








Here's a **comprehensive Accessibility Compliance Checklist** specifically tailored for **eCommerce stores** preparing for the upcoming enforcement of the **European Accessibility Act (EAA)**, which takes full effect on **June 28, 2025**.

This checklist will help you audit and align your online store with the EAA's requirements and **WCAG 2.1 Level AA** guidelines — the core standard the Act is based on.



EU Accessibility Act Checklist for eCommerce Stores

Prepare your online store for the 2025 compliance deadline

GENERAL COMPLIANCE BASICS

-  Understand the **European Accessibility Act (EAA)** scope for digital products
 -  Document your **accessibility strategy and roadmap**
 -  Designate an **accessibility officer or responsible team**
 -  Conduct a full **WCAG 2.1 AA audit** of your website
 -  Keep a **public accessibility statement** on your website
 -  Have a **feedback mechanism** for accessibility issues (e.g., contact form or email)
 -  Monitor and maintain compliance **continuously** (not just a one-time audit)
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DESIGN & VISUAL ACCESSIBILITY

-  Ensure **sufficient color contrast** between text and background
-  Don't rely on color alone to convey meaning (e.g., use icons or labels)

- ✓ Use **scalable fonts** and allow zooming up to 200% without layout breaking
 - ✓ Avoid auto-playing content (video, sliders, animations) unless user-controlled
 - ✓ Maintain consistent layouts, spacing, and element sizes
 - ✓ Provide **visible focus indicators** for keyboard navigation
 - ✓ Avoid text in images unless it's essential (e.g., logos)
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KEYBOARD NAVIGATION

- ✓ All functionality is operable via **keyboard only**
 - ✓ Use logical tab order for navigation
 - ✓ Custom UI components (dropdowns, sliders, modals) are keyboard-accessible
 - ✓ Escape key closes pop-ups or modals
 - ✓ "Skip to content" link available and functional
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SCREEN READER COMPATIBILITY

- ✓ All images have **meaningful alt text**
- ✓ Use **semantic HTML** for structure (headings, lists, buttons, etc.)
- ✓ ARIA roles and labels applied where needed (e.g., buttons, tabs, carousels)
- ✓ Dynamic content updates are **announced by screen readers**

✓ Forms have **associated labels** and proper error messaging

✓ Avoid placeholder-only inputs; use visible labels

ECOMMERCE-SPECIFIC ACCESSIBILITY

✓ Product details (price, availability, variants) are accessible via screen reader

✓ Product images have descriptive alt text or aria-labels

✓ Cart, wishlist, and checkout flows are **fully accessible**

✓ Discounts, shipping info, and tax details clearly conveyed

✓ Accessible quantity selectors and dropdowns

✓ Payment gateways and embedded iframes are accessible

✓ Error messages during checkout are clear, screen-reader compatible, and fixable

MOBILE ACCESSIBILITY

✓ Responsive layout works with **screen readers** and keyboard emulators on mobile

✓ Touch targets are large enough (at least 44px by 44px)

✓ Mobile gestures (swipes, pinches) are not essential unless alternatives exist

✓ Content does not require horizontal scrolling

✓ No reliance on hover for vital interactions



LEGAL & DOCUMENTATION REQUIREMENTS

- ✓ Provide an **Accessibility Statement** outlining compliance and limitations
- ✓ Document testing procedures and remediation efforts
- ✓ Record feedback channels and how issues are resolved
- ✓ Ensure accessibility is covered in **vendor agreements** (e.g., third-party plugins)
- ✓ Prepare for **enforcement checks** from EU authorities (may vary by country)



ONGOING TESTING & MAINTENANCE

- ✓ Run **automated accessibility audits** regularly (e.g., axe, Lighthouse, WAVE)
- ✓ Conduct **manual screen reader testing** (e.g., NVDA, JAWS, VoiceOver)
- ✓ Test keyboard-only navigation monthly
- ✓ Include accessibility checks in all **QA and deployment pipelines**
- ✓ Train developers, designers, and content managers on accessibility best practices
- ✓ Update accessibility statement with each major site update