

Shopify Accessibility Fix Checklist

What to fix in the theme before you pay for a widget. Built by Kaspian Fuad, Shopify developer.

Widget cost at \$2M revenue

UserWay Small Biz: \$1,490/yr

Up to 1M page views a month.

accessiBe Scale: \$3,990/yr

Up to 100K visits, estimated from Similarweb.

AudioEye Managed: quote

Assurance terms are in the contract only.

Widget weight (measured Oct 2026)

accessiBe: 250KB gz / 908KB raw

One bundle. ~80ms blocking time.

AudioEye: 120KB gz / 388KB raw

Vendor claims ~100KB.

UserWay: 118KB gz / 383KB raw

8 files incl. remediation modules.

Theme fix: 0KB

No script, permanent.

Legal reality check

FTC order, Apr 22 2025

accessiBe paid \$1M; no WCAG-compliance claims without evidence.

95 to 155 suits a month

Against companies already running widgets (UsableNet 2025).

64% of sued firms < \$25M

Small stores are the main target.

1. Color contrast

Sale badges, light gray prices

4.5:1 for body text, 3:1 for large text.

Text over hero images

Add an overlay or solid backing.

2. Keyboard focus

Tab through PDP to checkout

Focus outline must stay visible.

Cart drawer + popups

Focus moves in, Esc closes, focus returns.

3. Form labels

Newsletter + search inputs

Visible label or aria-label.

Variant pickers

Fieldset + legend for each option.

4. Images + alt text

Product images

Describe the product, never the file name.

Decorative images

alt="" so screen readers skip them.

5. Headings + structure

One H1 per page

Watch sections and apps that add their own.

Logical H2/H3 order

No skipped levels for styling.

6. Apps and embeds

Review, upsell, chat widgets

Tab through each one on mobile and desktop.

Remove dead app code

Leftover scripts break focus too.

5-minute self check

Lighthouse Accessibility

Home, collection, product: aim for 90+.

Unplug the mouse

Add to cart, open and close the drawer.

Keep a dated fix log

Proof of good-faith remediation.

7. Motion and media

Autoplay sliders + video

Add pause controls; respect reduced motion.

Video captions

Captions on product and hero video.

8. Error messages

Form errors

Announce in text, not color alone.

Out of stock / variant unavailable

State it in words next to the button.

9. Links and buttons

Icon-only buttons

Cart, search, close need accessible names.

Generic 'Shop now' links

Make the destination clear in the text.

What a widget will not do

Fix theme code

Barriers stay in the HTML underneath.

Stop a demand letter

Litigation support pays after, not before.

Cost nothing to load

Every widget is third-party JavaScript.