

The Inclusive Website Audit

Improve usability, accessibility, and
inclusivity across your website.

Comprehensive Audit Process

Say Yeah!

The initial phase

Reviewing technical issues, accessibility code compliance, and performance

The goal

Identify technical issues and areas where the code wasn't written with accessibility in mind, and identify high level performance issues, including an overall score of how your site is doing on high-level accessibility compliance issues and an overview of key issues on top-level pages of your site.

Typical issues identified

Code issues

- Issues with the HTML code's validity
- Missing landmark structure pages
- Alt tags missing from images
- Issues with heading hierarchy and menu structure
- Tab patterns and keyboard functionality (e.g. a non-functional skip navigation link)
- Issues with colour contrast

Performance issues

- Oversized images, components that have long load times
- Time to interaction for site pages
- Unused code that makes the site slower
- Server response time
- Third-party code and plugins that impact performance
- Load time on mobile devices

Further testing



We'll review interactive elements and usability across different screen sizes.

The goal

Identify issues that aren't strictly code related, or may involve more complex interaction issues with how users use your site. It will give you a full look at usability issues across your site, beyond the base level technical concerns identified in the first phase.

Typical issues identified

- Carousels, accordions or other elements that are challenging to use or have usability concerns on different devices
- Unintuitive or duplicate tab patterns (e.g. in menus or on cards)
- Focus states that are hard to identify, or ways of interacting with elements that are unclear
- How the site is perceived in black and white-e.g. error state visibility

Inclusivity & content



Reviewing language, images, and other ways users could be alienated by content

The goal

The goal of this phase is to identify areas where content needs to be revised to be accessible and inclusive, and how more personalized or user-input based features can better include people from across the market.

What this phase includes

- Ensuring diversity is represented in image choices for blog posts and other content
- Making sure forms and other inputs use gender and other identity inclusive language, and aren't rigid in their inputs
- Flagging content that is too complex or jargony, or is written at a level that users may have trouble understanding
- Auditing videos and other multimedia content to ensure transcripts/captions and other accessibility features are fully functional

Ready to take next steps to make your website and digital products more usable, accessible, and inclusive?

Starter Audit

\$499

A high level report covering the top usability, accessibility, and inclusivity issues.

Detailed Audit

\$2499

Guidance on complex accessibility & usability issues and more

Available at sayyeah.com/inclusive

Looking for more information?

Get in touch today.

866.SAY.YEAH (729.9234)
416.642.9694

reviews@sayyeah.com
sayyeah.com

Say Yeah!