



## WCAG 2.1 Level AA Success Criteria

# COMPLIANCE AUDIT

For [newmummycompany.ca](https://newmummycompany.ca) | Verdict: **Compliant!**

accessiBe is the web accessibility **market leader**, powering the accessibility of **tens-of-thousands** of websites, from **small businesses** to industry-leading **enterprises**.

This audit evaluates the adherence level of **newmummycompany.ca** as of Thu Mar 23 2023, to the "Web Content Accessibility Guidelines" (WCAG) 2.1 level AA success criteria.

Below you'll find the results for dozens of tests that focus mainly on 3 categories: **screen-reader** adjustments (for blind users), **keyboard navigation** adjustments (for the motor impaired) and **UI, design, and readability** adjustments (for the vision impaired).

#	Requirement	Relevant	Successes	Failures	Score
1	Elements that behave as buttons but are built using other tags such as span, div, a or others, should include a "role" attribute that equals to "button".	Yes	10	0	100%

### Code snapshots of some successful elements

```
<button class="slick-prev slick-arrow" aria-label="Previous" type="button" style="" >Previous</button>
```

```
<button class="slick-next slick-arrow" aria-label="Next" type="button" style="" >Next</button>
```

```
<button type="button" role="tab" id="slick-slide-control10" aria-controls="slick-slide10" aria-label="1 of 4" tabindex="-1" >1</button>
```

```
<button type="button" role="tab" id="slick-slide-control11" aria-controls="slick-slide11" aria-label="2 of 4" tabindex="-1" >2</button>
```

```
<button type="button" role="tab" id="slick-slide-control12" aria-controls="slick-slide12" aria-label="3 of 4" tabindex="0" aria-selected="true" >3</button>
```

```
<button type="button" role="tab" id="slick-slide-control13" aria-controls="slick-slide13" aria-label="4 of 4" tabindex="-1" >4</button>
```

```
<a id="read-more_0" class="read-more__link btn-text" style="cursor:pointer;" role="button" >Read More</a>
```

```
<a id="read-more_1" class="read-more__link btn-text" style="cursor:pointer;" role="button" >Read More</a>
```

```
<a id="read-more_2" class="read-more__link btn-text" style="cursor:pointer;" role="button" >Read More</a>
```

```
<button class="needsclick go3894874857 kl-private-reset-css-Xuajs1" type="button" tabindex="0" style="background: rgb(0, 0, 0); border-radius: 2px; border-style: none; border-color: rgb(0, 0, 0); border-width: 0px; color: rgb(255, 255, 255); font-fam...
```

- 2 Buttons should include text explaining their functionality, and if icons are used as buttons, a screen-reader only text or an "aria-label" attribute should be used for that description.

Yes

10

0

100%

### Code snapshots of some successful elements

```
<button class="slick-prev slick-arrow" aria-label="Previous" type="button" style="" >Previous</button>
```

```
<button class="slick-next slick-arrow" aria-label="Next" type="button" style="" >Next</button>
```

```
<button type="button" role="tab" id="slick-slide-control10" aria-controls="slick-slide10" aria-label="1 of 4" tabindex="-1" >1</button>
```

```
<button type="button" role="tab" id="slick-slide-control11" aria-controls="slick-slide11" aria-label="2 of 4" tabindex="-1" >2</button>
```

```
<button type="button" role="tab" id="slick-slide-control12" aria-controls="slick-slide12" aria-label="3 of 4" tabindex="0" aria-selected="true" >3</button>
```

```
<button type="button" role="tab" id="slick-slide-control13" aria-controls="slick-slide13" aria-label="4 of 4" tabindex="-1" >4</button>
```

```
<a id="read-more_0" class="read-more__link btn-text" style="cursor:pointer;" role="button" >Read More</a>
```

```
<a id="read-more_1" class="read-more__link btn-text" style="cursor:pointer;" role="button" >Read More</a>
```

```
<a id="read-more_2" class="read-more__link btn-text" style="cursor: pointer;" role="button" >Read More</a>
```

```
<button class="needsclick go3894874857 kl-private-reset-css-Xuajs1" type="button" tabindex="0" style="background: rgb(0, 0, 0); border-radius: 2px; border-style: none; border-color: rgb(0, 0, 0); border-width: 0px; color: rgb(255, 255, 255); font-fam...
```

- 3 [Links should include text that is setting expectations to what page they are leading to. If empty links are used as layout wrapping elements, a screen-reader only text or an "aria-label" attribute should be used for that description.](#)

Yes

55

1

98%

### Code snapshots of some successful elements

```
<a class="link-no-style" href="tel:1-844-237-4686" >1-844-237-4686</a>
```

```
<a href="tel:+1-289-837-4686" class="link-no-style" >+1-289-837-4686</a>
```

```
<a class="meta meta--xs black" href="/join-our-team" >CAREERS</a>
```

```
<a href="/services" class="icon-chevron" >Services</a>
```

```
<a title="Rental options available with New Mummy Co." href="https://newmummycompany.ca/rentals/" >Rentals</a>
```

```
<a title="Why choose New Mummy Co." href="https://newmummycompany.ca/why-nmc/" >Why NMC</a>
```

```
<a href="https://shop.newmummycompany.ca/" rel="noopener noreferrer" target="_blank" aria-label="New Mummy Co. online shop that opens in a new window" >    </a>
```

```
<a href="https://newmummycompany.ca/night-nanny-service/" class="nav__btn btn" > Hire a Night Nanny </a>
```

### Code snapshots of some failed elements

```
<a href="/" > <div class="logo__desktop" role="img" aria-label="New Mummy Co. logo"></div> </a>
```

- 
- 4 [Links that open in a new tab or a new window should either have an "aria-label" attribute or a screen-reader only element explaining to screen-readers that this opens in a new tab.](#)

Yes

8

0

100%

### Code snapshots of some successful elements

```
<a href="https://shop.newmummycompany.ca/" rel="noopener noreferrer" target="_blank" aria-label="New Mummy Co. online shop that opens in a new window" >       SITE CREDIT</a>
```

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5	<a href="#">An H1 title provides information to blind-users using screen-readers of what the main topic of the page is and each page should have exactly one H1 title.</a>	Yes	Pass	-	100%
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#### Code snapshots of some successful elements

```
<h1 class="hero__heading teal m-b-20">Delivering All of Your Pre &amp; Postnatal Needs</h1>
```

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6	<a href="#">HTML title elements (H1-6) should have texts. If images or links are used, they should include an alternative or screen-reader only text.</a>	Yes	26	0	100%
---	---	-----	----	---	------

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should include a "role" attribute that equals to "heading" or have their tags fixed.

8	Title levels should not be skipped and should be built with consistent hierarchy. For example: you cannot have "h4" titles and "h2" titles without having "h3" titles.	Yes	Pass	-	100%
9	Interactive elements such as links, buttons and form fields should all be navigable using the keyboard by either using a focusable element (a, button, input, etc.) or including the "tabindex" attribute that equals to "0".	Yes	Pass	-	100%
10	Interactive elements that can be navigated using the keyboard should be surrounded by a visual outline whenever they are focused.	No	Fail	-	-
11	Active popups should include an "aria-modal" attribute that equals to "true", and a "role" attribute that equals to "dialog", so screen-reader users know how to navigate within it.	No	0	0	-
12	Every page should include hidden links that by clicking on them (either using keyboard navigation or a screen-reader), the user will "skip" certain blocks directly to main landmarks such as main content, menu or footer.	Yes	Pass	-	100%

### Code snapshots of some successful elements

```
<a class="skip-to-content-link" href="#main" role="button" > Skip to content </a>
```

13	Elements that are hidden using CSS manipulations (opacity, height, text-indent).	No	0	0	-
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that equals to "false", or include it directly,

and have it dynamically changed to "true" when they become visible.

14	Elements that are hidden using CSS manipulations (opacity, height, text-indent, off-canvas, etc.) should include a "tabindex" attribute that is below 0, and have it dynamically changed to 0 when they become visible.	No	0	0	-
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15	Menus should either be built using the HTML5 "nav" element or include a "role" attribute that equals to "menu" or "navigation" to indicate a navigation landmark for screen-readers.	Yes	3	0	100%
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### Code snapshots of some successful elements

```
<nav class="menu-footer-left-container"><ul id="menu-footer-left" class="menu" ><li id="menu-item-105" class="menu-item menu-item-type-post_type menu-item-object-page menu-item-105"><a title="New Mummy Co. services available in Vancouver" href="https...
```

```
<nav class="menu-footer-right-container"><ul id="menu-footer-right-1" class="menu" ><li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-6258"><a href="https://newmummycompany.ca/covid/" >Covid </a></li> <li class="menu-item m...
```

```
<nav class="menu-footer-credits-container"><ul id="menu-footer-credits" class="list-inline meta meta--xs" ><li id="menu-item-6720" class="menu-item menu-item-type-post_type menu-item-object-page menu-item-6720"><a title="Sitemap for New Mummy Co." hr...
```

16	Menu items that have a dropdown menu include an "aria-haspopup" attribute that equals to "true".	No	0	0	-
----	--	----	---	---	---

17	Menu items that have a dropdown menu include an "aria-expanded" attribute that	No	0	0	-
----	--	----	---	---	---



dropdown.

18	Images should have an alternative text description that describes both the objects and the embedded text that the image contains, using the "alt" attribute.	Yes	16	0	100%
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### Code snapshots of some successful elements

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19	Background images that are not just for decoration purposes and should have the same treatment as standard images and include a "role" attribute that equals to "img" and an alternative text description in an "aria-label" attribute.	No	0	0	-
20	Font icons, SVG or images that are being used as spacers, decorations or their purpose is already described by the content should include a "role" attribute that equals to "presentation" or "none".	No	0	0	-
21	Figure elements that are used to display images should have a "role" attribute that equals to "none" and the image provide itself should provide the description using an "alt" attribute.	No	0	0	-
22	Every "area" element of a "map" tag should be regarded as a standard image and receive an alternative text description using an "alt" attribute.	No	0	0	-
23	Small or hidden tracker pixel images (often used for analytics or marketing purposes) should include a "role" attribute that equals to "none" or "presentation" so they are excluded from screen-readers.	No	0	0	-
24	Form fields should either include an "aria-label" attribute or a connected LABEL element describing the requirement of the field (email, phone, name, etc.).	Yes	Pass	-	100%

## Code snapshots of some successful elements

```
<input id="email_12557932" class="needsclick go890336221 kl-private-reset-css-Xuajs1" type="email" autocomplete="email" name="email" tabindex="0" placeholder="Enter your email" aria-label="Enter your email" aria-invalid="false" options="[object Objec...
```

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25	Form elements cannot have the same ID, or else their corresponding label will provide false information.	No	0	0	-
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26	Required form fields should include an "aria-required" attribute that equals to "true" so blind users using screen-readers know their validation.	No	Fail	-	-
----	---	----	------	---	---

#### Code snapshots of some failed elements

```
<input id="email_12557932" class="needsclick go890336221 kl-private-reset-css-Xuajs1" type="email" autocomplete="email" name="email" tabindex="0" placeholder="Enter your email" aria-label="Enter your email" aria-invalid="false" options="[object Objec...
```

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27	The validity status of every form element must be represented in the code at all times using the "aria-invalid" attributes and the "true/false" values, and change dynamically when the status changes.	No	0	0	-
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28	aria-describedby and aria-labeledby attributes should be connected by ID to an element that either has text description or an "aria-label" attribute.	Yes	4	0	100%
----	---	-----	---	---	------

#### Code snapshots of some successful elements

```
<div class="slick-slide" data-slick-index="0" aria-hidden="true" style="width: 1428px;" tabindex="-1" role="tabpanel" id="slick-slide10" aria-describedby="slick-slide-control10" > <article class="service__article" > <figure clas...
```

```
<div class="slick-slide" data-slick-index="1" aria-hidden="true" style="width: 1428px;" tabindex="-1" role="tabpanel" id="slick-slide11" aria-describedby="slick-slide-control11"> <article class="service__article"> <figure class=...
```

```
<div class="slick-slide slick-current slick-active slick-center" data-slick-index="2" aria-hidden="false" style="width: 1428px;" tabindex="0" role="tabpanel" id="slick-slide12" aria-describedby="slick-slide-control12"> <article class="servi...
```

```
<div class="slick-slide" data-slick-index="3" aria-hidden="true" style="width: 1428px;" tabindex="-1" role="tabpanel" id="slick-slide13" aria-describedby="slick-slide-control13"> <article class="service__article"> <figure class=...
```

---

29	All forms should have a submission button that is built as an input type "submit" or a "button" element, or include a "role" tag that equals to "button". Buttons can be hidden if the form can be submitted using the Enter key.	Yes	Pass	-	100%
----	---	-----	------	---	------

### Code snapshots of some successful elements

```
<form class="needsclick klaviyo-form klaviyo-form-version-cid_1 kl-private-reset-css-Xuajs1" data-testid="klaviyo-form-SnGfXL" novalidate="" tabindex="-1" style="display: flex; flex-direction: row; box-sizing: border-box; width: 100%; overflow: visib...
```

---

30	Search forms should include a "role" tag that equals to "search" (or be wrapped by one) to indicate a search landmark for screen-readers.	No	0	0	-
----	---	----	---	---	---

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31	The title tag of the HEAD section (also the title that appears in the browser tab and Search Engine result pages) should exist and describe the name of the current webpage for screen-reader users.	Yes	Pass	-	100%
----	--	-----	------	---	------

### Code snapshots of some successful elements

- |    |  |     |      |   |      |
|----|--|-----|------|---|------|
| 32 | The HTML tag should include a "lang" attribute that represents the main language of the webpage so screen-readers can calibrate on it for blind users. | Yes | Pass | - | 100% |
|----|--|-----|------|---|------|

#### Code snapshots of some successful elements

```
<html lang="en-CA" class="zeynep-initialized"><head> <meta charset="UTF-8"> <meta name="viewport" content="width=device-width, initial-scale=1.0"> <meta name="description" content="New Mummy Co Night Nannies care for your baby overnight. Night ...
```

- |    |  |     |      |   |      |
|----|--|-----|------|---|------|
| 33 | The meta viewport tag should allow vision impaired users to pinch-zoom at least double the standard scaling using the user-scalable="yes" and maximum-scale={2 or higher} content strings. | Yes | Pass | - | 100% |
|----|--|-----|------|---|------|

#### Code snapshots of some successful elements

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

- |    |   |     |   |   |      |
|----|---|-----|---|---|------|
| 34 | Landmarks such as main content and footer should be built using their corresponding HTML5 element or include a description using an "aria-label" attribute and a "role" tag that equals to "contentinfo" or "main". Landmarks such as search and navigation are tested in other sections. | Yes | 3 | 0 | 100% |
|----|---|-----|---|---|------|

#### Code snapshots of some successful elements

```
<main class="page-wrapper" role="main" id="main"> <!-- MOTION BACKGROUND --> <div class="grid-container full"> <div class="grid-x"> <div class="cell small-12"> <div class="bkgd-waves__container"> <div class="bkgd-waves__content...
```

```
<footer class="footer bkgd--teal p-t-30"> <!-- MAIN FOOTER --> <div class="grid-container"> <div class="grid-x grid-margin-x align-center "> <div class="cell small-11 medium-11 large-auto align-middle medium-text-center large-te...
```

- 
- |    |   |    |   |   |   |
|----|---|----|---|---|---|
| 35 | Font sizes should be at least 11px in size in order to stay readable in the majority of font families. This should be verified also when using dynamic units such as REM or percents. | No | 0 | 7 | - |
|----|---|----|---|---|---|

#### Code snapshots of some successful elements

```
<button class="slick-prev slick-arrow" aria-label="Previous" type="button" style="" >Previous</button>
```

```
<a href="https://newmummycompany.ca/location/calgary/" rel="tag" tabindex="0" >Calgary</a>
```

```
<a href="https://newmummycompany.ca/location/oakville/" rel="tag" tabindex="0" >Oakville</a>
```

```
<a href="https://newmummycompany.ca/location/toronto/" rel="tag" tabindex="0" >Toronto</a>
```

```
<a href="https://newmummycompany.ca/location/virtual/" rel="tag" tabindex="0" >Virtual</a>
```

```
<a href="https://newmummycompany.ca/location/wider-gta/" rel="tag" tabindex="0" >Wider GTA</a>
```

```
<button class="slick-next slick-arrow" aria-label="Next" type="button" style="" >Next</button>
```

- 
- |    |  |     |      |   |      |
|----|--|-----|------|---|------|
| 36 | Letter spacing should not be set to below -1px in order to stay readable in the majority of font families. This should be verified also when using dynamic units such as REM or percents | Yes | Pass | - | 100% |
|----|--|-----|------|---|------|

37 Elements that have texts should meet a minimum contrast ratio of 4.5:1 between their foreground (usually text color) and background color.

Yes

75

75

50%

### Code snapshots of some successful elements

```
<span class="meta meta--xs black toll-free-banner__number"> TF CA: <a class="link-n...
```

```
<a class="link-no-style" href="tel:1-844-237-4686" >1-844-237-4686</a>
```

```
<a href="tel:+1-289-837-4686" class="link-no-style" >+1-289-837-4686</a>
```

```
<a class="meta meta--xs black" href="/join-our-team" >CAREERS</a>
```

```
<a href="/services" class="icon-chevron" >Services</a>
```

```
<a title="Rental options available with New Mummy Co." href="https://newmummycompany.ca/rentals/" >Rentals</a>
```

```
<a title="Why choose New Mummy Co." href="https://newmummycompany.ca/why-nmc/" >Why NMC</a>
```

```
<a href="https://newmummycompany.ca/night-nanny-service/" class="nav__btn btn" > Hire a Night Nanny </a>
```

```
<p class="m-0 black">We've updated our look!</p>
```

```
<p class="m-0 black">We are the industry's leading experts in Night Nannies – Trusted for over 20 years!</p>
```

### Code snapshots of some failed elements

```
<h1 class="hero__heading teal m-b-20">Delivering All of Your Pre & Postnatal Needs</h1>
```

```
<p class="meta">Why NMC</p>
```

```
<p class="intro p-t-20 m-b-20">New Mummy Co. has been a leader in newborn care for over 20 years. We truly understand all the challenges that parenthood brings.</p>
```

```
<h2 class="h6 m-t-20 m-b-10">Trusted</h2>
```

```
<p class="m-b-0">Our onboarding process is stringent and all of our team members follow the same thorough screening process. We have been trusted by over 10,000 Canadian families.</p>
```

```
<h2 class="h6 m-t-20 m-b-10">Professional</h2>
```

```
<p class="m-b-0">Our newborn services are provided by experienced professionals in the comfort and privacy of your own home. We receive constant feedback on how our team are performing.</p>
```

```
<h2 class="h6 m-t-20 m-b-10">Diverse</h2>
```

```
<p class="m-b-0">We boast a list of over 17 newborn services for your family to choose from along with our popular hospital grade breast pump rentals.</p>
```

```
<h2 class="h6 m-t-20 m-b-10">Crafted</h2>
```

---

38	Carousels should include an "aria-label" attribute that equals to "carousel"/"slider" or something else that indicates the functionality, as well as be tagged as a landmark for screen-readers using a "role" tag that equals to "contentinfo".	No	0	0	-
----	--	----	---	---	---

---

39	Control elements such as next and	Yes	2	0	100%
----	-----------------------------------	-----	---	---	------



that explains the functionality to screen-readers.

### Code snapshots of some successful elements

```
<button class="slick-prev slick-arrow" aria-label="Previous" type="button" style="" >Previous</button>
```

```
<button class="slick-next slick-arrow" aria-label="Next" type="button" style="" >Next</button>
```

---

40	A common accessibility mistake is to treat carousels as live regions using the "aria-live" attribute and the "polite" or the "assertive" values. Using this practice will cause screen-readers to cut and skip announcements.	No	0	0	-
----	---	----	---	---	---

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41	Carousel pagination items (usually used as small dots at the bottom of the carousel) should indicate their functionality and slide number they control using an "aria-label" and a screen-reader only text.	Yes	4	0	100%
----	---	-----	---	---	------

### Code snapshots of some successful elements

```
<button type="button" role="tab" id="slick-slide-control10" aria-controls="slick-slide10" aria-label="1 of 4" tabindex="-1" >1</button>
```

```
<button type="button" role="tab" id="slick-slide-control11" aria-controls="slick-slide11" aria-label="2 of 4" tabindex="-1" >2</button>
```

```
<button type="button" role="tab" id="slick-slide-control12" aria-controls="slick-slide12" aria-label="3 of 4" tabindex="0" aria-selected="true" >3</button>
```

```
<button type="button" role="tab" id="slick-slide-control13" aria-controls="slick-slide13" aria-label="4 of 4" tabindex="-1" >4</button>
```

42	Tables that are being used as layout structures should include a "role" attribute that equals to "presentation" to indicate to screen-readers that it is not really a table.	No	0	0	-
43	If nested tables are used (a table element within a table cell), set the nested tables "role" attribute to "presentation".	No	0	0	-
44	Tables that are missing a THEAD row with TH elements, should include a "role" attribute that equals to "rowheader" on the TD elements of the TR that represents the visual table headings.	No	0	0	-
45	Visually deleted texts (often used to show a previous price of a sale) should include an "aria-label" attribute or a screen-reader only text that explains this is deleted text.	No	0	0	-
46	Breadcrumbs main element should include a "role" attribute that equals to "navigation" and an "aria-label" attribute that describes the functionality."	No	0	0	-
47	Ratings/scores that are represented visually using stars, meters or other indicators should either have an "aria-label" attribute or a screen-reader only texts conveying the score/rate.	No	0	0	-
48	Making use of an accessibility interface helps to ensure that vision impaired users can adjust some of the UI and the design (font-size, colors, spacing, etc.) to their needs. It is not a compliance requirement, but can help to improve compliance.	No	0	0	-
49	Image elements should include a "title" or	Yes	0	0	100%

purpose, the functionality or the destination

of the iframe, or be tagged hidden for screen-readers if irrelevant.

### Code snapshots of some successful elements

```
<iframe width="100%" height="410" src="https://www.youtube.com/embed/kfW2  
ZOAyijE?autoplay=0&showinfo=0&controls=0" title="What are Newborn  
Night Nannies?" frameborder="0" allow="accelerometer; autoplay; clipboard  
-write; encrypted-media; gyros...
```