cgi-bin/cart.pl" target="_blank" ></a>
```

```
<a href="/contact.php" >Contact Us!</a>
```

```
<a href="tel:1-303-362-0605" >Phone: 303-362-0605</a>
```

```
<a href="/cdn-cgi/l/email-protection#1060757750797e796479717c3d797d6062756363797f7e633e7e7564" ><span class="__cf_email__" data-cfemail="9aeaffddaf3f4f3eef3fbf6b7f3f7eae8ffe9e9f3f5f4e9b4">[email&nbsp;protected]</span></a>
```

```
<a href="https://verify.authorize.net/anetseal/?pid=714d0094-5eb3-4c5e-bd67-308ecd9a0b43&url=https%3A//initial-impressions.com/" target="_blank" > Transaction Processing</a>
```

```
<a href="https://www.linkedin.com/in/initialimpressions/" target="_blank" title="LinkedIn" ></a>
```

```
<a href="https://www.facebook.com/InitialImpressionsEmbroideryAndEngraving" target="_blank" ></a>
```

- 4 [Links that open in a new tab or a new window should either have an "aria-label" attribute or a screen-reader only element explaining to screen-readers that this opens in a new tab.](#)

Yes

1

10

9%

Code snapshots of some successful elements

```
<a href="https://www.linkedin.com/in/initialimpressions/" target="_blank" title="LinkedIn" ></a>
```

Code snapshots of some failed elements

```
<a href="https://initial-impressions.com/cgi-bin/cart.pl" target="_blank" ></a>
```

```
<a href="https://verify.authorize.net/anetseal/?pid=714d0094-5eb3-4c5e-bd67-308ecd9a0b43&url=https%3A//initial-impressions.com/" target="_blank" > Transaction Processing</a>
```

```
<a href="https://www.facebook.com/InitialImpressionsEmbroideryAndEngraving" target="_blank" > </a>
```

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

```
<a href="https://twitter.com/initialimpress/" target="_blank" ></a>
```

```
<a href="https://pinterest.com/initialimpress/" target="_blank" ></a>
```

```
<a href="https://www.flickr.com/photos/initial-impressions/" target="_blank" ></a>
```

```
<a href="https://www.initial-impressions-blog.com" target="_blank" >Blog</a>
```

```
<a href="http://www.wehaveasite.com" target="_blank" style="text-transform: none;" >We Have A Site</a>
```

5	An H1 title provides information to blind-users using screen-readers of what the main topic of the page is and each page should have exactly one H1 title.	Yes	Pass	-	100%
---	--	-----	------	---	------

Code snapshots of some successful elements

```
<h1>Welcome to Initial Impressions, your Online Destination for Custom Embroidery!</h1>
```

6	HTML title elements (H1-6) should have texts. If images or links are used, they should include an alternative or screen-reader only text.	Yes	2	0	100%
---	---	-----	---	---	------

7	Elements that visually appear as titles but are coded with a non-heading HTML Tag should include a "role" attribute that equals to "heading" or have their tags fixed.	No	0	0	-
---	--	----	---	---	---

8	Title levels should not be skipped and should be built with consistent hierarchy. For example: you cannot have "h4" titles and "h2" titles without having "h3" titles.	No	Fail	-	-
---	--	----	------	---	---

Code snapshots of some failed elements

```
<h2></h2>
```

```
<h3></h3>
```

9	Interactive elements such as links, buttons and form fields should all be navigable using the keyboard by either using a focusable element (a, button, input, etc.) or including the "tabindex" attribute that equals to "0".	Yes	Pass	-	100%
10	Interactive elements that can be navigated using the keyboard should be surrounded by a visual outline whenever they are focused.	No	Fail	-	-
11	Active popups should include an "aria-modal" attribute that equals to "true", and a "role" attribute that equals to "dialog", so screen-reader users know how to navigate within it.	No	0	0	-
12	Every page should include hidden links that by clicking on them (either using keyboard navigation or a screen-reader), the user will "skip" certain blocks directly to main landmarks such as main content, menu or footer.	No	Fail	-	-
13	Elements that are hidden using CSS manipulations (opacity, height, text-indent, off-canvas, etc.) should be wrapped inside an element with an "aria-hidden" attribute that equals to "false", or include it directly, and have it dynamically changed to "true" when they become visible.	No	0	0	-

manipulations (opacity, height, text-indent, off-canvas, etc.) should include a

"tabindex" attribute that is below 0, and have it dynamically changed to 0 when they become visible.

15	Menus should either be built using the HTML5 "nav" element or include a "role" attribute that equals to "menu" or "navigation" to indicate a navigation landmark for screen-readers.	Yes	Pass	-	100%
----	--	-----	------	---	------

Code snapshots of some successful elements

```
<nav class="navbar navbar-default navbar-static-top" style="max-width: 100%; margin-top:0;"> <div class="navbar-header" > <button type="button" class="navbar-toggle collapsed" data-toggle="collapse" data-target="#navbar" aria-expand...
```

16	Menu items that have a dropdown menu include an "aria-haspopup" attribute that equals to "true".	Yes	7	0	100%
----	--	-----	---	---	------

Code snapshots of some successful elements

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >Home/Services <span class="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >Infant Gifts <span class="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >Children's Gifts <span class="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >Teens & Adults <span class="caret"></span></a>
```



```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >An Embroidered Home <span cla
ss="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Embroidered Gifts <span class
="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Lettering & Designs <span
class="caret"></span></a>
```

17 [Menu items that have a dropdown menu include an "aria-expanded" attribute that equals to "false" that changes to "true" and back when opening or closing the dropdown.](#)

Yes

7

0

100%

Code snapshots of some successful elements

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Home/Services <span class="ca
ret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Infant Gifts <span class="car
et"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Children's Gifts <span class
="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Teens & Adults <span clas
s="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >An Embroidered Home <span cla
ss="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Embroidered Gifts <span class
="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Lettering & Designs <span
class="caret"></span></a>
```

18 [Images should have an alternative text description that describes both the objects and the embedded text that the image contains, using the "alt" attribute.](#)

Yes

12

1

92%

Code snapshots of some successful elements

```

```

```

```

```

```

```

```

```

```

```

```

```

```

```

```

```

```

```

```

Code snapshots of some failed elements

```

```

19	Background images that are not just for decoration purposes and should have the same treatment as standard images and include a "role" attribute that equals to "img" and an alternative text description in an "aria-label" attribute.	No	0	0	-
20	Font icons, SVG or images that are being used as spacers, decorations or their purpose is already described by the content should include a "role" attribute that equals to "presentation" or "none".	Yes	4	8	33%

Code snapshots of some successful elements

```
<span class="icon-bar" ></span>
```

```
<span class="fa fa-search" ></span>
```

Code snapshots of some failed elements

```
<span class="fa fa-search"></span>
```

```
<span class="caret"></span>
```

equals to "none" and the image provide

itself should provide the description using an "alt" attribute.

22	Every "area" element of a "map" tag should be regarded as a standard image and receive an alternative text description using an "alt" attribute.	No	0	0	-
23	Small or hidden tracker pixel images (often used for analytics or marketing purposes) should include a "role" attribute that equals to "none" or "presentation" so they are excluded from screen-readers.	No	0	0	-
24	Form fields should either include an "aria-label" attribute or a connected LABEL element describing the requirement of the field (email, phone, name, etc.).	No	Fail	-	-

Code snapshots of some failed elements

```
<input class="form-control" style="box-shadow:2px 2px 5px 2px #888888 inset; font-size: 1.1em;" name="search" value="" type="text" data-dashlane-r id="a9709ea9848a8a61" data-form-type="">
```

25	Form elements cannot have the same ID, or else their corresponding label will provide false information.	No	0	0	-
26	Required form fields should include an "aria-required" attribute that equals to "true" so blind users using screen-readers know their validation.	No	0	0	-
27	The validity status of every form element must be represented in the code at all times using the "aria-invalid" attributes and	No	0	0	-

28	aria-describedby and aria-labeledby attributes should be connected by ID to an element that either has text description or an "aria-label" attribute.	No	0	0	-
29	All forms should have a submission button that is built as an input type "submit" or a "button" element, or include a "role" tag that equals to "button". Buttons can be hidden if the form can be submitted using the Enter key.	Yes	Pass	-	100%

Code snapshots of some successful elements

```
<form action="/search.php" method="post" accept-charset="utf-8" class="hidden-xs form-inline navbar-form" role="search" style="margin:35px 5px 0px -20px;" data-dashlane-rid="a11d23d1c6d66071" data-form-type=""> <div class="form-group"> <div cl...
```

30	Search forms should include a "role" tag that equals to "search" (or be wrapped by one) to indicate a search landmark for screen-readers.	Yes	Pass	-	100%
----	---	-----	------	---	------

Code snapshots of some successful elements

```
<form action="/search.php" method="post" accept-charset="utf-8" class="hidden-xs form-inline navbar-form" role="search" style="margin:35px 5px 0px -20px;" data-dashlane-rid="a11d23d1c6d66071" data-form-type=""> <div class="form-group"> <div cl...
```

31	The title tag of the HEAD section (also the title that appears in the browser tab and Search Engine result pages) should exist and describe the name of the current webpage for screen-reader users.	Yes	Pass	-	100%
----	--	-----	------	---	------

Code snapshots of some successful elements

```
<title>Personalized Custom Embroidery - Gifts for the Family - Initial-Im  
pressions</title>
```

32	The HTML tag should include a "lang" attribute that represents the main language of the webpage so screen-readers can calibrate on it for blind users.	Yes	Pass	-	100%
----	--	-----	------	---	------

Code snapshots of some successful elements

```
<html lang="en"><head> <base href="https://initial-impressions.com"><meta  
name="aceEmbedder" content="https://accessscan.accessibe.com"><meta name  
="aceClient" content="false"><meta name="aceToken" content="632e20424f1a9  
300193cf22c"><meta name="ac...
```

33	The meta viewport tag should allow vision impaired users to pinch-zoom at least double the standard scaling using the user-scalable="yes" and maximum-scale={2 or higher} content strings.	Yes	Pass	-	100%
----	--	-----	------	---	------

Code snapshots of some successful elements

```
<meta name="viewport" content="width=device-width, initial-scale=1">
```

34	Landmarks such as main content and footer should be built using their corresponding HTML5 element or include a description using an "aria-label" attribute and a "role" tag that equals to "contentinfo" or "main". Landmarks such as search and navigation are tested in other sections.	No	Fail	-	-
----	---	----	------	---	---

Code snapshots of some failed elements

```
<div class="col-sm-12 main-div" style="min-height: 500px;"><!-- Body star  
ts here --> <h1>Welcome to Initial Impressions, your Online Destination f  
or Custom Embroidery!</h1> Transaction Processing</a>
```

```
<div style="float:right; margin-top:5px; font-size: 10px;">Website Design by <a href="http://www.wehaveasite.com" target="_blank" style="text-transform: none;" >We Have A Site</a><br ></div>
```

```
<a href="http://www.wehaveasite.com" target="_blank" style="text-transform: none;" >We Have A Site</a>
```

36	Letter spacing should not be set to below -1px in order to stay readable in the majority of font families. This should be verified also when using dynamic units such as REM or percents.	Yes	Pass	-	100%
----	---	-----	------	---	------

37	Elements that have texts should meet a minimum contrast ratio of 4.5:1 between their foreground (usually text color) and background color.	Yes	23	16	59%
----	--	-----	----	----	-----

Code snapshots of some successful elements

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >Home/Services <span class="caret" ></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >Infant Gifts <span class="caret" ></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-haspopup="true" aria-expanded="false" >Children's Gifts <span class="caret" ></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Teens & Adults <span clas
s="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >An Embroidered Home <span cla
ss="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Embroidered Gifts <span class
="caret"></span></a>
```

```
<a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button"
aria-haspopup="true" aria-expanded="false" >Lettering & Designs <span
class="caret"></span></a>
```

```
<a href="/contact.php" >Contact Us!</a>
```

```
<a href="tel:1-303-362-0605" >Phone: 303-362-0605</a>
```

```
<span class="__cf_email__" data-cfemail="9aeaffddaf3f4f3eef3fbf6b7f3f7ea
e8ffe9e9f3f5f4e9b4">[email&nbsp;protected]</span>
```

Code snapshots of some failed elements

```
<span class="input-group-addon searchBack">SEARCH</span>
```

```
<h1>Welcome to Initial Impressions, your Online Destination for Custom Em
broidery!</h1>
```

```
<div><br ><br >Initial-Impressi
ons has a 5-star rating on Etsy, Google and Amazon!&nbsp; You can be assu
red, after more than two decade...
```

```
<div><br > Other custom embroidery of fine gifts include: personalized to
wels and embroidered sheet sets for the whole family, monogrammed bath ro
bes, personalized tote bags, and custom aprons. There will be new product
s added soon, so please check b...
```



```
<div><strong>Under My Needle:</strong>&nbsp; Having embroidered just about everything else in twenty years, I have taken to embroidering regulation Rawlings baseballs.</div>
```

```
<strong>Under My Needle:</strong>
```

```
<strong>Message from Peg</strong>
```

```
<p><br > Thank you for your business<br ><br >  In the years since Initial Impressions opened in September of 1999,...
```

```
<p><br >Explore with us on our blog Initial Impressions Blog. We love seeing you around!<br ><br >The best way to find out what is new and what is cool is to follow the announcements on our facebook page - updated quite often.<br ><br ><em>Peg Bowles...
```

```
<em>Peg Bowles</em>
```

38	Carousels should include an "aria-label" attribute that equals to "carousel"/"slider" or something else that indicates the functionality, as well as be tagged as a landmark for screen-readers using a "role" tag that equals to "contentinfo".	No	0	0	-
39	Control elements such as next and previous icons should include an "aria-label" attribute or a screen-reader only text that explains the functionality to screen-readers.	No	0	0	-
40	A common accessibility mistake is to treat carousels as live regions using the "aria-live" attribute and the "polite" or the "assertive" values. Using this practice will cause screen-readers to cut and skip announcements.	No	0	0	-

41	Carousel pagination items (usually used as small dots at the bottom of the carousel) should indicate their functionality and slide number they control using an "aria-label" and a screen-reader only text.	No	0	0	-
42	Tables that are being used as layout structures should include a "role" attribute that equals to "presentation" to indicate to screen-readers that it is not really a table.	No	0	0	-
43	If nested tables are used (a table element within a table cell), set the nested tables "role" attribute to "presentation".	No	0	0	-
44	Tables that are missing a THEAD row with TH elements, should include a "role" attribute that equals to "rowheader" on the TD elements of the TR that represents the visual table headings.	No	0	0	-
45	Visually deleted texts (often used to show a previous price of a sale) should include an "aria-label" attribute or a screen-reader only text that explains this is deleted text.	No	0	0	-
46	Breadcrumbs main element should include a "role" attribute that equals to "navigation" and an "aria-label" attribute that describes the functionality."	No	0	0	-
47	Ratings/scores that are represented visually using stars, meters or other indicators should either have an "aria-label" attribute or a screen-reader only texts conveying the score/rate.	No	0	0	-
48	Making use of an accessibility interface helps to ensure that vision impaired users can adjust some of the UI and the design	No	0	0	-

needs. It is not a compliance requirement, but can help to improve compliance.

49	Iframe elements should include a "title" or an "aria-label" attribute explaining the purpose, the functionality or the destination of the iframe, or be tagged hidden for screen-readers if irrelevant.	Yes	Pass	-	100%
----	---	-----	------	---	------

Code snapshots of some successful elements

```
<iframe scrolling="no" frameborder="0" allowtransparency="true" src="http
s://platform.twitter.com/widgets/widget_iframe.c4bdc17e77719578b594d5555b
ee90db.html?origin=https%3A%2F%2Faccessscan.accessibe.com" title="Twitter
settings iframe" style="displa...
```