



WCAG 2.1 Level AA Success Criteria

# COMPLIANCE AUDIT

For apolloneuro.com | 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 **apolloneuro.com** as of Wed May 26 2021, 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).

*This audit is subjected to the [terms of service](#)*

#	Requirement	Relevant	Successes	Failures	Score
1	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%
<b>Code snapshots of some successful elements</b>					
	<pre>&lt;input type="email" value="" placeholder="Enter your email" name="contact[email]" id="Email-9db98550-c8d6-446b-bd4b-cb00b59535a9" class="footer__newsletter-input" autocorrect="off" autocapitalize="off"&gt;</pre>				
2	Form elements cannot have the same ID, or else their corresponding label will provide false information.	No	0	0	-
3	Required form fields should include an "aria-required" attribute that equals to "true" so blind users using screen-readers know their validation.	No	0	0	-
4	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	-
5	aria-describedby and aria-labelledby attributes should be connected by ID to an element that either has text description or an "aria-label" attribute.	No	0	0	-
6	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	Yes	Pass	-	100%

form can be submitted using the Enter key.

### Code snapshots of some successful elements

```
<form method="post" action="/contact" id="newsletter-footer" accept-charset="UTF-8" class="contact-form"><input type="hidden" name="form_type" value="customer" ><input type="hidden" name="utf8" value="✓" ><label for="Email-9db98550-c8d6-446b-bd4b-cb0...">
```

7	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	-
8	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	-
9	Control elements such as next and previous icons should include an "aria-label" attribute or a screen-reader only text that explains the functionality to screen-readers.	Yes	2	0	100%

### Code snapshots of some successful elements

```
<button data-id="prevArrowTemplate" class="slick-prev" aria-label="Previous" type="button" > <svg xmlns="http://www.w3.org/2000/svg" class="icon icon-chevron-left" viewBox="0 0 256 512" ><path d="M238.475 475.535l7.071-7.07c4.686-4.686 4.686...">
```

```
<button data-id="nextArrowTemplate" class="slick-next" aria-label="Next" type="button" > <svg xmlns="http://www.w3.org/2000/svg" class="icon icon-chevron-right" viewBox="0 0 256 512" ><path d="M17.525 36.465l-7.071 7.07c-4.686-4.686 4.686 12...">
```

10	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	-
11	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.	No	0	0	-
12	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

```
<title>Apollo Neuro | Wearable Touch Therapy for Stress Relief </title>
```

13	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%
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### Code snapshots of some successful elements

```
<html class="js sticky-header" lang="en" dir="ltr"><head><base href="https://apollo-neuro.com"><meta name="aceClient" content="true"><meta name="aceToken" content="60ae7d85c5dab181dd54c912"><meta name="aceWebsite" content="apolloneuro.com"><meta name...
```

14	The meta viewport tag should allow vision impaired users to pinch-zoom at	Yes	Pass	-	100%
----	---	-----	------	---	------

least double the standard scaling using the user-scalable="yes" and maximum-scale={2 or higher} content strings.

### Code snapshots of some successful elements

```
<meta name="viewport" content="width=device-width,initial-scale=1">
```

15	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	2	0	100%
----	---	-----	---	---	------

### Code snapshots of some successful elements

```
<main class="main-content" id="MainContent"> <!-- BEGIN content_for_index --><div i  
d="shopify-section-1602213897407088f7" class="shopify-section index-section--hero">  
<div data-section-id="1602213897407088f7" data-section-type="slideshow-s...
```

```
<footer class="site-footer" data-section-id="footer" data-section-type="footer-section">  
<div class="page-width"> <div class="footer_content"> <div class="footer_logo-new  
sletter-wrapper"><div class="footer_logo-wrapper"><style data-sho...
```

16	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	-
----	--	----	---	---	---

17	Breadcrumbs main element should include a "role" attribute that equals to "navigation" and an "aria-label" attribute that describes the functionality."	No	0	0	-
----	---	----	---	---	---

18	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	-
19	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	-
20	Iframe elements should include a "title" or an "aria-label" attribute explaining the purpose, the functionality or the destination of the iframe, or be tagged hidden for screen-readers if irrelevant.	Yes	3	0	100%

### Code snapshots of some successful elements

```
<iframe src="about:blank" title="" loading="eager" style="width: 0px; height: 0px; border: 0px; display: none;"></iframe>
```

```
<iframe src="//www.youtube.com/embed/myoHeF8lrtE?rel=0&showinfo=0&v=q=720" width="850" height="480" frameborder="0" title="Video" allowfullscreen=""></iframe>
```

```
<iframe data-product="web_widget" title="No content" tabindex="-1" aria-hidden="true" src="about:blank" style="width: 0px; height: 0px; border: 0px; position: absolute; top: -9999px;"></iframe>
```

21	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%
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22	Interactive elements that can be navigated using the keyboard should be surrounded by a visual outline whenever they are focused.	No	Fail	-	-
23	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	-
24	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="in-page-link visually-hidden skip-link" href="#MainContent" >Skip to content
</a>
```

25	Elements that are hidden using CSS manipulations (opacity, height, text-indent, off-canvas, etc.) should be wrapped inside an element with an "aria-hidden" attribute that equals to "false", or include it directly, and have it dynamically changed to "true" when they become visible.	No	0	0	-
26	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	-
27	Images should have an alternative text description that describes both the objects and the embedded text	Yes	23	4	85%

that the image contains, using the "alt" attribute.

## Code snapshots of some successful elements

```
</span>
```

```
<svg version="1.1" id="Capa_1" xmlns="http://www.w3.org/2000/svg" xmlns:xlink="htt  
p://www.w3.org/1999/xlink" x="0px" y="0px" viewBox="0 0 487 487" xml:space="pres  
erve" > <g> <path d="M482,234.839l-116.5-67.261c-4.783-2.761-10.898-1.122-13.66,  
3.66c...
```

```
<svg xmlns="http://www.w3.org/2000/svg" class="icon icon-chevron-left" viewBox="0 0 256 512" ><path d="M238.475 475.535l7.071-7.07c4.686-4.686 4.686-12.284 0-16.97 1L50.053 256 245.546 60.506c4.686-4.686 4.686-12.284 0-16.97l-7.071-7.07c-4.686-4.686..."
```

```
<svg xmlns="http://www.w3.org/2000/svg" class="icon icon-chevron-right" viewBox="0 0 256 512" ><path d="M17.525 36.465l-7.071 7.07c-4.686 4.686-4.686 12.284 0 16.97 1L205.947 256 10.454 451.494c-4.686 4.686-4.686 12.284 0 16.97l7.071 7.07c4.686 4.686..."
```

## Code snapshots of some failed elements

```
<svg version="1.1" id="Capa_1" xmlns="http://www.w3.org/2000/svg" xmlns:xlink="http://www.w3.org/1999/xlink" x="0px" y="0px" viewBox="0 0 487 487" xml:space="preserve" > <g > <path d="M482,234.839l-116.5-67.261c-4.783-2.761-10.898-1.122-13.66,3.66c..."
```

```
<svg xmlns="http://www.w3.org/2000/svg" width="104" height="92" viewBox="0 0 104 92" fill="none" ><path d="M29.3922 0C13.1848 0 0 13.1964 0 29.4159C0 32.1641 0.265233 34.7871 0.735312 37.3052H4.99281C4.46033 34.7913 4.16 32.1682 4.16 29.4159C4.16 15....
```

```
<svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 86 94" fill="none" ><path d="M3 3L42.9983 37.8676L64.4282 19.1168L82.7899 3.05074" stroke="#44A492" stroke-width="4.5" stroke-linecap="round" ></path><path d="M3 30.7217L42.9983 65.5893L64.4282 46....
```

```
<svg xmlns="http://www.w3.org/2000/svg" width="107" height="100" viewBox="0 0 107 100" fill="none" ><path fill-rule="evenodd" clip-rule="evenodd" d="M12.9761 74.1949C14.7783 76.749 16.8481 79.1507 19.1278 81.3335C21.4069 83.5155 23.9142 85.4962 26.58..."
```

```
<svg xmlns="http://www.w3.org/2000/svg" width="98" height="62" viewBox="0 0 98 62" fill="none" ><path fill-rule="evenodd" clip-rule="evenodd" d="M98 61.4286V56.8997H97C94.9612 56.8997 93.4768 56.5026 92.2435 55.9152C90.9875 55.3169 89.9576 54.5079 88..."
```

```
<svg xmlns="http://www.w3.org/2000/svg" width="106" height="101" viewBox="0 0 106 101" fill="none" ><path d="M95.2483 34.7318C97.1462 28.1345 95.2589 21.0689 90.2852 16.1513C85.3115 11.2337 77.9917 9.19602 71.0362 10.7928C67.5178 4.8263 360.9501 1.09..."
```

30	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	-
31	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	-
32	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	-
33	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.	Yes	Pass	-	100%

### Code snapshots of some successful elements

```
<h1 class="site-header__logo" itemscope="" itemtype="http://schema.org/Organization"> <span class="visually-hidden">Apollo Neuro</span> <a href="/" itemprop="url" class="site-header__logo-link logo--has-inverted" > <img class="s..."
```

34	HTML title elements (H1-6) should have texts. If images or links are used, they should include an alternative or screen-reader only text.	Yes	13	0	100%
35	Elements that visually appear as titles but are coded with a non-heading HTML Tag should include a "role" attribute that equals to "heading" or have their tags fixed.	No	0	5	-

## Code snapshots of some failed elements

```
<div class="hero__subtitle"> <div class="animation-cropper" > <div class="animation-contents"> Apollo Neuro helps your body recover from stress, so you ca...
```

```
<p class="h3 feature-row__text-heading">A wearable hug, for your not-so-nervous system.</p>
```

```
<p>Easy to use, anywhere, day or night </p>
```

```
<p>The more you use it, the better it works&nbsp;</p>
```

```
<p>Works without drugs or side effects</p>
```

36	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%
37	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	-
38	If nested tables are used (a table element within a table cell), set the nested tables "role" attribute to "presentation".	No	0	0	-
39	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	-
40	Menus should either be built using the	Yes	Pass	-	100%

HTML5 "nav" element or include a "role" attribute that equals to "menu" or "navigation" to indicate a navigation landmark for screen-readers.

### Code snapshots of some successful elements

```
<ul class="site-nav site-navigation medium-down--hide" role="navigation" aria-label="Primary"><li class="site-nav__item site-nav__expanded-item"> <a href="/pages/how-it-works" class="site-nav__link site-nav__link--underline"> How ...
```

41	Menu items that have a dropdown menu include an "aria-haspopup" attribute that equals to "true".	No	0	0	-
42	Menu items that have a dropdown menu include an "aria-expanded" attribute that equals to "false" that changes to "true" and back when opening or closing the dropdown.	No	0	0	-
43	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.	Yes	Pass	-	100%
44	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%
45	Elements that have texts should meet a minimum contrast ratio of 4.5:1 between their foreground (usually text color) and background color.	Yes	53	34	61%

### Code snapshots of some successful elements

```
<a href="/pages/how-it-works" class="site-nav__link site-nav__link--underline" > How it works </a>
```

```
<a href="/pages/science" class="site-nav__link site-nav__link--underline" > Science </a>
```

```
<a href="/pages/reviews" class="site-nav__link site-nav__link--underline" > Reviews </a>
```

```
<a href="/pages/press" class="site-nav__link site-nav__link--underline" > Press </a>
```

```
<a href="/products/apollo-band" class="site-nav__link site-nav__link--underline" > Bands </a>
```

```
<a href="/cart" class="site-nav__link site-nav__link--underline js-drawer-open-cart" aria-label="Cart open" > Cart </a>
```

```
<a href="/products/apollo-neuro" class="site-nav__link header-item--product-link" >Get Apollo</a>
```

```
<div class="animation-contents"> Get to know a calmer, more mindful you. </div>
```

```
<div class="animation-contents"> Apollo Neuro helps your body recover from stress, so you can sleep better, focus, and relax. </div>
```

```
<span>Get Apollo</span>
```

## Code snapshots of some failed elements

```
<h2 class="section-header__title">Apollo improves:</h2>
```

```
<span class="logo-bar__heading">HRV</span>
```

```
<span class="logo-bar__heading">FOCUS</span>
```

```
<span class="logo-bar__heading">SLEEP</span>
```

```
<span class="logo-bar_heading">CALM</span>
```

```
<span class="logo-bar_heading">PHYSICAL RECOVERY</span>
```

```
<p class="h3 feature-row_text-heading">A wearable hug, for your not-so-nervous system.</p>
```

```
<p>Apollo Neuro is scientifically sound, wearable touch therapy that you wear on your ankle or wrist. Apollo's silent, soothing vibrations speak to your nervous system, telling you that you're safe and in control. Developed by neuroscientists and physi...</p>
```

```
<p>Rather than tracking your health, Apollo Neuro is proven to actively improve it. As Apollo strengthens and rebalances your autonomic nervous system, your heart rate variability (HRV) improves – which means you're building your resilience to stress...</p>
```

```
<p>Like a workout for your nervous system, consistency is key. The more you use it, the better it works.</p>
```

46	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	Pass	-	100%
----	---	-----	------	---	------

### Code snapshots of some successful elements

```
<button type="submit" class="btn-primary btn-primary--arrow-mob footer_newsletter-button" name="commit" aria-label="Subscribe" > <span> Subscribe </span> <svg version="1.1" id="Capa_1" xml...
```

47	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	Pass	-	100%
----	---	-----	------	---	------

### Code snapshots of some successful elements

```
<button type="submit" class="btn-primary btn-primary--arrow-mob footer__newsletter-button" name="commit" aria-label="Subscribe" > <span> Subscribe </span> <svg version="1.1" id="Capa_1" xml...
```

48	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	42	0	100%
----	---	-----	----	---	------

## Code snapshots of some successful elements

```
<a href="/" itemprop="url" class="site-header__logo-link logo--inverted" >  How it works </a>
```

```
<a href="/pages/science" class="site-nav__link site-nav__link--underline" > Science </a>
```

```
<a href="/pages/reviews" class="site-nav__link site-nav__link--underline" > Reviews </a>
```

```
<a href="/pages/press" class="site-nav__link site-nav__link--underline" > Press </a>
```

```
<a href="/products/apollo-band" class="site-nav__link site-nav__link--underline" > Bands </a>
```

```
<a href="/cart" class="site-nav__link site-nav__link--underline js-drawer-open-cart" aria-label="Cart open" > Cart </a>
```

```
<a href="/products/apollo-neuro" class="site-nav__link header-item--product-link" >Get Apollo</a>
```

```
<a href="/products/apollo-neuro" class="btn hero-btn" tabindex="0" > <span>Get Apollo</span> <svg version="1.1" id="Capa_1" xmlns="http://www.w3.org/2000/svg" xmlns
```

s:xlink="http://ww...

```
<a href="/products/apollo-neuro " class="hero_lwi-link small-hide" aria-label="Apollo N euro" tabindex="0" > <img class="hero_lwi-img lazyautosizes lazyloaded" data-aspectr atio="0.7250554323725056" data-sizes="auto" data-...
```

49	<a href="#">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.</a>	Yes	8	4	67%
----	--	-----	---	---	-----

### Code snapshots of some successful elements

```
<a href="/blogs/news/clinical-study-validates-that-apollo-improves-cognitive-performanc e-and-heart-rate-variability-hrv" aria-label="Study participants saw improved..." target=" _blank" > <img class="index-iwl_item-image laz...
```

```
<a href="/blogs/news/100-of-children-with-adhd-and-anxiety-experience-symptom-impr ovement-with-apollo-in-pilot-study" aria-label="Precision neurodevelopmental pediatrics pilot..." target="_blank" > <img class="index-iwl_ite...
```

```
<a href="/blogs/news/apollo-reduces-stress-in-nursing-staff-by-40-in-two-weeks" aria-lab el="In an evaluation of..." target="_blank" > <img class="index-iwl_item-image lazyaut osizes lazyloaded" data-widths="[180, 360, 540, 7...
```

```
<a href="/blogs/news/apollo-studies-for-ptsd-are-underway" aria-label="A PTSD study wi th..." target="_blank" > <img class="index-iwl_item-image lazyautosizes lazyloaded" d ata-widths="[180, 360, 540, 720, 900, 1080]" data-as...
```

```
<a target="_blank" rel="noopener" href="https://www.linkedin.com/company/apollo-ne uro/" title="Apollo Neuro on LinkedIn" > <svg aria-hidden="true" focusable="false" role ="presentation" class="icon icon-linkedin" viewBox="0 0 24 24"> ...
```

```
<a target="_blank" rel="noopener" href="https://www.facebook.com/ApolloNeuroscienc e/" title="Apollo Neuro on Facebook" > <svg aria-hidden="true" focusable="false" role= "presentation" class="icon icon-facebook" viewBox="0 0 32 32"> <...
```

```
<a target="_blank" rel="noopener" href="https://www.twitter.com/apollo_neuro" title=" Apollo Neuro on Twitter" > <svg aria-hidden="true" focusable="false" role="presentatio n" class="icon icon-twitter" viewBox="0 0 32 32"> <path fill=...
```

```
<a target="_blank" rel="noopener" href="https://www.instagram.com/apolloneuro/" title="Apollo Neuro on Instagram" > <svg aria-hidden="true" focusable="false" role="presentation" class="icon icon-instagram" viewBox="0 0 32 32"> <path...
```

## Code snapshots of some failed elements

```
<a href="/blogs/news/clinical-study-validates-that-apollo-improves-cognitive-performance-and-heart-rate-variability-hrv" class="index-iwl_item-link" target="_blank" >Clinical study validates that Apollo improves cognitive performance and Heart Rate ...
```

```
<a href="/blogs/news/100-of-children-with-adhd-and-anxiety-experience-symptom-improvement-with-apollo-in-pilot-study" class="index-iwl_item-link" target="_blank" >100% of children with ADHD and anxiety experience symptom improvement with Apollo in p...
```

```
<a href="/blogs/news/apollo-reduces-stress-in-nursing-staff-by-40-in-two-weeks" class="index-iwl_item-link" target="_blank" >Open-label evaluation to improve employee welln  
ess & quality of care in nursing home staff</a>
```

```
<a href="/blogs/news/apollo-studies-for-ptsd-are-underway" class="index-iwl_item-link" target="_blank" >Open-label trial to improve symptoms in treatment-resistant PTSD und  
erway</a>
```