

GAP ASSESSMENT · WCAG 2.1 LEVEL AA

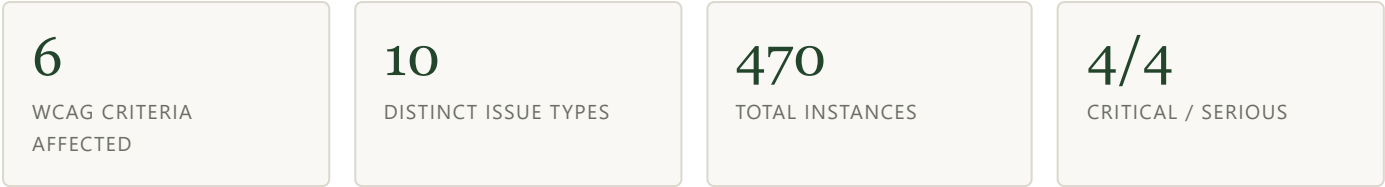
Findings & Remediation Report

An Irish online retailer

8	10	470	6
HIGH-PRIORITY ISSUES	DISTINCT ISSUE TYPES	TOTAL INSTANCES	WCAG CRITERIA AFFECTED

Executive summary

This report covers an automated accessibility review of 10 representative pages of **An Irish online retailer** against WCAG 2.1 level AA. Overall, the site presents **a workable foundation that needs focused remediation**: 8 high-priority issue types were detected across the pages reviewed; the effort-versus-impact chart below shows which to tackle first.



Severity mix



What this means for you (plain English)

Accessibility issues create two kinds of risk. The **human risk** is that some customers — people with low vision, blind screen-reader users, older shoppers, and anyone navigating by keyboard — may struggle to browse, read product details, or complete a purchase, and may simply leave.

On the commercial side, accessibility barriers cost sales, hurt SEO, and make the site harder for everyone to use — reason enough to act on the fixes below. On the legal side, the EU's European Accessibility Act (EAA) applies to many consumer e-commerce services from 28 June 2025; microenterprises (broadly, fewer than 10 staff and under €2m in annual turnover or balance-sheet total) providing services may qualify for limited exemptions. This report does not assume the business is legally in scope — confirm your own employee count and turnover before relying on either framing.

Business scope: not confirmed. Confirm your employee count and turnover to determine EAA obligations.

Scope note: automated tools such as axe-core reliably detect roughly 30–50% of WCAG issues. This report is an excellent first pass and a prioritised work-list, but it is not a certificate of conformance — see "What still needs manual testing".

Top quick wins

The highest-value, lowest-effort changes — do these first. Most are single edits in the theme that clear issues across the whole site.

1. **Form field with no label**

Effort: LowImpact: High

WCAG 4.1.2 · 6 instances across 3 pages
2. **Dropdown with no label**

Effort: LowImpact: High

WCAG 4.1.2 · 4 instances across 4 pages
3. **Link with no readable text**

Effort: MediumImpact: High

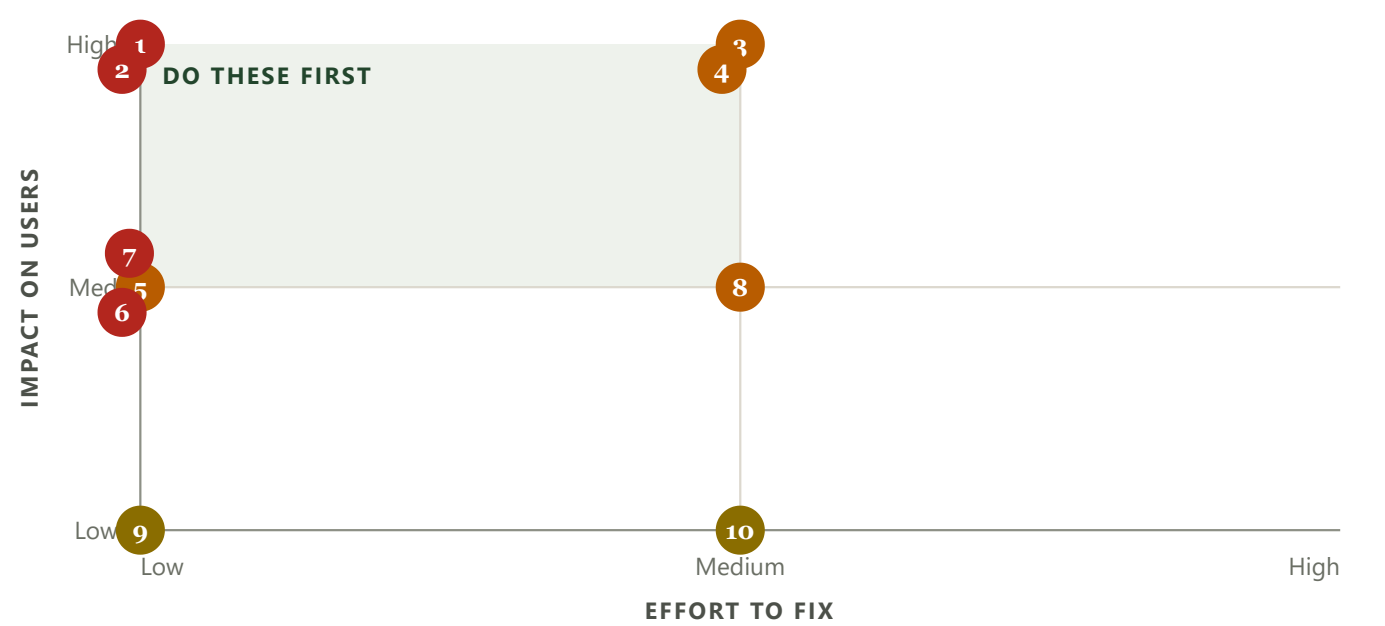
WCAG 4.1.2, 2.4.4 · 9 instances across 1 page
4. **Image missing alt text**

Effort: MediumImpact: High

WCAG 1.1.1 · 3 instances across 3 pages

Effort vs. impact

All issue types ranked by recommended order (high impact & low effort first). Anything in the shaded corner is high impact and low effort — start there.



Numbers correspond to the table below. Colour indicates severity; the number is the ranking, so nothing here depends on colour alone.

#	ISSUE	SEVERITY	EFFORT	IMPACT	INSTANCES	PAGES
1	Form field with no label	CRITICAL	Low	High	6	3
2	Dropdown with no label	CRITICAL	Low	High	4	4
3	Link with no readable text	SERIOUS	Medium	High	9	1
4	Image missing alt text	SERIOUS	Medium	High	3	3
5	Text colour contrast too low	SERIOUS	Low	Medium	313	10
6	Unsupported ARIA attribute on a control	CRITICAL	Low	Medium	3	3

#	ISSUE	SEVERITY	EFFORT	IMPACT	INSTANCES	PAGES
7	Button with no readable text	CRITICAL	Low	Medium	2	1
8	Headings skip levels	SERIOUS	Medium	Medium	4	4
9	More than one footer landmark	MODERATE	Low	Low	10	10
10	Content not inside a landmark	MODERATE	Medium	Low	116	10

Each issue type is counted once above, even where it maps to more than one WCAG criterion. For example, links with no readable text fall under both WCAG 4.1.2 (Name, Role, Value) and 2.4.4 (Link Purpose), but they are the same single set of links — not two separate problems.

Detailed findings by WCAG criterion

WCAG 4.1.2 — Name, Role, Value Level A

CRITICAL

Every control (button, link, input, custom widget) must expose a name and role that assistive technology can understand.

Who this affects: Screen-reader and switch-device users, who cannot operate a control they cannot identify.

Link with no readable text (link-name — Links must have discernible text)

9 instances · / (home)

Note: this is the same set of items also flagged under WCAG 2.4.4 — counted once, not as separate problems.

SHOPIFY FIX

These links wrap a logo or image with no text. Add descriptive alt text to each image (the brand or destination name) or an aria-label on the link. For a brand-logo strip this is typically in the logo-list section settings or the section Liquid that outputs each `<a> <img> </a>`.

Form field with no label (label — Form elements must have labels)

6 instances · /collections/ladies-occasion-sale, /collections/sale-womens-clothing, /collections/sale-womens-clothing-fashion-accessories

SHOPIFY FIX

Associate a `<label>` with each input (matching for/id), or add an aria-label. In Shopify these are usually in form sections/snippets (contact form, newsletter, search).

Dropdown with no label (select-name — Select element must have an accessible name)

4 instances · /collections/ladies-occasion-sale, /collections/gift-vouchers/products/gift-card-online, /collections/sale-womens-clothing, /collections/sale-womens-clothing-fashion-accessories

SHOPIFY FIX

Every `<select>` needs an accessible name. Add a visible `<label for="...">` pointing at the select's id, or an aria-label where a visible label would duplicate nearby text. Common on size, variant and country pickers.

Unsupported ARIA attribute on a control (aria-allowed-attr — Elements must only use supported ARIA attributes)

3 instances · /collections/gift-vouchers/products/gift-card-online, /products/luxury-packaging-large-luxurypackagel, /products/luxury-packaging-luxurypackaging

SHOPIFY FIX

This is usually the predictive-search input in the header. In the theme search snippet (e.g. predictive-search / search-form), remove the ARIA attribute that is not valid for the element's role, or correct the role. If the search is provided by an installed app, report it to the app's developer. Because the header is global, this clears the issue on every page.

Button with no readable text (button-name — Buttons must have discernible text)

2 instances · / (home)

SHOPIFY FIX

Slider/carousel dot buttons need a label. In the relevant section (here the "Journey of a Maker" timeline), add

an aria-label to each control, e.g. aria-label="Go to slide 1". Many themes expose this in the slider JS or section schema; otherwise edit the section Liquid.

WCAG 1.1.1 — Non-text Content Level A

SERIOUS

Images and other non-text content need a text alternative so the information is not lost when the image cannot be seen.

Who this affects: Blind and low-vision people using screen readers; anyone when images fail to load.

Image missing alt text (image-alt — Image elements do not have `[alt]` attributes)

3 instances · /collections/gift-vouchers/products/gift-card-online, /products/luxury-packaging-large-luxurypackagel, /products/luxury-packaging-luxurypackaging

SHOPIFY FIX

Add alt text to product and content images. Product images: Products → (item) → image → "Edit alt text". Theme/section images: the image picker in the Theme editor usually has an alt field; decorative images should be given empty alt (alt="").

WCAG 1.3.1 — Info and Relationships Level A

SERIOUS

The structure conveyed visually (headings, lists, tables, labels) must also be present in the code so assistive tech can understand it.

Who this affects: Screen-reader users, who rely on correct structure to navigate and understand a page.

Headings skip levels (heading-order — Heading elements are not in a sequentially-descending order)

4 instances · /collections/ladies-occasion-sale, /collections/sale-womens-clothing, /collections/sale-womens-clothing-fashion-accessories, /pages/accessibility

Note: this is the same set of items also flagged under WCAG best-practice — counted once, not as separate problems.

SHOPIFY FIX

Use headings in order (don't jump from H1 to H4). Adjust the heading tags in the affected sections so the structure is logical.

WCAG 1.4.3 — Contrast (Minimum) Level AA

SERIOUS

Text must stand out enough from its background to be readable (a contrast ratio of at least 4.5:1 for normal text).

Who this affects: People with low vision or colour-blindness, older users, and anyone reading in bright light.

Text colour contrast too low (color-contrast — Elements must meet minimum color contrast ratio thresholds)

313 instances · / (home), /collections/ladies-occasion-sale, /collections/gift-vouchers/products/gift-card-online, /collections/sale-womens-clothing, /collections/sale-womens-clothing-fashion-accessories, /pages/accessibility, /pages/contact, /policies/shipping-policy, /products/luxury-packaging-large-luxurypackagel, /products/luxury-packaging-luxurypackaging

SHOPIFY FIX

Find the flagged text and darken the text colour or lighten its background. Many colours are set in Theme editor → Colors / section settings; otherwise adjust the theme CSS. Target at least 4.5:1 for normal text and 3:1 for large text.

WCAG 2.4.4 — Link Purpose (In Context) Level A

SERIOUS

Every link must make sense — a screen reader should be able to announce where it goes, not just "link".

Who this affects: Screen-reader users, who often navigate by jumping from link to link.

Link with no readable text (link-name — Links must have discernible text)

9 instances · / (home)

Note: this is the same set of items also flagged under WCAG 4.1.2 — counted once, not as separate problems.

SHOPIFY FIX

These links wrap a logo or image with no text. Add descriptive alt text to each image (the brand or destination name) or an aria-label on the link. For a brand-logo strip this is typically in the logo-list section settings or the section Liquid that outputs each `<a><img></a>`.

Best practice — not a WCAG requirement

MODERATE

Content not inside a landmark (region — All page content should be contained by landmarks)

116 instances · / (home), /collections/ladies-occasion-sale, /collections/gift-vouchers/products/gift-card-online, /collections/sale-womens-clothing, /collections/sale-womens-clothing-fashion-accessories, /pages/accessibility, /pages/contact, /policies/shipping-policy, /products/luxury-packaging-large-luxurypackagel, /products/luxury-packaging-luxurypackaging

SHOPIFY FIX

Wrap page content in appropriate landmarks (`<main>`, `<nav>`, `<header>`, `<footer>`). Most themes already do this; fix the section that outputs content outside them.

More than one footer landmark (landmark-no-duplicate-contentinfo — Document should not have more than one contentinfo landmark)

10 instances · / (home), /collections/ladies-occasion-sale, /collections/gift-vouchers/products/gift-card-online, /collections/sale-womens-clothing, /collections/sale-womens-clothing-fashion-accessories, /pages/accessibility, /pages/contact, /policies/shipping-policy, /products/luxury-packaging-large-luxurypackagel, /products/luxury-packaging-luxurypackaging

SHOPIFY FIX

Only one element should carry `role="contentinfo"` (the `<footer>`). A second usually comes from a section or app block adding its own `<footer>`; change the extra one to a `<div>`.

Headings skip levels (heading-order — Heading levels should only increase by one)

4 instances · /collections/ladies-occasion-sale, /collections/sale-womens-clothing, /collections/sale-womens-clothing-fashion-accessories, /pages/accessibility

Note: this is the same set of items also flagged under WCAG 1.3.1 — counted once, not as separate problems.

SHOPIFY FIX

Use headings in order (don't jump from H1 to H4). Adjust the heading tags in the affected sections so the structure is logical.

What still needs manual testing

Automated scanning cannot detect everything. To get from "good first pass" toward genuine WCAG AA conformance, the following need a human check:

AREA	WHAT TO TEST
Keyboard navigation	Tab through every page with the keyboard only. Confirm you can reach and operate every link, button, menu, slider and form; that focus is always visible; and that nothing traps focus (especially pop-ups, the cart drawer, and the mega-menu).
Screen-reader walkthrough	Run a real screen reader (VoiceOver on Mac/iOS, NVDA on Windows) through a full purchase journey: browse a collection, open a product, add to cart, reach checkout. Listen for unlabelled controls and unannounced updates.
Focus order & meaningful sequence	Check that the tab/reading order matches the visual order, including the off-canvas menu and cart drawer.
Zoom & reflow (200% / 400%)	Zoom the browser to 200% and 400% and confirm content reflows to one column with no loss of content or horizontal scrolling.
Dynamic updates	Verify that "added to cart", quantity changes, filter results and form errors are announced to assistive tech (ARIA live regions) — automated tools cannot confirm this.
Motion & carousels	Auto-playing sliders should be pausable and should respect the "reduce motion" setting; check the homepage hero and timeline carousels.
Forms & error handling	Submit forms with mistakes and confirm errors are clearly described in text, associated with the right field, and announced.
Checkout (separate Shopify domain)	Checkout runs on Shopify's own domain and is outside this scan. Test it separately; it largely follows Shopify's accessibility but any custom checkout content should be checked.

Scope flags: This is a real assessment of a live Irish e-commerce site, published as a sample. The retailer's name, domain and page URLs have been replaced with placeholders. No finding, count, severity or recommendation has been altered.

Draft accessibility statement

A starting point you can adapt and publish (e.g. at /pages/accessibility). Fill in the bracketed details and review before publishing.

Accessibility Statement for An Irish online retailer

An Irish online retailer is committed to making its website accessible to as many people as possible, in line with the Web Content Accessibility Guidelines (WCAG) 2.1 at the AA level.

CONFORMANCE STATUS

This website is partially conformant with WCAG 2.1 level AA. "Partially conformant" means that some parts of the content do not yet fully meet the standard; the known issues are listed below and are being addressed.

KNOWN ISSUES

Known issues identified in our most recent automated review include: link with no readable text, form field with no label, dropdown with no label, unsupported ARIA attribute on a control, button with no readable text and image missing alt text, among others. Remediation is in progress.

HOW WE ASSESSED THIS SITE

This statement is based on an automated accessibility review of 10 representative pages carried out with axe-core and lighthouse on 2026-07-30, supplemented by ongoing manual testing.

FEEDBACK & CONTACT

We welcome your feedback. If you encounter a barrier or need information in an alternative format, please contact us. We aim to respond within 5 working days.

An Irish online retailer

Statement last reviewed: 2026-07-30.

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This is a gap assessment, not a compliance audit. Automated coverage is partial: completing or fixing everything in this report does not by itself establish conformance with WCAG 2.1 level AA, and it is not legal advice. Combine with the manual testing listed above.