



Charity Website Accessibility Checklist

Produced by Giant Digital | May 2023

This checklist has been created to help charities review the accessibility status of their website and where gaps or areas for improvement exist.

If you would like to request a free website accessibility audit to identify any key areas of concern and recommendations for improvement, contact us on info@giantdigital.co.uk.

Web pages

- Each web page has a unique page title that accurately describes the content of the page.
- The page content is organised with clear and descriptive section headers.
- Lists are formatted properly and have clear headings to help users understand the structure of the content.
- Actions are not conveyed through colour alone. All users should be able to understand the website's functionality without relying on colour.
- The website can be easily crawled by screen readers and other assistive technologies.
- There are no time restrictions on any content on the website. Users should have enough time to read and understand the content without feeling rushed.
- Content is accessible in multiple ways, so users can access the content without losing information.
- Content and instructions are not limited to one sense. Users with sensory impairments can access the content in a way that suits them.

Text

- The text on the website has a distinct contrast with the background colour to ensure readability.
- Text on the website can be manually magnified by 200% for users with visual impairments.
- Small text on the website has a contrast ratio of at least 4.5:1.
- Large text on the website has a contrast ratio of at least 3:1.

Navigation

- All web pages have the same header navigation.
- Users have access to a clear site map that outlines the website's structure and content.
- The website has breadcrumb navigation, so users can easily navigate to previous pages.
- All parts of the website are accessible through keyboard navigation.
- There are no keyboard traps or dead ends on the website, so users can easily navigate back to previous pages.
- Dropdown functionality is accessible with keyboards, so users can easily access all menu options.
- Users can access the "Skip to Content" feature to bypass repetitive content and quickly access the main content.
- Link text is clear and actionable, rather than vague or the link itself.

Images

- All images on the website have descriptive alt-text that accurately describes the content of the image.
- Text-only images are not used on the website.
- Tables have alt-text that describes the contents or the data, so users with visual impairments can understand the data.

Video, Media & Animations

- All media on the website has a text description that accurately describes the content. Written transcripts are available for all audio and video content on the website.
- Audio transcripts are available for videos on the website.
- The text description contains a way to view or access the written transcript.
- All videos on the website (including live videos) have captions.
- On-page media does not auto-play. It should be possible for users to stop, pause or mute all media.
- Animations do not flash more than three times per second, and users can stop content from blinking or flashing excessively.

Other considerations

- The website is accessible by all browsers and is tested with different assistive technologies.
- There is a documented web accessibility policy that outlines the website's commitment to accessibility.
- The accessibility policy is linked on the website, so users can easily access it.
- Users have a way to report accessibility issues with the website.

If you would like further support with understanding and addressing the accessibility of your website, please contact us at info@giantdigital.co.uk to find more out about our digital accessibility consultancy services.

Who are Giant?

Giant Digital is a leading digital innovation and web development agency in the third sector, specialising in audience-focused solutions that help charities deliver meaningful impact.

With over a decade of third sector experience, we have an established track record of working with charities and ethical organisations, providing audience-focused solutions that help deliver meaningful impact. From consultancy and website design, through to online community building and digital fundraising innovations, we challenge conventions to provide solutions that are accessible, inclusive and tailored to users' needs.

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