



WCAG 2.1 Level AA Success Criteria

COMPLIANCE AUDIT

For www.affinityeffect.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 **www.affinityeffect.com** as of Fri Jan 13 2023, 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	6	18	25%

Code snapshots of some successful elements

```
<div class="arrow-left w-slider-arrow-left" role="button" tabindex="0" aria-controls="w-slider-mask-0" aria-label="previous slide" ><div class="icon-3 w-icon-slider-left"></div></div>
```

```
<div class="arrow-right w-slider-arrow-right" role="button" tabindex="0" aria-controls="w-slider-mask-0" aria-label="next slide" ><div class="icon-3 w-icon-slider-right"></div></div>
```

```
<a href="#cookie-preferences" fs-cc="open-preferences" class="fs-cc-banner_text-link" role="button" tabindex="0" >Preferences</a>
```

```
<a fs-cc="deny" href="#" class="fs-cc-banner_button fs-cc-button-alt w-button" role="button" tabindex="0" >Deny</a>
```

```
<a fs-cc="allow" href="#" class="fs-cc-banner_button w-button" role="button" tabindex="0" >Accept</a>
```

```
<div fs-cc="close" class="fs-cc-banner_close" role="button" tabindex="0" ><div class="fs-cc-banner_close-icon w-embed"><svg fill="currentColor" aria-hidden="true" focusable="false" viewBox="0 0 16 16"> <path d="M9.414 8 14.293-4.293-1.414-1.414L8 6.5..."></div></div>
```

Code snapshots of some failed elements

```
<a href="#" class="button nav w-button" >schedule initial meeting</a>
```

```
<a href="#" class="button w-button" >schedule initial meeting</a>
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div class="text-align-left"><div class="accordion-item-q-text">how do you create websites?</div></div></div></div>
```

```
<div class="faq-icon-wrapper" ><div class="_w-accordion-item-q-icon" style="transform: translate3d(0px, 0px, 0px) scale3d(1, 1, 1) rotateX(0deg) rotateY(0deg) rotateZ(0deg) skew(0deg, 0deg); transform-style: preserve-3d;"><div class="accordion-item-q...
```

```
<div class="_w-accordion-content-divider-2" ><div class="accordion-content-divider-2"></div></div>
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div class="text-align-left"><div class="accordion-item-q-text">how much will it cost?</div></div></div></div>
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div class="text-align-left"><div class="accordion-item-q-text">how long will it take?</div></div></div></div>
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div class="text-align-left"><div class="accordion-item-q-text">why do i need to schedule an initial meeting?</div></div></div></div>
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div class="text-align-left"><div class="accordion-item-q-text">will there be ads running through my website?</div></div></div></div>
```

```
<div class="padding-medium" ><div class="text-align-left"><p>there will be no ads running through your website<br><br>your website will fully belong to you and not be use as advertisement by any other platforms<br></p></div></div>
```

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

14

10

58%

Code snapshots of some successful elements

```
<a href="#" class="button nav w-button" >schedule initial meeting</a>
```

```
<a href="#" class="button w-button" >schedule initial meeting</a>
```

```
<div class="arrow-left w-slider-arrow-left" role="button" tabindex="0" aria-controls="w-slider-mask-0" aria-label="previous slide" ><div class="icon-3 w-icon-slider-left"></div></div>
```

```
<div class="arrow-right w-slider-arrow-right" role="button" tabindex="0" aria-controls="w-slider-mask-0" aria-label="next slide" ><div class="icon-3 w-icon-slider-right"></div></div>
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div class="text-align-left"><div class="accordion-item-q-text">how do you create websites?</div></div></div></div>
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div class="text-align-left"><div class="accordion-item-q-text">how much will it cost?</div></div></div></div>
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div class="text-align-left"><div class="accordion-item-q-text">how long will it take?</div></div></div></div>
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div class="text-align-left"><div class="accordion-item-q-text">why do i need to schedule an initial meeting?</div></div></div></div>
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div class="text-align-left"><div class="accordion-item-q-text">will there be ads running through my website?</div></div></div></div>
```

```
<div class="padding-medium" ><div class="text-align-left"><p>there will be no ads running through your website<br><br>your website will fully belong to you and not be use as advertisement by any other platforms<br></p></div></div>
```

Code snapshots of some failed elements

```
<div class="faq-icon-wrapper" ><div class="_w-accordion-item-q-icon" style="transform: translate3d(0px, 0px, 0px) scale3d(1, 1, 1) rotateX(0deg) rotateY(0deg) rotateZ(0deg) skew(0deg, 0deg); transform-style: preserve-3d;"><div class="accordion-item-q...
```

```
<div class="_w-accordion-content-divider-2" ><div class="accordion-content
```

```
<div fs-cc="close" class="fs-cc-banner_close" role="button" tabindex="0"
><div class="fs-cc-banner_close-icon w-embed"><svg fill="currentColor" ar
ia-hidden="true" focusable="false" viewBox="0 0 16 16"> <path d="M9.414 8
14.293-4.293-1.414-1.414L8 6.5...
```

- 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

15

0

100%

Code snapshots of some successful elements

```
<a href="/" aria-current="page" class="navbar_logo-link w-nav-brand" aria
-label="home" >client works</a>
```

```
<a href="/freeservices" class="navbar_link w-nav-link" >free services</a>
```

```
<a href="/prices" class="navbar_link w-nav-link" >Services</a>
```

```
<a href="https://www.minnesotaredemptionrights.com/" target="_blank" clas
s="link-block w-inline-block" ><p class="links">visit website</p></a>
```

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

```
<a href="/prices" class="link-faq" >Prices</a>
```

```
<a href="/" id="w-node-a605ea89-3478-ce00-27ef-d6acd4686375-d468636e" ari
a-current="page" class="footer4_logo-link w-nav-brand" >client works</a>
```

```
<a href="/freeservices" class="footer4_link" >free services</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.	No	0	2	-
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Code snapshots of some failed elements

```
<a href="https://www.minnesotaredeemptionrights.com/" target="_blank" class="link-block w-inline-block" ><p class="links">visit website</p></a>
```

```
<a href="https://www.webflow.com" target="_blank" >webflow</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%
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Code snapshots of some successful elements

```
<h1 class="heading-13">get position as an industry expert with your own custom website</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	40	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	10	-
---	------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----	---	----	---

Code snapshots of some failed elements

```
<h1 class="heading-13">get position as an industry expert with your own custom website</h1>
```

<p>Naturally become search engine friendly</p>

<p>build trust by answering questions being asked</p>

<p>be position as the expert problem solver</p>

<p>turn website visitors into hot leads</p>

<p>create familiarity with built-in touchpoints</p>

<p>nurture relationships your way</p>

<p>differentiate beyond the industry standards</p>

<p>rely less on third-party software to function</p>

<p>get a link to your website and watch it get developed in real-time</p>

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.	Yes	Pass	-	100%
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	3	10	23%

Code snapshots of some successful elements

```
<div class="arrow-left w-slider-arrow-left" role="button" tabindex="0" aria-controls="w-slider-mask-0" aria-label="previous slide" ><div class="icon-3 w-icon-slider-left"></div></div>
```

```
<div class="arrow-right w-slider-arrow-right" role="button" tabindex="0"
aria-controls="w-slider-mask-0" aria-label="next slide" ><div class="icon
-3 w-icon-slider-right"></div></div>
```

```
<div fs-cc="close" class="fs-cc-banner_close" role="button" tabindex="0"
><div class="fs-cc-banner_close-icon w-embed"><svg fill="currentColor" ar
ia-hidden="true" focusable="false" viewBox="0 0 16 16"> <path d="M9.414 8
l4.293-4.293-1.414-1.414L8 6.5...
```

Code snapshots of some failed elements

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div c
lass="text-align-left" ><div class="accordion-item-q-text">how do you cre
ate websites?</div></div></div></div>
```

```
<div class="faq-icon-wrapper" ><div class="_w-accordion-item-q-icon" styl
e="transform: translate3d(0px, 0px, 0px) scale3d(1, 1, 1) rotateX(0deg) r
otateY(0deg) rotateZ(0deg) skew(0deg, 0deg); transform-style: preserve-3
d;"><div class="accordion-item-q...
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div c
lass="text-align-left" ><div class="accordion-item-q-text">how much will
this cost?</div></div></div></div>
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div c
lass="text-align-left" ><div class="accordion-item-q-text">how long will
it take?</div></div></div></div>
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div c
lass="text-align-left" ><div class="accordion-item-q-text">why do i need
to schedule an initial meeting?</div></div></div></div>
```

```
<div class="padding-medium" ><div class="_w-accordion-item-q-text"><div c
lass="text-align-left" ><div class="accordion-item-q-text">will there be
ads running through my website?</div></div></div></div>
```


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	-
14	Elements that are hidden using CSS 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.	No	0	0	-
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.	No	0	0	-
16	Menu items that have a dropdown menu include an "aria-haspopup" attribute that equals to "true".	No	0	0	-
17	Menu items that have a dropdown menu include an "aria-expanded" attribute that equals to "false" that changes to "true" and	No	0	0	-

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	0	100%
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Code snapshots of some successful elements

```

```

```

```

```

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```

```

```

```

```

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	2	0	100%

Code snapshots of some successful elements

```
<svg fill="currentColor" aria-hidden="true" focusable="false" viewBox="0 0 16 16" > <path d="M9.414 8l4.293-4.293-1.414-1.414L8 6.586 3.707 2.293 2.293 3.707 6.586 8l-4.293 4.293 1.414 1.414L8 9.414l4.293 4.293 1.414-1.414L9.414 8z" ></path> </svg>
```

21	Figure elements that are used to display images should have a "role" attribute that equals to "none" and the image provide itself should provide the description using an "alt" attribute.	No	0	0	-
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	No	0	0	-

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 the "true/false" values, and change dynamically when the status changes.	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.	No	0	0	-
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.	No	0	0	-
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%

<title>Affinity Effect</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 data-wf-domain="www.affinityeffect.com" data-wf-page="62d986299e63b350d2cc7abb" data-wf-site="629fa384c95f3d0a174bcaba" lang="EN" class="w-mod-js w-mod-ix wf-ptserif-n7-active wf-ptserif-n4-active wf-ptserif-i4-active wf-ptserif-i7-active wf-ub...
```

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

- | | | | | | |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---|---|-----|
| 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. | Yes | 2 | 1 | 67% |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---|---|-----|

Code snapshots of some successful elements

```
<main class="main-wrapper"><section><div class="hero-image_background"><div data-collapse="medium" data-animation="default" data-duration="400" id="NavBar" data-easing="ease" data-easing2="ease" role="banner" class="nav bar w-nav"><div class="navbar_c...
```

```
<div class="footer-wrapper"><div class="padding-bottom padding-medium" ><div class="w-layout-grid footer4_top-wrapper"><a href="/" id="w-node-a605ea89-3478-ce00-27ef-d6acd4686375-d468636e" aria-current="page" class="footer4_logo-link w-nav-brand" ><i...
```

35	Font sizes should be at least 11px in size 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%
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	80	9	90%

Code snapshots of some successful elements

```
<a href="/clientworks" class="navbar_link w-nav-link" >client works</a>
```

```
<a href="/freeservices" class="navbar_link w-nav-link" >free services</a>
```

```
<a href="/prices" class="navbar_link w-nav-link" >Services</a>
```

```
<a href="#" class="button nav w-button" >schedule initial meeting</a>
```

```
<h1 class="heading-13">get position as an industry expert with your own custom website</h1>
```

```
<h2 class="text-color-white"> &nbsp;stop Justifying your prices to the wrong leads and start attracting the right clients</h2>
```

```
<a href="#" class="button w-button" >schedule initial meeting</a>
```

```
<h3 class="profession-title medium">personal chefs</h3>
```

```
<h3 class="profession-title x-medium">personal trainers</h3>
```

```
<h3 class="profession-title long">real estate professionals</h3>
```

Code snapshots of some failed elements

```
<h2>client highlight</h2>
```

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

```
<a href="/clientworks" class="footer4_link" >client works</a>
```

```
<a href="/freeservices" class="footer4_link" >free services</a>
```

```
<a href="/prices" class="footer4_link" >prices</a>
```

```
<div id="w-node-a605ea89-3478-ce00-27ef-d6acd468638e-d468636e" class="footer4_credit-text">© 2022 Affinity Effect. All right reserved.</div>
```

```
<a href="/privacypolicy" class="footer4_legal-link" >Privacy Policy</a>
```

```
<a href="/termsandconditions" class="footer4_legal-link" >Terms and conditions</a>
```

```
<a href="/disclaimer" class="footer4_legal-link" >disclaimer</a>
```

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 (font-size, colors, spacing, etc.) to their needs. It is not a compliance requirement, but can help to improve compliance.	No	0	0	-
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.	No	0	0	-