



Accessibility scan report: dequeuniversity.com

Scanned Sun, 27 Sep 2026 19:50:20 UTC · 1 page checked with axe-core 4.13.0 against WCAG 2.0/2.1/2.2 Level A and AA rules, plus best practices.

Please read: Automated tools detect only a portion of accessibility issues; many problems (keyboard flow, screen-reader experience, captions quality, meaningful alt text, cognitive load) need a manual review by a person. This report is not legal advice and is not a certification. It does not guarantee ADA or WCAG conformance and does not protect you from lawsuits or demand letters.

Summary

7

Critical

52

Serious

37

Moderate

0

Minor

We found **96** issue instances of **13** types (9 mapped to WCAG success criteria, 4 best-practice). Many instances usually come from a few shared templates (header, footer, product card), so fixing one template can clear dozens of instances.

Severity is axe-core's impact rating: **critical** can block some users entirely, **serious** causes major difficulty, **moderate** and **minor** cause friction. Start at the top.

Prioritised checklist

Work top to bottom. Tick items off as you fix them, then re-run a free scan at a11y.bytkit.com.

- ☐ **Critical** **Images are missing a text description (alt text)** — 4 instances, 1 page (WCAG 1.1.1)
- ☐ **Critical** **Drop-down menus have no label** — 2 instances, 1 page (WCAG 4.1.2)
- ☐ **Critical** **Buttons have no accessible name** — 1 instance, 1 page (WCAG 4.1.2)

4. ☐ **Serious** Tap targets are too small or too close together — 31 instances, 1 page (WCAG 2.5.8)
 5. ☐ **Serious** Links have no accessible name — 8 instances, 1 page (WCAG 2.4.4, 4.1.2)
 6. ☐ **Serious** Text does not have enough contrast with its background — 6 instances, 1 page (WCAG 1.4.3)
 7. ☐ **Serious** Embedded frames have no title — 1 instance, 1 page (WCAG 4.1.2)
 8. ☐ **Serious** The page does not declare its language — 1 instance, 1 page (WCAG 3.1.1)
 9. ☐ **Serious** Links inside text are only distinguishable by color — 1 instance, 1 page (WCAG 1.4.1)
 10. ☐ **Best practice** **Serious** Elements force a custom keyboard order (tabindex > 0) — 4 instances, 1 page
 11. ☐ **Best practice** **Moderate** Some content is outside of page landmarks — 35 instances, 1 page
 12. ☐ **Best practice** **Moderate** The page has no main landmark — 1 instance, 1 page
 13. ☐ **Best practice** **Moderate** Several landmarks have the same name — 1 instance, 1 page
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How to fix things on Shopify and WooCommerce

Shopify

- Update your theme to its latest version (Online Store → Themes). Shopify's free themes, such as Dawn, receive accessibility fixes over time; a large share of issues in this report may come from theme code.
- Alt text: Products → each product → click an image → "Add alt text". Collections and theme sections have their own image alt fields in the theme editor.
- Colors: Online Store → Customize → Theme settings → Colors. Fix low-contrast text and button colors once there and it applies everywhere.
- Apps: for issues inside app widgets (reviews, pop-ups, chat), contact the app developer with the element and rule from this report.
- Theme code (buttons without names, skip links, landmarks): Online Store → Themes → ... → Edit code — or send this report to your theme developer.

WooCommerce (WordPress)

- Update WordPress, WooCommerce, your theme and plugins; many fixes ship in updates. Consider a theme that states WCAG support.

- Alt text: Media → Library → select the image → "Alternative Text" (product gallery images included).
- Colors: Appearance → Customize (or the block editor's Styles) → Colors.
- Page builders and sliders often add unlabeled buttons and low-contrast text — check their accessibility settings.

Either platform: avoid "one-line fix" overlays

Accessibility overlay widgets do not repair the underlying code and do not make a site compliant. Fix issues at the source.

Detailed findings by WCAG 2.2 success criterion

- 1.1.1 Non-text Content (Level A) — 1 issue type
- 1.4.1 Use of Color (Level A) — 1 issue type
- 1.4.3 Contrast (Minimum) (Level AA) — 1 issue type
- 2.4.4 Link Purpose (In Context) (Level A) — 1 issue type
- 2.5.8 Target Size (Minimum) (Level AA) — 1 issue type
- 3.1.1 Language of Page (Level A) — 1 issue type
- 4.1.2 Name, Role, Value (Level A) — 4 issue types
- Best practices (not WCAG requirements) — 4 issue types

WCAG 1.1.1 Non-text Content (Level A) what this means

Critical Images are missing a text description (alt text) — 4 instances on 1 page

Who is affected: Blind shoppers using screen readers hear nothing, or a file name, instead of what the image shows.

How to fix: Add alt text that says what the image shows (e.g. "Blue linen shirt, front view"). For purely decorative images use an empty alt="" so screen readers skip them.

Shopify / WooCommerce tip: Shopify: Products → open product → click each image → "Add alt text". Theme images: Online Store → Customize → select the image block. WooCommerce: Media → Library → select image → "Alternative Text".

axe rule image-alt · [technical details](#) · WCAG 1.1.1

Page	Element (CSS selector)	HTML snippet
/demo/mars/	img[src\$="seg"]	
/demo/mars/	li:nth-child(1) > a[href="mars2.html?a=crater_adventure"] > img[width="210"][height="120"]	
/demo/mars/	li:nth-child(8) > a[href="mars2.html?a=crater_adventure"] > img[width="210"][height="120"]	
/demo/mars/	li:nth-child(15) > a[href="mars2.html?a=crater_adventure"] > img[width="210"][height="120"]	

WCAG 1.4.1 Use of Color (Level A) [what this means](#)

Serious Links inside text are only distinguishable by color — 1 instance on 1 page

Who is affected: Color-blind shoppers cannot see which words are links.

How to fix: Underline links within paragraphs (or give them 3:1 contrast with surrounding text plus a non-color hover/focus cue).

axe rule link-in-text-block · [technical details](#) · WCAG 1.4.1

Page	Element (CSS selector)	HTML snippet
/demo/mars/	a[href="mars2.html?a=last_will"]	prepare your last will and testament

WCAG 1.4.3 Contrast (Minimum) (Level AA) [what this means](#)

Serious Text does not have enough contrast with its background — 6 instances on 1 page

Who is affected: Shoppers with low vision or color blindness, or anyone on a phone in sunlight, may not be able to read it.

How to fix: Make text darker (or background lighter) so normal text reaches a contrast ratio of at least 4.5:1 and large text 3:1. Check pairs with a contrast checker (e.g. WebAIM Contrast Checker).

Shopify / WooCommerce tip: Shopify: Online Store → Customize → Theme settings → Colors. WooCommerce: Appearance → Customize → Colors. Watch for grey "sale" prices, light placeholder text and text over banner images.

axe rule color-contrast · [technical details](#) · WCAG 1.4.3

Page	Element (CSS selector)	HTML snippet
/demo/mars/	a[href="mars2.html?a=be_bold"] > h3	Be Bold...
/demo/mars/	#vap-plan > p:nth-child (3)	Step out of your comfort zone, and into a rocket with enough fuel to blast a Manhattan-sized crater if it explodes. But it won't. Probably.
/demo/mars/	a[href="mars2.html?a=countdown"] > h3	Countdown...
/demo/mars/	#vap-book > p:nth-child (3)	If you're serious about traveling to Mars – really serious – then prepare your last will and testament, and book a trip!
/demo/mars/	a[href="mars2.html?a=blast_off"] > h3	Blast Off!
/demo/mars/	#vap-travel > p:nth-child (3)	Expect violent turbulence, bone-crushing g-forces, muscle atrophy, and certain death (hey, everyone's death is certain at some point, right?).

WCAG 2.4.4 Link Purpose (In Context) (Level A) [what this means](#)

Serious Links have no accessible name — 8 instances on 1 page

Who is affected: Screen-reader users hear "link" with no destination — common for image or icon links (logo, social icons).

How to fix: Put descriptive text inside the link, or add aria-label (e.g. aria-label="Instagram"). For image links, give the image meaningful alt text.

Shopify / WooCommerce tip: Check social-media icons in the footer and product-card image links. Theme settings sometimes have a "label" field; otherwise edit the theme code.

axe rule link-name · [technical details](#) · WCAG 2.4.4, 4.1.2

Page	Element (CSS selector)	HTML snippet
/demo/mars/	.link[href\$="mars/#"]	<i class="icon-menu-home"></i>
/demo/mars/	li:nth-child(1) > a[href="mars2.html?a=crater_adventure"]	
/demo/mars/	li:nth-child(8) > a[href="mars2.html?a=crater_adventure"]	
/demo/mars/	li:nth-child(15) > a[href="mars2.html?a=crater_adventure"]	
/demo/mars/	.re_ajax_p3 > a[href="mars2.html?a="]	
/demo/mars/	.active	

Page	Element (CSS selector)	HTML snippet
/demo/mars/	a[data-text="Why Mars died"]	
/demo/mars/	a[data-text="The world that never was"]	

WCAG 2.5.8 Target Size (Minimum) (Level AA) what this means

Serious Tap targets are too small or too close together — 31 instances on 1 page

Who is affected: Shoppers with tremors or large fingers on phones tap the wrong thing (quantity buttons, swatches, carousel dots).

How to fix: Make clickable targets at least 24x24 CSS pixels, or leave enough spacing around small ones.

Shopify / WooCommerce tip: Check color/size swatches, carousel dots, quantity +/- buttons and footer social icons in your theme CSS.

axe rule target-size · [technical details](#) · WCAG 2.5.8

Page	Element (CSS selector)	HTML snippet
/demo/mars/	.loginnow > .container-fluid-full > .container > .span5.pull-left.left-first > .pull-left:nth-child(2) > form[method="get"][action="/demo/mars/mars2"] > .search[name="query"][placeholder="search"]	<input type="text" class="search" name="query" placeholder="search">
/demo/mars/	.loginnow > .container-fluid-full > .container > .span5.pull-left.left-first > .pull-left:nth-child(2) > form[method="get"][action="/demo/mars/mars2"] > .control-search[type="submit"]	<input type="submit" class="control-search">
/demo/mars/	.departure-date > .ui-datepicker-trigger:nth-child(3)	<button type="button" class="ui-datepicker-trigger"></button>
/demo/mars/	#footer-book > ul > li:nth-child(1) > a	Find Fares & Schedules
/demo/mars/	a[href="mars2.html?a=find_mars_passes"]	Find Mars Passes
/demo/mars/	a[href="mars2.html?a=find_activities"]	Find Activities

Page	Element (CSS selector)	HTML snippet
/demo/mars/	a[href="mars2.html?a=book_reservations"]	Bo ok Reservations
/demo/mars/	#footer-book > ul > li:nth-child(5) > a	View Rocket Pass Listing
/demo/mars/	a[href="mars2.html?a=mars_star"]	MarsStar
/demo/mars/	a[href="mars2.html?a=blast_off_uranus"]	Bla st off Uranus
/demo/mars/	a[href="mars2.html?a=red_planet_janet"]	Red Planet Janet
/demo/mars/	a[href="mars2.html?a=the_martianic"]	The Ma rtianic
/demo/mars/	a[href="mars2.html?a=hal"]	Hal
/demo/mars/	a[href="mars2.html?a=polar_cap_pass"]	Polar Cap Pass
/demo/mars/	#footer-passes > ul > li:nth-child(2) > a	 Greater Crater Pass

+ 16 more instances of this issue not listed (fixing the shared template usually fixes them all).

WCAG 3.1.1 Language of Page (Level A) what this means

Serious The page does not declare its language — 1 instance on 1 page

Who is affected: Screen readers may read the page with the wrong pronunciation.

How to fix: Add lang="en" (or the right language) to the <html> element.

Shopify / WooCommerce tip: Shopify themes set this automatically from the store language — check theme.liquid for <html lang="{{ request.locale.iso_code }}">.

axe rule html-has-lang · [technical details](#) · WCAG 3.1.1

Page	Element (CSS selector)	HTML snippet
/demo/mars/	html	<html class=" js no-flexbox flexb...">

WCAG 4.1.2 Name, Role, Value (Level A) [what this means](#)

Critical Drop-down menus have no label — 2 instances on 1 page

Who is affected: Screen-reader users do not know what the drop-down is for (e.g. size, variant, sort order, country).

How to fix: Add a <label for="..."> or aria-label to each <select>.

Shopify / WooCommerce tip: Common on product variant pickers and collection "Sort by" drop-downs.

axe rule select-name · [technical details](#) · WCAG 4.1.2

Page	Element (CSS selector)	HTML snippet
/demo/mars/	#time0	<select name="time0" id="time0" class="select-time" tabindex="4">
/demo/mars/	#passenger0 > .age-range.wrapper > .traveler-type	<select id="traveler0" class="traveler-type"> <option value="0">Adult (26+)</option> <option value="1">Youth (12-25)</option> <option value="2">Child (4-11)</option> <option value="3">Senior (60+)</option> </select>

Critical Buttons have no accessible name — 1 instance on 1 page

Who is affected: Screen-reader and voice-control users cannot tell what the button does (often icon-only buttons like cart, close, menu, quantity +/-).

How to fix: Give each button visible text, or an aria-label such as `aria-label="Open cart"` / `"Close"` / `"Increase quantity"`.

Shopify / WooCommerce tip: Usually in theme code (header icons, drawers, sliders). Shopify: Online Store → Themes → Edit code (or ask your theme developer). Many free themes (e.g. Dawn) already fix this in newer versions — update your theme.

axe rule button-name · [technical details](#) · WCAG 4.1.2

Page	Element (CSS selector)	HTML snippet
/demo/mars/	<code>.departure-date > .ui-datepicker-trigger:nth-child(4)</code>	<pre><button class="ui-datepicker-trigger" type="button"> <!-- --> </button></pre>

Serious Links have no accessible name — 8 instances on 1 page

Who is affected: Screen-reader users hear "link" with no destination — common for image or icon links (logo, social icons).

How to fix: Put descriptive text inside the link, or add aria-label (e.g. aria-label="Instagram"). For image links, give the image meaningful alt text.

Shopify / WooCommerce tip: Check social-media icons in the footer and product-card image links. Theme settings sometimes have a "label" field; otherwise edit the theme code.

axe rule link-name · [technical details](#) · WCAG 2.4.4, 4.1.2

Page	Element (CSS selector)	HTML snippet
/demo/mars/	.link[href\$="mars/#"]	<i class="icon-menu-home"></i>
/demo/mars/	li:nth-child(1) > a[href="mars2.html?a=crater_adventure"]	
/demo/mars/	li:nth-child(8) > a[href="mars2.html?a=crater_adventure"]	
/demo/mars/	li:nth-child(15) > a[href="mars2.html?a=crater_adventure"]	
/demo/mars/	.re_ajax_p3 > a[href="mars2.html?a="]	
/demo/mars/	.active	

Page	Element (CSS selector)	HTML snippet
/demo/mars/	a[data-text="Why Mars died"]	
/demo/mars/	a[data-text="The world that never was"]	

Serious Embedded frames have no title — 1 instance on 1 page

Who is affected: Screen-reader users do not know what the frame contains (videos, maps, chat widgets, reviews).

How to fix: Add a title attribute to every <iframe>, e.g. title="Product video".

Shopify / WooCommerce tip: Often third-party apps (reviews, chat, video). Check the app settings or ask the app vendor.

axe rule frame-title · [technical details](#) · WCAG 4.1.2

Page	Element (CSS selector)	HTML snippet
/demo/mars/	#fafbba78	<iframe id="fafbba78" name="f2bc5e72d" scrolling="no" style="border: none; overflow: hidden; height: 62px; width: 292px;" class="fb_ltr" src="/assets/demo-sites/mars/js/likebox.html"></iframe>

Best practices (not WCAG requirements)

Elements force a custom keyboard order (tabindex > 0) — 4 instances on 1 page

Who is affected: Keyboard users jump around the page unpredictably.

How to fix: Use tabindex="0" or "-1" only; order focus via the DOM order.

axe rule tabindex · [technical details](#)

Page	Element (CSS selector)	HTML snippet
/demo/mars/	#from0	<code><input type="text" value="" class="city-input ac_input ui-autocomplete-input" autocomplete="off" id="from0" name="from0" tabindex="1" role="textbox" aria-autocomplete="list" aria-haspopup="true"></code>
/demo/mars/	#to0	<code><input type="text" value="" class="city-input ac_input ui-autocomplete-input" autocomplete="off" id="to0" name="to0" tabindex="1" role="textbox" aria-autocomplete="list" aria-haspopup="true"></code>
/demo/mars/	#deptDate0	<code><input size="10" id="deptDate0" name="deptDate0" placeholder="mm/dd/yyyy" value="" tabindex="3" class="hasDatepicker input-dept"></code>
/demo/mars/	#time0	<code><select name="time0" id="time0" class="select-time" tabindex="4"></code>

Some content is outside of page landmarks — 35 instances on 1 page

Who is affected: Screen-reader users navigating by landmarks can miss this content.

How to fix: Place all visible content inside landmarks: <header>, <nav>, <main>, <footer> (announcement bars and pop-ups included).

Shopify / WooCommerce tip: Announcement bars, cookie banners and app widgets are frequent offenders.

axe rule region · [technical details](#)

Page	Element (CSS selector)	HTML snippet
/demo/mars/	body > div:nth-child(1)	<div style="width: 1px; height: 1px; display: inline;">
/demo/mars/	#purposeDisclaimer	<div id="purposeDisclaimer">This web page is for demonstration purposes, to show common accessibility errors.</div>
/demo/mars/	.loginnow > .container-fluid-full > .container > .span5.pull-left.left-first > .pull-left:nth-child(2) > form[method="get"][action="/demo/mars/mars2"] > .search[name="query"][placeholder="search"]	<input type="text" class="search" name="query" placeholder="search">
/demo/mars/	#left-column	<div class="span7 left-first pull-left" id="left-column">
/demo/mars/	#widget-controls	<div id="widget-controls" class="widget-container head">
/demo/mars/	#route-select > .interior-container > h3	Book your Trip
/demo/mars/	#route-type-radio-group	<div id="route-type-radio-group" class="">
/demo/mars/	.departure-city	
/demo/mars/	.arrival-city	
/demo/mars/	label[for="deptDate0"]	<label for="deptDate0">Departure Date</label>

Page	Element (CSS selector)	HTML snippet
/demo/mars/	#deptDate0	<input size="10" id="deptDate0" name="deptDate0" placeholder="mm/dd/yyyy" value="" tabindex="3" class="hasDatepicker input-dept">
/demo/mars/	.time	
/demo/mars/	.add-leg-width.add-trip.add-buttons	 Add Another Trip
/demo/mars/	#pass-question-radio-group	<div id="pass-question-radio-group" class="">
/demo/mars/	.middle.widget-container:nth-child(13) > .interior-container > h3	Who Is Traveling?

+ 20 more instances of this issue not listed (fixing the shared template usually fixes them all).

Best practice **Moderate** **The page has no main landmark — 1 instance on 1 page**

Who is affected: Screen-reader users cannot jump to the main content.

How to fix: Wrap the primary content in a single <main> element.

axe rule landmark-one-main · [technical details](#)

Page	Element (CSS selector)	HTML snippet
/demo/mars/	html	<html class=" js no-flexbox flexb...">

Best practice

Moderate

Several landmarks have the same name — 1 instance on 1 page

Who is affected: Screen-reader users cannot tell them apart (e.g. two navs both called "navigation").

How to fix: Give repeated landmarks unique aria-labels, e.g. aria-label="Main menu" and aria-label="Footer menu".

axe rule landmark-unique · [technical details](#)

Page	Element (CSS selector)	HTML snippet
/demo/mars/	.loginnow > .container-fl uid-full > .container > . span5.pull-left.left-firs t > .pull-left:nth-child (1)	<nav id="left-control-nav" class="pull-lef t">

What an automated scan cannot check (do these by hand)

- ☐ Keyboard only: unplug the mouse and Tab through home → product → add to cart → cart → checkout. Can you see where focus is at every step? Can you open/close menus, drawers and pop-ups and choose variants?
- ☐ Screen reader: try VoiceOver (Mac/iPhone, Cmd+F5) or NVDA (free, Windows) on a product page. Are the product name, price, variant choices and "Add to cart" announced clearly?
- ☐ Alt text quality: automated tools only check that alt text exists, not that it is accurate. Do product images describe color, style and key details?
- ☐ Zoom to 200% and 400% on desktop, and use a phone: does anything get cut off or overlap?
- ☐ Videos: are captions accurate? Is there a pause button for auto-playing carousels and videos?
- ☐ Forms and errors: submit the newsletter/contact form empty. Is the error message announced and does it say how to fix it?
- ☐ Third-party apps (reviews, chat, pop-ups, cookie banners, loyalty widgets): test them the same way — they are a common source of barriers.
- ☐ Checkout: on Shopify the checkout is hosted by Shopify; on WooCommerce it is part of your theme/plugins and should be tested too.

Pages scanned

URL	Page title	Issue instances
https://dequeueuniversity.com/demo/mars/	Mars Commuter: Travel to Mars for Work or Pleasure!	96

Method

Pages were loaded in headless Chromium (desktop viewport 1280×900) identifying as "a11y.bytkit.com scanner", respecting robots.txt, and tested with the open-source [axe-core](#) engine (tags wcag2a, wcag2aa, wcag21a, wcag21aa, wcag22aa, best-practice). Only public pages reachable from the start URL were scanned; pages behind logins and the checkout were not. Results reflect the pages at the time of the scan. WCAG criteria names: [W3C WCAG 2.2](#) (60 criteria referenced).

Automated tools detect only a portion of accessibility issues; many problems (keyboard flow, screen-reader experience, captions quality, meaningful alt text, cognitive load) need a manual review by a person. This report is not legal advice and is not a certification. It does not guarantee ADA or WCAG conformance and does not protect you from lawsuits or demand letters. Questions: chapimenge3@gmail.com.