

THE ACCESSIBILITY CHECK KIT

A five-pass website check you can turn into a one page report, plus a never-say list. Pages checked October 10, 2026.

Some websites are hard or impossible for some people to use. The Justice Department's web guidance says: "An inaccessible website can exclude people just as much as steps at an entrance to a physical location." This kit is a plain-English first look at ONE page: five passes, a one page report, and the words never to use. It is not an audit, not a certification, and it does not make a site accessible or compliant. Educational only. Not legal advice. Not affiliated with WebAIM, W3C, the FTC, accessiBe, the U.S. Department of Justice or Anthropic. No income is promised. For legal questions, ask a lawyer and read the live rules for your state and county.

THE FIVE PASSES (ONE PAGE)

- Pass 1. Run the WAVE browser extension on the home page. WebAIM's page says: "Because the extension runs entirely within your web browser, no information is sent to the WAVE server." Write down what it flags.
- Pass 2. Look for three things: pictures with no description (alt text), text that is hard to read against its background, and videos with no captions. The Justice Department's web guidance lists each one as an example barrier.
- Pass 3. Put the mouse aside and press Tab. Can you reach every link and button? Can you see where you are? The same guidance lists "Mouse-only navigation (lack of keyboard navigation)" as a barrier.
- Pass 4 (MY TAKE, not a rule). Paste your findings into Claude and ask for each fix in one plain sentence, sorted into "the owner can do today" and "needs the web developer". The prompt is on page 2.
- Pass 5 (MY TAKE, not a rule). Hand over one page: what you checked, what you found, and what you did not check. The template is on page 2.

THE CATCH: NO TOOL CAN CERTIFY A SITE

W3C, Selecting Web Accessibility Evaluation Tools

"Tools cannot check all accessibility aspects automatically. Human judgement is required. Sometimes evaluation tools can produce false or misleading results. Web accessibility evaluation tools can not determine accessibility, they can only assist in doing so."

FTC press release, April 22, 2025

"The final order bars accessiBe from representing that its automated products can make any website WCAG-compliant or can ensure continued compliance with WCAG over time, unless it has the evidence to support such claims." The same release says the order "requires the company to pay \$1 million."

MY TAKE: sell a check and a fix list. Never sell "compliant", "lawsuit-proof" or "guaranteed" (the never say list is on page 4).

THE ONE PAGE REPORT TEMPLATE (EXAMPLE ROWS: INVENTED SITE)

Website Accessibility Check: [Business name] | Date: [date] | Page checked: [home page address]

WHAT I CHECKED

The home page only. A scan with the WAVE browser extension. By eye: picture descriptions, text against its background, video captions. A keyboard test with the Tab key. Browser and date: [fill in].

WHAT I FOUND (EXAMPLE ROWS: invented site "Example Plumbing Co.", not a real finding)

Where	What I saw	Plain fix	Who
Home page, top photo	Picture has no description	Add a short description of what the photo shows	Owner, today
Phone number in footer	Light grey text on a light background looks faint	Use a darker text color	Web developer
Welcome video	No captions	Add captions to the video	Owner, today
"Book now" button	Tab key skipped it, or I could not see where I was	Make it reachable and visible by keyboard	Web developer

WHAT I DID NOT CHECK

Other pages. Forms and checkout. PDFs. Testing with a screen reader. Any legal question. This is not a certification, not an audit, and not legal advice.

THE CLAUDE PROMPT (COPY AND PASTE) – MY TAKE

Paste this, then your findings

Here are my findings from a quick accessibility check of one web page. For each finding, write ONE plain sentence a business owner can understand. Then sort them into two lists: "The owner can do today" and "Needs the web developer". Do not say the site is compliant or accessible. Do not add findings I did not list. Findings: [paste them here]

- Paste only your list of findings. Leave out logins, customer names and anything private.
- Read every sentence before it goes in the report. Claude writes the first draft; you check it against what you saw.

THE WALK-THROUGH: THE THREE THINGS TO LOOK AT

- Pictures with no description. DOJ's guidance: "Text alternatives convey the purpose of an image, including pictures, illustrations, charts, etc." and "To be useful, the text should be short and descriptive."
- Text hard to read against its background. DOJ's guidance lists "Poor color contrast" as a barrier: "light gray text on a light-colored background" is its own example.
- Videos with no captions. DOJ's guidance: "Videos can be made accessible by including synchronized captions that are accurate and identify any speakers in the video."

W3C, Understanding Success Criterion 1.4.3 Contrast (Minimum) (Level AA)

"The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following:" Large Text: "Large-scale text and images of large-scale text have a contrast ratio of at least 3:1;" The page says "18 point text or 14 point bold text is judged to be large enough to require a lower contrast ratio."

- MY TAKE: a scan may flag faint text. Confirm it by eye before you write it down, and note where it is on the page.

THE TAB TEST (PASS 3)

- Load the page. Do not touch the mouse. Press Tab one press at a time.
- Each press should move a visible marker to the next link, button or form field. Note anything you cannot reach, and any place where the marker disappears.
- DOJ's guidance: "Keyboard access means users with disabilities can navigate web content using keystrokes, rather than a mouse."
- MY TAKE: the Tab test is my own simple method for this barrier. It is not a step the DOJ page lists.

YOUR FINDINGS WORKSHEET (FILL IN)

Check	Where on the page	Result (OK / Problem)	Note
Picture descriptions			
Text against its background			
Video captions			
Tab: can I reach every link and button?			
Tab: can I see where I am?			
Anything else I noticed			

DOJ's guidance: "Pairing a manual check of a website with the use of automated checkers can give you a better sense of the accessibility of your website."

THE NEVER SAY LIST

Never say	Why (from the pages I checked)
"compliant" / "ADA compliant" / "WCAG compliant"	W3C: tools "can not determine accessibility, they can only assist in doing so." FTC order against accessiBe: it "bars accessiBe from representing that its automated products can make any website WCAG-compliant or can ensure continued compliance with WCAG over time, unless it has the evidence to support such claims."
"fully accessible" / "100% fixed"	DOJ guidance: "A 'clean' report does not necessarily mean everything is accessible."
"lawsuit-proof" / "protects you from claims"	MY TAKE: that is a legal outcome. I cannot promise it, and neither can a scan. Ask a lawyer.
"one-click fix" / "automatic fix"	DOJ guidance: automated checkers and overlays "need to be used carefully." It says pairing a manual check with automated checkers "can give you a better sense of the accessibility of your website."
"guaranteed" / "certified"	A first look at one page certifies nothing and guarantees nothing. Say what you checked and what you did not check (MY TAKE).

SAY THIS INSTEAD

- "Here is what I checked, what I found, and what I did not check."
- "These are fixes to consider. Your web developer should confirm each one."
- "This is a first look at one page. It is not a legal opinion."

The DOJ page I read is dated March 18, 2022 and says it does not reflect the requirements for state and local governments published April 24, 2024. Rules and guidance change: read the live pages, check your state and county rules, and ask a lawyer about legal questions. Get the business owner's OK before you scan or send findings, and never post a business's findings publicly (MY TAKE).

WHERE THIS COMES FROM (THE EXACT PAGES I CHECKED, OCT 10, 2026)

- ADA.gov: Guidance on Web Accessibility and the ADA (page dated March 18, 2022)
- W3C WAI: Selecting Web Accessibility Evaluation Tools
- W3C WAI: Understanding Success Criterion 1.4.3 Contrast (Minimum)
- WebAIM: WAVE Chrome, Firefox, and Edge extensions
- FTC: FTC Approves Final Order Requiring accessiBe to pay \$1 Million (April 22, 2025)

Captured October 10, 2026. Educational only. Not legal advice. Not affiliated with WebAIM, W3C, the FTC, accessiBe, the U.S. Department of Justice or Anthropic. No income or results are promised, and none are shown.

Want businesses to send your report to?

- I sell ready-made lists of businesses to contact. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Email your first prospects: EmailClik.com finds + verifies addresses (free version)