



Make Your Website Work for Everyone

A Small Business Guide to WCAG 2.2 Compliance

1B+

People worldwide live with a disability.

An inaccessible website means you're missing a significant part of the market.

Who Are You Missing?

Accessibility opens your digital door to everyone, including users with:



Visual Impairments (blindness, low vision, color blindness)



Auditory Impairments (deafness, hard of hearing)



Motor Impairments (inability to use a mouse)



Cognitive Impairments (learning disabilities, memory issues)

Accessibility is Good Business



Expand Your Reach

Tap into a new and loyal customer base with significant spending power.



Mitigate Legal Risks

Compliance with standards like WCAG 2.2 is your best defense against accessibility lawsuits.



Enhance Your Brand

Show customers you value inclusivity and social responsibility, building strong brand loyalty.



Improve Your SEO

Good accessibility practices (like alt text and clear headings) are also great SEO practices.

Your Guide: The 4 POUR Principles

WCAG is built on four core principles. Every part of your site must be:

Perceivable

Users must be able to perceive the content. This means providing text alternatives for audio and visual content (like alt text and captions).

Operable

Users must be able to navigate your site. This includes making everything usable with just a keyboard, not only a mouse.

Understandable

The information and operation must be clear. This means using simple language and creating predictable, consistent navigation.

Robust

Content must be compatible with various technologies, especially assistive technologies like screen readers.

What's New in WCAG 2.2?

The latest update introduces new guidelines (at Level A/AA) focused on improving usability for more people.

2.4.11 Focus Not Obscured

Sticky headers, footers, or cookie banners must not hide the item that has keyboard focus.

2.5.7 Dragging Movements

Any "drag-and-drop" feature must have a simple alternative, like "Move Up" / "Move Down" buttons.

2.5.8 Target Size (Minimum)

Clickable targets (like buttons and icons) must be at least 24x24 pixels in size.

3.2.6 Consistent Help

Help mechanisms (like a contact link or phone number) must be in the same place on every page.

3.3.7 Redundant Entry

In a multi-step process, users should not have to re-enter the same information (e.g., "Use shipping for billing").

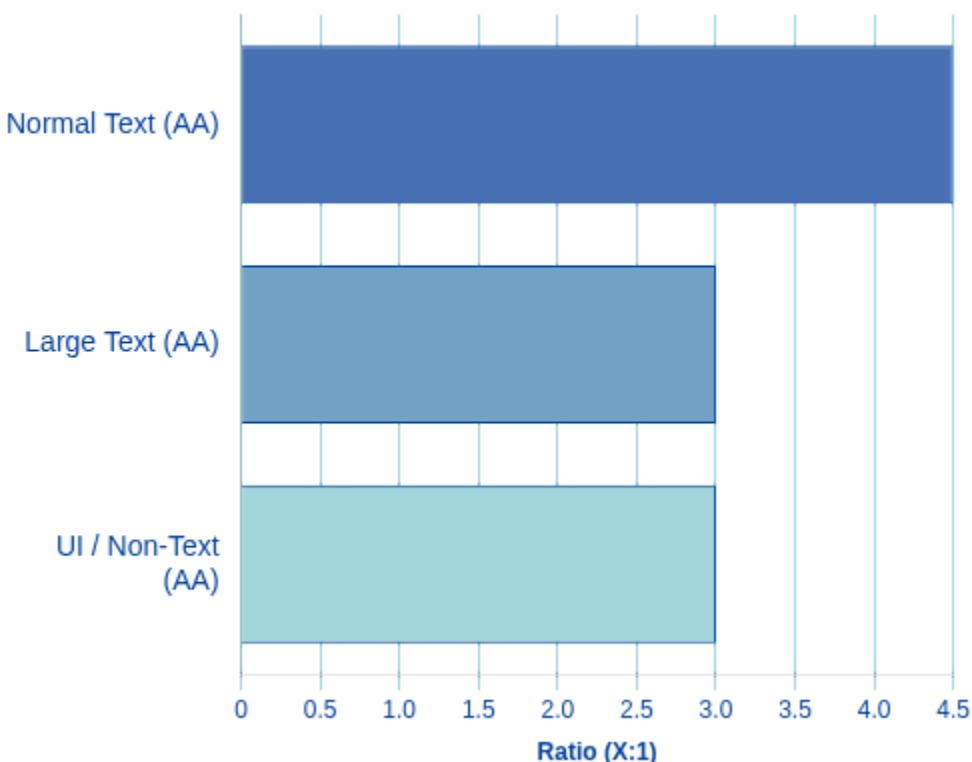
3.3.8 Accessible Authentication

Login forms must not rely on a cognitive test (like solving a puzzle) and must support password managers.

Key Action Items: A Quick-Win Checklist

Make Content Legible

Contrast is one of the most common accessibility issues. Ensure your text and UI elements are easy to see.



Make Interactions Easy

Your site must be usable without a mouse and easy to use on mobile devices.

Minimum Target Size (2.5.8)

All buttons & icons must be at least **24x24 pixels**.

Accessible Authentication (3.3.8)

- ✓ Allow password managers & copy-paste.
- ✗ Avoid "solve this puzzle" CAPTCHAs.

Keyboard Navigation

Focus Visible (2.4.7): A clear outline must show which item is selected.

Skip Links (2.4.1): Add a link to "Skip to main content".

Your 5-Step Accessibility Plan

Perfection isn't the goal—progress is. Here's how your small business can start.

1

Audit

Use free tools like WAVE or Lighthouse to find basic issues.



2

Prioritize

Fix high-impact pages first: your homepage, contact form, and checkout.



3

Fix New Rules

Check target sizes, sticky headers, and login forms for WCAG 2.2.



4

Publish

Post an Accessibility Statement showing your commitment and a way to report issues.



5

Iterate

Make accessibility part of your workflow, not an afterthought.