

Automated accessibility audit

demosites.io/shop/

Every issue our automated WCAG 2.2 AA checks found on the pages below, ranked by severity, with step-by-step fixes for your store platform.

Important: this is an automated audit, not a compliance guarantee or legal advice. Automated tools can detect only a portion of accessibility barriers; a clean result does not mean a site is accessible or legally compliant. For legal questions, talk to a lawyer.

Scanned	Sun, 18 Oct 2026 15:23 UTC
Platform detected	WooCommerce
Pages tested	5
Engine	axe-core 4.14.0 in headless Chrome, WCAG 2.0/2.1/2.2 A and AA rules plus best practices
Prepared by	ClearAisle · clearaisle.pages.dev · pawsledger+audits@mail.grokbots.com

Summary

We found **171** failing elements across **11** different issue types on 5 pages.

9
Critical

123
Serious

4
Moderate

35
Minor

Severity follows axe-core's impact rating: **Critical** blocks some shoppers completely, **Serious** causes major difficulty, **Moderate** and **Minor** are annoyances that still add up. Fix in the order below.

Fix these first

#	Severity	Issue	Instances	Pages	Effort
1	Critical	Buttons have no accessible name	5	5	Quick
2	Critical	ARIA roles are missing a required parent	3	1	Quick
3	Critical	ARIA roles are missing required child elements	1	1	Quick
4	Serious	Links have no accessible name	52	3	Quick
5	Serious	Text does not have enough colour contrast	41	3	Quick
6	Serious	Hidden content can still receive keyboard focus	17	1	Medium
7	Serious	ARIA label used where it is not allowed	10	1	Quick
8	Serious	List items are outside a list	3	1	Quick

Pages tested

Page	HTTP	Failing elements	Rules passed	Needs manual review
demosites.io/shop/	200	50	42	1
demosites.io/shop/product-category/clothing/	200	41	47	1
demosites.io/shop/product/black-dress/	200	65	48	2
demosites.io/shop/cart/	200	8	43	1
demosites.io/shop/about-us/	200	7	43	1

"Needs manual review" counts checks axe-core could not decide automatically (for example text over images). They are not counted as failures.

Issues and how to fix them

1. Buttons have no accessible name Critical

WCAG: 4.1.2 Name, Role, Value, Level A · Rule: button-name · 5 instances on 5 pages

Who this affects: Screen-reader and voice-control users.

Why it matters: Icon buttons (search, menu, close, quantity +/-, slider arrows) are announced as "button" with no purpose.

How to fix: Give the button visible text or an aria-label that says what it does (e.g. aria-label="Open menu").

WooCommerce / WordPress

1. If the button comes from the theme, add an aria-label via a child theme template override or ask the theme developer.
2. For plugin buttons (sliders, wishlist, quick view), check the plugin settings for an accessibility/label option or contact the plugin author.

Examples found (up to 6):

Page: demosites.io/shop/ · Element: #ps-toggle

```
<button id="ps-toggle" class="dde-general">
```

Fix any of the following: Element does not have inner text that is visible to screen readers aria-label attribute does not exist or is empty aria-labelledby attribute does not exist, references elements that do not exist or references elements that are empty Element has no title attribute Element does not have an implicit (wrapped) <label> Element does not have an explicit <label> El

Reference: <https://dequeuniversity.com/rules/axe/4.13/button-name?application=axe-puppeteer>

2. ARIA roles are missing a required parent Critical

WCAG: 4.1.2, Level A · Rule: aria-required-parent · 3 instances on 1 page

Who this affects: Screen-reader users.

Why it matters: Some roles need extra attributes (e.g. role="slider" needs aria-valuenow).

How to fix: Add the missing attributes listed in the examples, or use native HTML elements.

WooCommerce / WordPress

1. Edit the theme/plugin markup shown in the examples, or ask the developer.

Examples found (up to 6):

Page: demosites.io/shop/product/black-dress/ · Element: a[href\$="#tab-description"]

```
<a href="#tab-description" role="tab" aria-controls="tab-description" aria-selected="true" tabindex="0">
    Description
</a>
```

Fix any of the following: Required ARIA parent role not present: tablist

Page: demosites.io/shop/product/black-dress/ · Element: a[href\$="#tab-additional_information"]

```
<a href="#tab-additional_information" role="tab" aria-controls="tab-additional_information" aria-selected="false"
tabindex="-1">
    Additional information
</a>
```

Fix any of the following: Required ARIA parent role not present: tablist

Page: demosites.io/shop/product/black-dress/ · Element: a[href\$="#tab-reviews"]

```
<a href="#tab-reviews" role="tab" aria-controls="tab-reviews" aria-selected="false" tabindex="-1">
    Reviews (1)
</a>
```

Fix any of the following: Required ARIA parent role not present: tablist

Reference: <https://dequeuniversity.com/rules/axe/4.13/aria-required-parent?application=axe-puppeteer>

3. ARIA roles are missing required child elements Critical

WCAG: 4.1.2, Level A · Rule: aria-required-children · 1 instance on 1 page

Who this affects: Screen-reader users.

Why it matters: Some roles need extra attributes (e.g. role="slider" needs aria-valuenow).

How to fix: Add the missing attributes listed in the examples, or use native HTML elements.

WooCommerce / WordPress

1. Edit the theme/plugin markup shown in the examples, or ask the developer.

Examples found (up to 6):

Page: demosites.io/shop/product/black-dress/ · Element: .tabs

```
<ul class="tabs wc-tabs" role="tablist">
```

Fix any of the following: Element has children which are not allowed: li

Reference: <https://dequeuniversity.com/rules/axe/4.13/aria-required-children?application=axe-puppeteer>

4. Links have no accessible name Serious

WCAG: 2.4.4 Link Purpose (In Context), Level A; 4.1.2 Name, Role, Value, Level A · Rule: link-name · 52 instances on 3 pages

Who this affects: Screen-reader and voice-control users.

Why it matters: Icon-only links (cart, account, social icons, product image links) are announced as just "link" so the shopper cannot tell where they go.

How to fix: Add visible text, or an aria-label (e.g. aria-label="Cart"), or alt text on the image inside the link.

WooCommerce / WordPress

1. Social/icon links in menus: Appearance > Menus (or Site Editor > Navigation) and set a "Navigation Label"; for icon fonts add a screen-reader text span.
2. In the Social Icons block, each icon has a "Link label" setting.
3. Product image links in shop loops get their name from image alt text: fill in alt text in the Media Library.

Examples found (up to 6):

Page: demosites.io/shop/ · Element: .elementor-element-6c8d0b6 > .elementor-widget-container > .elementor-short code > .columns-4.woocommerce > .products.columns-4 > .post-67.first.sale > .nv-card-content-wrapper > .woocommerce-LoopProduct-link.woocommerce-loop-product__link

```
<a href="https://demosites.io/shop/product/black-dress/" class="woocommerce-LoopProduct-link woocommerce-loop-product__link"></a>
```

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers aria-label attribute does not exist or is empty aria-labelledby attribute does not exist, references elements that do not exist or references elements that are empty Element has no title attribute

Page: demosites.io/shop/ · Element: .elementor-element-6c8d0b6 > .elementor-widget-container > .elementor-short code > .columns-4.woocommerce > .products.columns-4 > .post-67.first.sale > .nv-card-content-wrapper > .sp-product-image > .sp-image-buttons > .woocommerce-LoopProduct-link.woocommerce-loop-product__link

```
<a href="https://demosites.io/shop/product/black-dress/" class="woocommerce-LoopProduct-link woocommerce-loop-product__link">  
  
</a>
```

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers aria-label attribute does not exist or is empty aria-labelledby attribute does not exist, references elements that do not exist or references elements that are empty Element has no title attribute

Page: demosites.io/shop/ · Element: .post-57 > .nv-card-content-wrapper > .woocommerce-LoopProduct-link.woocommerce-loop-product__link

```
<a href="https://demosites.io/shop/product/black-hat/" class="woocommerce-LoopProduct-link woocommerce-loop-product__link"></a>
```

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers aria-label attribute does not exist or is empty aria-labelledby attribute does not exist, references elements that do not exist or references elements that are empty Element has no title attribute

Page: demosites.io/shop/ · Element: .post-57 > .nv-card-content-wrapper > .sp-product-image > .sp-image-buttons > .woocommerce-LoopProduct-link.woocommerce-loop-product__link

```
<a href="https://demosites.io/shop/product/black-hat/" class="woocommerce-LoopProduct-link woocommerce-loop-product__link">  
  
</a>
```

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers aria-label attribute does not exist or is empty aria-labelledby attribute does not exist, references elements that do not exist or references elements that are empty Element has no title attribute

Page: demosites.io/shop/ · Element: .elementor-element-6c8d0b6 > .elementor-widget-container > .elementor-short code > .columns-4.woocommerce > .products.columns-4 > .post-72.product_cat-dresses.product > .nv-card-content-wrapper > .woocommerce-LoopProduct-link.woocommerce-loop-product__link

```
<a href="https://demosites.io/shop/product/blue-sweater/" class="woocommerce-LoopProduct-link woocommerce-loop-product__link"></a>
```

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers aria-label attribute does not exist or is empty aria-labelledby attribute does not exist, references elements that do not exist or references elements that are empty Element has no title attribute

Page: demosites.io/shop/ · Element: .elementor-element-6c8d0b6 > .elementor-widget-container > .elementor-short code > .columns-4.woocommerce > .products.columns-4 > .post-72.product_cat-dresses.product > .nv-card-content-wrapper > .sp-product-image > .sp-image-buttons > .woocommerce-LoopProduct-link.woocommerce-loop-product__link

```
<a href="https://demosites.io/shop/product/blue-sweater/" class="woocommerce-LoopProduct-link woocommerce-loop-product__link">
</a>
```

Fix all of the following: Element is in tab order and does not have accessible text Fix any of the following: Element does not have text that is visible to screen readers aria-label attribute does not exist or is empty aria-labelledby attribute does not exist, references elements that do not exist or references elements that are empty Element has no title attribute

Reference: <https://dequeuniversity.com/rules/axe/4.13/link-name?application=axe-puppeteer>

5. Text does not have enough colour contrast Serious

WCAG: 1.4.3 Contrast (Minimum), Level AA · Rule: color-contrast · 41 instances on 3 pages

Who this affects: Shoppers with low vision, colour-blindness, or anyone on a phone in bright light.

Why it matters: Body text needs a contrast ratio of at least 4.5:1 against its background (3:1 for large text, 24px or 18.66px bold and above). Pale grey text, sale badges and text over images are the usual offenders.

How to fix: Darken the text colour or lighten/darken the background until the ratio passes. Check each pair with a contrast checker (e.g. WebAIM Contrast Checker) before saving.

WooCommerce / WordPress

1. Appearance > Customize > Colors (or your theme's Global Colors / Global Styles in the Site Editor): darken the text and link colours.
2. For block themes: Appearance > Editor > Styles > Colors. For page builders (Elementor etc.) edit the global colour kit.
3. Sale badges and price strikethroughs often come from the theme's WooCommerce styles; override them in Customize > Additional CSS if there is no setting.

Examples found (up to 6):

Page: demosites.io/shop/ · Element: .elementor-element-6c8d0b6 > .elementor-widget-container > .elementor-short code > .columns-4.woocommerce > .products.columns-4 > .post-67.first.sale > .nv-card-content-wrapper > .star-rating[aria-label="Rated 5.00 out of 5"][role="img"] > span

```
<span style="width:100%">Rated <strong class="rating">5.00</strong> out of 5</span>
```

Fix any of the following: Element has insufficient color contrast of 1.81 (foreground color: #ffb100, background color: #ffffff, font size: 10.3pt (13.712px), font weight: normal). Expected contrast ratio of 4.5:1

Page: demosites.io/shop/ · Element: .elementor-element-6c8d0b6 > .elementor-widget-container > .elementor-short code > .columns-4.woocommerce > .products.columns-4 > .post-67.first.sale > .nv-card-content-wrapper > .price > del > .woocommerce-Price-amount.amount > bdi

```
<bdi><span class="woocommerce-Price-currencySymbol">£</span>15.00</bdi>
```

Fix any of the following: Element has insufficient color contrast of 3.54 (foreground color: #888888, background color: #ffffff, font size: 12.0pt (16px), font weight: normal). Expected contrast ratio of 4.5:1

Page: demosites.io/shop/ · Element: .post-57 > .nv-card-content-wrapper > .star-rating[aria-label="Rated 5.00 out of 5"][role="img"] > span

```
<span style="width:100%">Rated <strong class="rating">5.00</strong> out of 5</span>
```

Fix any of the following: Element has insufficient color contrast of 1.81 (foreground color: #ffb100, background color: #ffffff, font size: 10.3pt (13.712px), font weight: normal). Expected contrast ratio of 4.5:1

Page: demosites.io/shop/ · Element: .elementor-element-6c8d0b6 > .elementor-widget-container > .elementor-shortcode > .columns-4.woocommerce > .products.columns-4 > .post-72.product_cat-dresses.product > .nv-card-content-wrapper > .star-rating[aria-label="Rated 5.00 out of 5"][role="img"] > span

```
<span style="width:100%">Rated <strong class="rating">5.00</strong> out of 5</span>
```

Fix any of the following: Element has insufficient color contrast of 1.81 (foreground color: #ffb100, background color: #ffffff, font size: 10.3pt (13.712px), font weight: normal). Expected contrast ratio of 4.5:1

Page: demosites.io/shop/ · Element: div[aria-label="Rated 3.00 out of 5"] > span

```
<span style="width:60%">Rated <strong class="rating">3.00</strong> out of 5</span>
```

Fix any of the following: Element has insufficient color contrast of 1.81 (foreground color: #ffb100, background color: #ffffff, font size: 10.3pt (13.712px), font weight: normal). Expected contrast ratio of 4.5:1

Page: demosites.io/shop/ · Element: .post-77.first.product_cat-dresses > .nv-card-content-wrapper > .star-rating[aria-label="Rated 4.00 out of 5"][role="img"] > span

```
<span style="width:80%">Rated <strong class="rating">4.00</strong> out of 5</span>
```

Fix any of the following: Element has insufficient color contrast of 1.81 (foreground color: #ffb100, background color: #ffffff, font size: 10.3pt (13.712px), font weight: normal). Expected contrast ratio of 4.5:1

Reference: <https://dequeuniversity.com/rules/axe/4.13/color-contrast?application=axe-puppeteer>

6. Hidden content can still receive keyboard focus Serious

WCAG: 4.1.2 Name, Role, Value, Level A · Rule: aria-hidden-focus · 17 instances on 1 page

Who this affects: Keyboard and screen-reader users.

Why it matters: Elements inside `aria-hidden="true"` that can be tabbed to lead keyboard users onto "invisible" controls (common in sliders and closed drawers).

How to fix: Add `tabindex="-1"` (or the `inert` attribute) to focusable items inside hidden regions, or remove `aria-hidden`.

WooCommerce / WordPress

1. Sliders and off-canvas menus from plugins: check for an updated version or an accessibility option.

Examples found (up to 6):

Page: demosites.io/shop/product/black-dress/ · Element: .post-82.featured.tns-slide-cloned:nth-child(1)

```
<li class="product type-product post-82 status-publish instock product_cat-dresses has-post-thumbnail featured shipping-taxable purchasable product-type-simple tns-item tns-slide-cloned" aria-hidden="true" tabindex="-1">
```

Fix all of the following: Focusable content should have `tabindex="-1"` or be removed from the DOM

Page: demosites.io/shop/product/black-dress/ · Element: .post-77.tns-slide-cloned.product_cat-dresses:nth-child(2)

```
<li class="product type-product post-77 status-publish instock product_cat-dresses has-post-thumbnail shipping-taxable purchasable product-type-simple tns-item tns-slide-cloned" aria-hidden="true" tabindex="-1">
```

Fix all of the following: Focusable content should have `tabindex="-1"` or be removed from the DOM

Page: demosites.io/shop/product/black-dress/ · Element: .post-72.tns-slide-cloned.product_cat-dresses:nth-child(3)

```
<li class="product type-product post-72 status-publish instock product_cat-dresses has-post-thumbnail shipping-taxable purchasable product-type-simple tns-item tns-slide-cloned" aria-hidden="true" tabindex="-1">
```

Fix all of the following: Focusable content should have tabindex="-1" or be removed from the DOM

Page: demosites.io/shop/product/black-dress/ · Element: .post-67.sale.tns-slide-cloned

```
<li class="product type-product post-67 status-publish instock product_cat-dresses has-post-thumbnail sale shipping-taxable purchasable product-type-simple tns-item tns-slide-cloned" aria-hidden="true" tabindex="-1">
```

Fix all of the following: Focusable content should have tabindex="-1" or be removed from the DOM

Page: demosites.io/shop/product/black-dress/ · Element: .post-62.product_cat-blouse.featured:nth-child(5)

```
<li class="product type-product post-62 status-publish instock product_cat-blouse has-post-thumbnail featured shipping-taxable purchasable product-type-simple tns-item tns-slide-cloned" aria-hidden="true" tabindex="-1">
```

Fix all of the following: Focusable content should have tabindex="-1" or be removed from the DOM

Page: demosites.io/shop/product/black-dress/ · Element: .post-57.product_cat-hat.tns-slide-cloned

```
<li class="product type-product post-57 status-publish instock product_cat-hat has-post-thumbnail shipping-taxable purchasable product-type-simple tns-item tns-slide-cloned" aria-hidden="true" tabindex="-1">
```

Fix all of the following: Focusable content should have tabindex="-1" or be removed from the DOM

Reference: <https://dequeuniversity.com/rules/axe/4.13/aria-hidden-focus?application=axe-puppeteer>

7. ARIA label used where it is not allowed Serious

WCAG: 4.1.2 Name, Role, Value, Level A · Rule: aria-prohibited-attr · 10 instances on 1 page

Who this affects: Screen-reader users.

Why it matters: An ARIA attribute that is not allowed on an element is ignored or confuses assistive tech.

How to fix: Remove the attribute or change the element's role so it is allowed (see the element examples below).

WooCommerce / WordPress

1. Often from theme or plugin markup; ask the developer, citing the element below.

Examples found (up to 6):

Page: demosites.io/shop/product/black-dress/ · Element: .add-to-wl

```
<div class="add-to-wl" data-pid="67" aria-label="Add Black Dress to wishlist" tabindex="0">
```

Fix all of the following: aria-label attribute cannot be used on a div with no valid role attribute.

Page: demosites.io/shop/product/black-dress/ · Element: .tns-nav-active

```
<a class="dot tns-nav-active" data-nav="0" aria-label="Carousel Page 1 (Current Slide)" aria-controls="tns1"></a>
```

Fix all of the following: aria-label attribute cannot be used on a a with no valid role attribute.

Page: demosites.io/shop/product/black-dress/ · Element: a[data-nav="1"]

```
<a class="dot" data-nav="1" tabindex="-1" aria-label="Carousel Page 2" aria-controls="tns1"></a>
```

Fix all of the following: aria-label attribute cannot be used on a a with no valid role attribute.

Page: demosites.io/shop/product/black-dress/ · Element: a[data-nav="2"]

```
<a class="dot" data-nav="2" tabindex="-1" aria-label="Carousel Page 3" aria-controls="tns1"></a>
```

Fix all of the following: aria-label attribute cannot be used on a a with no valid role attribute.

Page: demosites.io/shop/product/black-dress/ · Element: a[data-nav="3"]

```
<a class="dot" data-nav="3" tabindex="-1" aria-label="Carousel Page 4" aria-controls="tns1"></a>
```

Fix all of the following: aria-label attribute cannot be used on a a with no valid role attribute.

Page: demosites.io/shop/product/black-dress/ · Element: a[data-nav="4"]

```
<a class="dot" data-nav="4" tabindex="-1" aria-label="Carousel Page 5" aria-controls="tns1"></a>
```

Fix all of the following: aria-label attribute cannot be used on a a with no valid role attribute.

Reference: <https://dequeuniversity.com/rules/axe/4.13/aria-prohibited-attr?application=axe-puppeteer>

8. List items are outside a list Serious

WCAG: 1.3.1 Info and Relationships, Level A · Rule: listitem · 3 instances on 1 page

Who this affects: Screen-reader users.

Why it matters: A / may only contain items; otherwise the item count announced is wrong.

How to fix: Make sure only elements are direct children of /.

WooCommerce / WordPress

1. Usually in widget or menu markup from the theme/plugin.

Examples found (up to 6):

Page: demosites.io/shop/product/black-dress/ · Element: #tab-title-description

```
<li class="description_tab active" id="tab-title-description">
    <a href="#tab-description" role="tab" aria-controls="tab-description" aria-selected="true" tabindex="0">
        Description
    </a>
</li>
```

Fix any of the following: List item parent element has a role that is not role="list"

Page: demosites.io/shop/product/black-dress/ · Element: #tab-title-additional_information

```
<li class="additional_information_tab" id="tab-title-additional_information">
    <a href="#tab-additional_information" role="tab" aria-controls="tab-additional_information" aria-selected="false" tabindex="-1">
        Additional information
    </a>
</li>
```

Fix any of the following: List item parent element has a role that is not role="list"

Page: demosites.io/shop/product/black-dress/ · Element: #tab-title-reviews

```
<li class="reviews_tab" id="tab-title-reviews">
    <a href="#tab-reviews" role="tab" aria-controls="tab-reviews" aria-selected="false" tabindex="-1">
        Reviews (1)
    </a>
</li>
```

Fix any of the following: List item parent element has a role that is not role="list"

Reference: <https://dequeuniversity.com/rules/axe/4.13/listitem?application=axe-puppeteer>

9. Headings skip levels Moderate

WCAG: 1.3.1 Info and Relationships (best practice) · Rule: heading-order · 2 instances on 2 pages

Who this affects: Screen-reader users.

Why it matters: Jumping from H2 to H4 makes the page outline confusing.

How to fix: Use headings in order (H1 > H2 > H3). Choose heading levels by structure, not by font size.

WooCommerce / WordPress

1. In the block editor, change the heading level in the Heading block toolbar; style the size separately.

Examples found (up to 6):

Page: demosites.io/shop/ · Element: h4

```
<h4 class="elementor-heading-title elementor-size-default">DIAL UP THE GLAMOUR IN AN ELEGANT COCKTAIL DRESS</h4>
```

Fix any of the following: Heading order invalid

Page: demosites.io/shop/cart/ · Element: #block-3 > h3

```
<h3 class="wp-block-heading">About Our Shop</h3>
```

Fix any of the following: Heading order invalid

Reference: <https://dequeuniversity.com/rules/axe/4.13/heading-order?application=axe-puppeteer>

10. Page has no main (H1) heading Moderate

WCAG: 1.3.1 Info and Relationships, Level A (best practice) · Rule: page-has-heading-one · 2 instances on 2 pages

Who this affects: Screen-reader users who navigate by headings.

Why it matters: Shoppers using screen readers often jump straight to the H1 to find what the page is about.

How to fix: Make sure each page has exactly one H1 that describes it (store name on the home page, product name on product pages).

WooCommerce / WordPress

1. Make sure the page/product title block is shown (not hidden by the page builder) and uses H1.

Examples found (up to 6):

Page: demosites.io/shop/ · Element: html

```
<html class=" " lang="en-US">
```

Fix all of the following: Page must have a level-one heading

Reference: <https://dequeuniversity.com/rules/axe/4.13/page-has-heading-one?application=axe-puppeteer>

11. Image alt text repeats nearby text Minor

Who this affects: Screen-reader users.

Why it matters: The same words are read twice (e.g. product name in alt text and caption) which slows browsing.

How to fix: Describe the image instead of repeating the product name, or use alt="" if the image is purely decorative next to its caption.

WooCommerce / WordPress

1. Edit Media Library alt text to describe the photo.

Examples found (up to 6):

Page: demosites.io/shop/ · Element: a > .attachment-woocommerce_thumbnail[data-opt-id="1980432189"][alt="Leather Jacket"]

```

```

Fix all of the following: Element contains element with alt text that duplicates existing text

Page: demosites.io/shop/ · Element: a > .attachment-woocommerce_thumbnail[data-opt-id="936402539"][alt="Striped dress"]

```

```

Fix all of the following: Element contains element with alt text that duplicates existing text

Page: demosites.io/shop/ · Element: img[data-opt-id="513060520"]

```

```

Fix all of the following: Element contains element with alt text that duplicates existing text

Page: demosites.io/shop/ · Element: a > .attachment-woocommerce_thumbnail[data-opt-id="1492074814"][alt="Black Dress"]

```

```

Fix all of the following: Element contains element with alt text that duplicates existing text

Page: demosites.io/shop/ · Element: a > .attachment-woocommerce_thumbnail[data-opt-id="1824590312"][alt="Blue Sweater"]

```

```

Fix all of the following: Element contains element with alt text that duplicates existing text

Page: demosites.io/shop/ · Element: a > .attachment-woocommerce_thumbnail[data-opt-id="1943430612"][alt="Black Hat"]

```

```

Fix all of the following: Element contains element with alt text that duplicates existing text

Reference: <https://dequeuniversity.com/rules/axe/4.13/image-redundant-alt?application=axe-puppeteer>

What automated testing cannot check

Automated tools cover only part of WCAG. Please spend 20 minutes on these manual checks:

- Keyboard: unplug the mouse and use Tab / Shift+Tab / Enter / Space to open the menu, choose a variant, add to cart and reach checkout. Focus should always be visible.
- Screen reader: try VoiceOver (Mac/iPhone) or NVDA (free, Windows) on one product page. Are product name, price, variant and "Add to cart" announced clearly?
- Zoom: set the browser to 200% and 400% zoom. Nothing should be cut off or overlap, and you should not need to scroll sideways.
- Pop-ups: newsletter, cookie and age-gate pop-ups must be closable by keyboard (Esc) and must not trap focus.
- Media: product videos with speech need captions; auto-playing carousels need a pause button.
- Errors: submit the contact/newsletter form empty. Is the error described in text (not only red colour)?
- Checkout: on Shopify the checkout is maintained by Shopify; on WooCommerce, test the checkout with the steps above as payment plugins vary.

Next steps

1. Fix the Critical and Serious items first; most are quick theme setting or alt-text changes.
2. Update your theme and apps/plugins: many issues are fixed in newer versions.
3. Re-test after changes (our \$19/month monitoring plan rescans monthly and emails you what changed).
4. Consider publishing an accessibility statement with a contact method for shoppers who hit a barrier.

Method

Pages were loaded in headless Google Chrome at 1366x900 and tested with axe-core 4.14.0 (Deque Systems, open source) using rule tags wcag2a, wcag2aa, wcag21a, wcag21aa, wcag22aa, best-practice. Results reflect the pages as served at the time of the scan; dynamic content (pop-ups, logged-in states, checkout) may differ. Up to 25 examples per issue per page are recorded; up to 6 are shown here.

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