Accessibility of the Online High Street

An evaluation of the accessibility of UK ecommerce retailers in 2007

www.webcredible.co.uk

Report written and researched by Webcredible © 2007
Questions or comments? E-mail **accessibility@webcredible.co.uk**

Contents

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Introduction

The market opportunity

With 8.6 million disabled people of working age in the UK, the disabled population of the UK has an estimated combined spending power of up to £80 billion[1]. 60% of these individuals have jobs[2] meaning that over £5 million disabled people are in paid employment in the UK. Additionally, there are up to 2 million people with some form of sight problem[3] and as many as 10% of the population have mild to severe dyslexia[4].

There's also plenty of evidence to support the fact that disabled people are using the Internet. Disabled users under 65 use the web as frequently as non-disabled users whilst those under 45 use the web more frequently[5].

These statistics are hardly breaking news though. Accessibility advocates have been preaching for years about the sheer number of people that may face difficulties accessing websites and the amount of money at stake. Advocates have also preached about the overlap with search engine optimisation and usability, and how accessibility goes hand-in-hand with these disciplines.

About this report

With all this information in mind, Webcredible decided to investigate the accessibility of the websites of 20 of the UK's leading high street shops across a range of different sectors. These shops doubtlessly offer users with disabilities access to products in their physical store fronts. But would they offer the same level of access to their online store fronts?

Increasing the accessibility of any ecommerce website will lead to a more commercially successful site – it's as simple as that. Improved accessibility can lead to a massive increase in reach to potential customers, improved search engine optimisation and faster download speeds.

Evaluations of the 20 websites featured in this study were conducted throughout October 2007.

Who is this report for?

This report is aimed at anyone involved with a website trying to sell products or services, including: marketing managers, Internet managers and web developers. Although our analysis was of the ecommerce websites for high street retailers, the guidelines are highly transferable to other websites. The report assumes no prior accessibility or technical knowledge.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Methodology

Webcredible analysed the websites of 20 of the UK's leading UK high street retailers in October 2007. We focused on a typical user journey through the homepage, search results, browse, product, basket and registration pages.

Each website was evaluated against 20 best practice guidelines and assigned a score of 0 to 5 for each guideline, with 5 being the maximum. With 20 guidelines in total, websites were assigned a total Web Accessibility Index rating out of 100. The guidelines represent a cross-section of important accessibility criteria across all user groups with disabilities.

The guidelines against which we benchmarked the 20 ecommerce sites were:

General

1. Text is resizable and remains legible when resized
2. Descriptive page titles used

Images

3. Information images have useful ALT text
4. Decorative images have null ALT text & aren't links by themselves
5. Text isn't embedded within images

Headings

6. Headings are correctly labelled as headings
7. All sections of the page have their own heading
8. Headings stand out from regular text

Links

9. Link text makes sense out of context and is front-loaded
10. A focus state is provided for links
11. Links use a high contrast colour
12. Links employs the widest possible area

HTML code

13. All lists labelled as lists
14. Skip to main content link provided
15. Decorative items not inserted through HTML code
16. CSS used for layout

Forms

17. Form label present and correctly positioned
18. Labels assigned to form items
19. Form items don't cause auto-refresh
20. Forms effectively designed

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Results

Executive Summary

The 20 ecommerce websites received the following scores in total, out of 100:

Website	Total score
H.Samuel (www.hsamuel.co.uk)	**76**
HMV (www.hmv.co.uk)	**75**
B&Q (www.diy.com)	**74**
John Lewis (www.johnlewis.com)	**73**
Argos (www.argos.co.uk)	**72**
Waterstones (www.waterstones.co.uk)	**66**
Game (www.game.co.uk)	**64**
Top Shop (www.topshop.co.uk)	**64**
Hamleys (www.hamleys.com)	**63**
Mothercare (www.mothercare.com)	**62**
Accessorize (www.accessorize.co.uk)	**61**
Marks & Spencer (www.mands.com)	**57**
Body Shop (www.thebodyshop.co.uk)	**55**
Next (www.next.co.uk)	**47**
Woolworths (www.woolworths.co.uk)	**44**
WHSmith (www.whsmith.co.uk)	**41**
Boots (www.boots.co.uk)	**37**
Debenhams (www.debenhams.com)	**37**
Early Learning Centre (www.elc.co.uk)	**36**
Currys (www.currys.co.uk)	**34**
Average score	**56.8**

Please consult the Appendix on p27 for a full breakdown of scores.

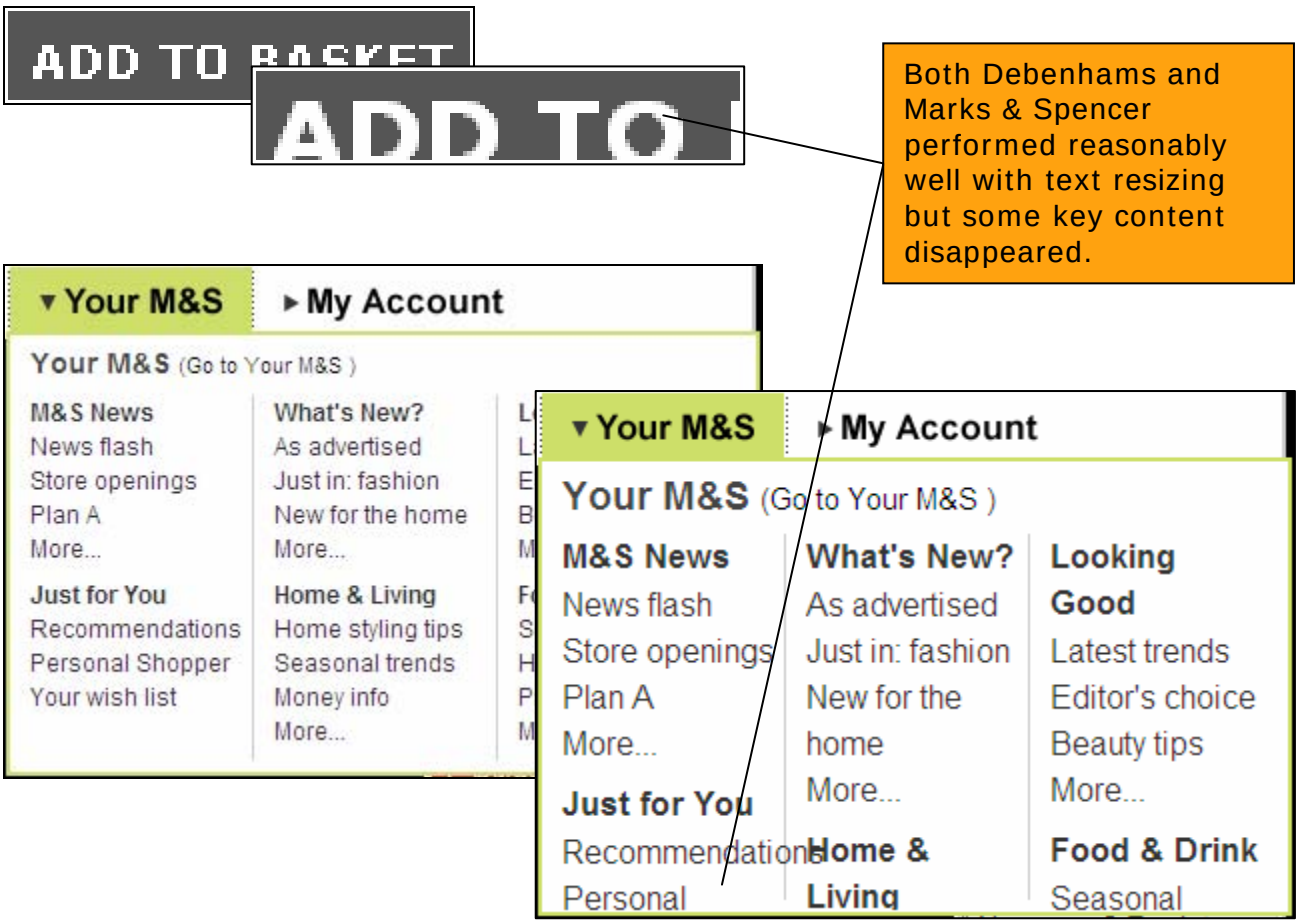
info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: General

1. Text is resizable and remains legible when resized

Average score: 3.1 (out of 5)

Users with limited vision may need to increase the size of text through the browser. This can simply be achieved by going to View > Text Size > Largest (in Internet Explorer). As such, it's crucial that text is specified with a relative (not fixed) font size.



5 out of the 20 websites in this study completely failed to specify text size with a relative font size. A further 5 sites allowed users to resize some of the text but not all, or when text was resized it became illegible. The remaining 10 websites did a good job in allowing users to resize on-screen text.

For such an easy-to-implement guideline it's surprising that just half of the sites provided this essential functionality.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: General

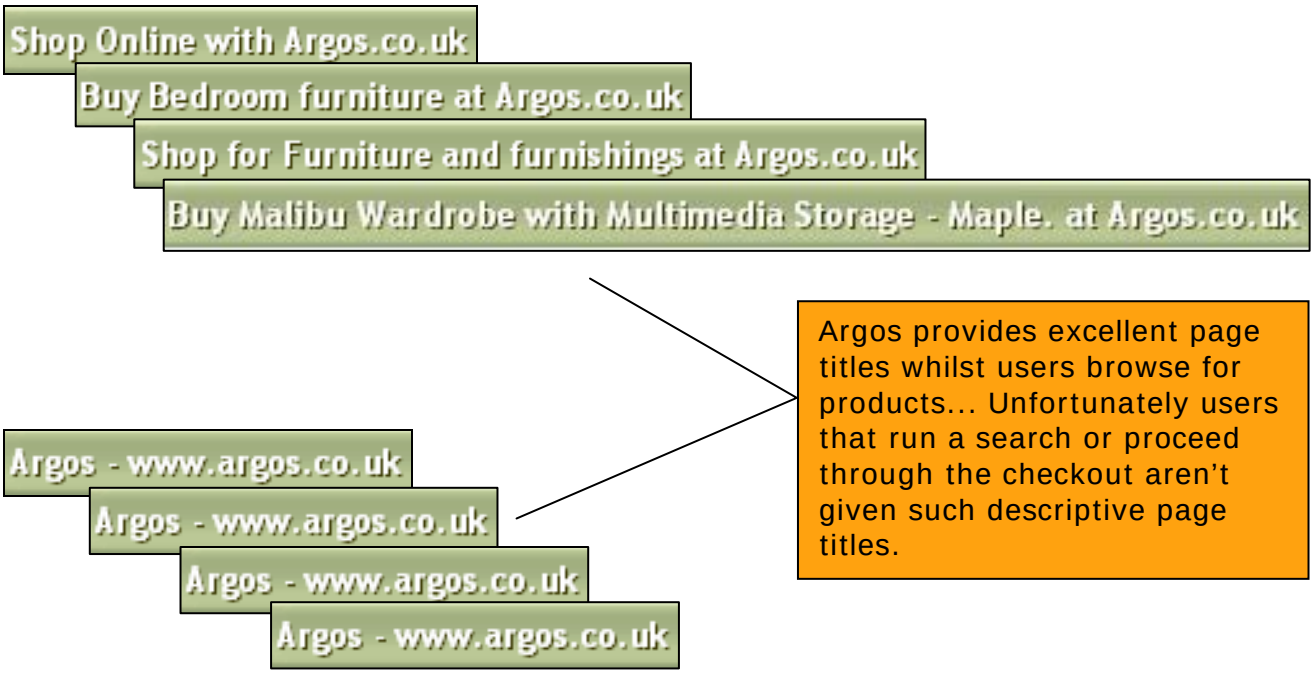
2. Descriptive page titles used

Average score: 3.2 (out of 5)

The page title is the very first thing that gets read out by screen readers. It's crucial that the title is descriptive so screen reader users can instantly gain an understanding of the page's content.

All page titles must be descriptive of the page. As a general rule page titles should be:

- Unique – No two page titles should be the same across the website
- Short, succinct and straight-to-the-point
- Front loaded – The most important content should be placed at the start



One quarter of the sites scored a maximum 5 out of 5 for this guideline, which is encouraging. 11 of the websites seemed to have made some effort with the page titles but typically let themselves down on the search results and/or checkout pages. One reason for this may be that these pages aren't accessible to search engines so the web team didn't bother using descriptive page titles (good page titles are essential for search engine optimisation, as well as accessibility).

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: Images

3. Information images have useful ALT text

Average score: 3.8 (out of 5)

Screen readers can't understand images; instead they read aloud the ALT, or alternative, text. In the absence of ALT text screen readers typically read aloud the filename, something that's of course nonsensical. ALT text for any information image should convey the same exact same information conveyed by the image itself.

ALT text should:

- Be short, succinct and straight-to-the-point
- Contain no more and no less information than what's in the image

With 64 images without ALT text on the homepage alone, an 'add to basket' button with no ALT text and nonsensical ALT text for some images, Woolworths doesn't appear to be taking the needs of screen reader users into account.

Assigning ALT text to images is perhaps the most well known accessibility guideline, so it's not surprising that 18 out of the 20 websites received an average to good score for this.

The reason for lost points on these 18 websites was often that one-off images had missing, verbose or inaccurate ALT text. Ensuring that effective ALT text is assigned to images repeated across pages (e.g. products, buttons) is relatively easy as this just needs to set up once when the website first goes live. One-off images on the other hand, obviously require ALT text to be assigned on a case-by-case basis.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: Images

4. Decorative images have null ALT text & aren't links by themselves

Average score: 1.8 (out of 5)

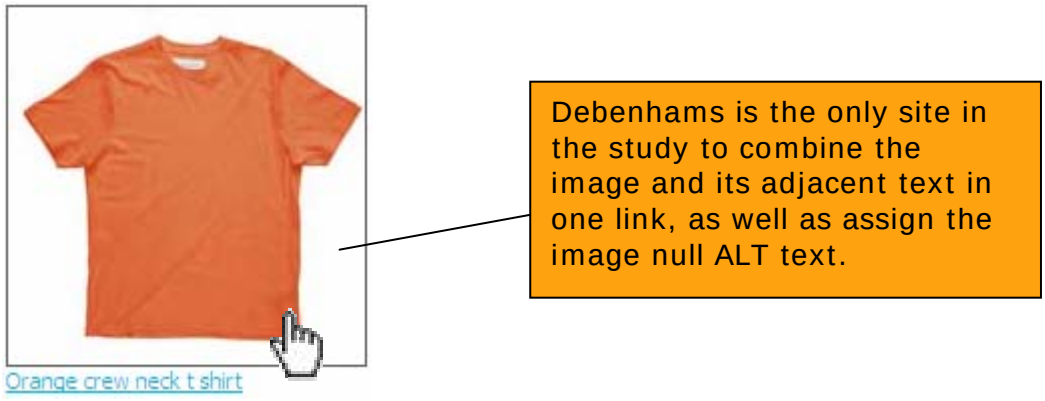
Screen readers ignore images with null ALT, or alternative, text assigned to them (`alt=""`). The following kinds of images are decorative:

- Product images adjacent to their product name
- Invisible 'spacer' images
- Icons that merely support text

Assigning descriptive ALT text to a decorative image makes it harder for screen reader users to work through the page. This is because unnecessary content is being read aloud to them.

In particular, assigning ALT text of the product name to a product image is unnecessary if the product name is displayed in text immediately before/after the image. Doing so means the product name is essentially read aloud twice.

The solution is to assign null ALT text (`alt=""`) to the image and contain it in the same link as its adjacent text. A decorative image should never be a link by itself as if it contains null ALT text, it's essentially a link that goes nowhere for screen reader users.



Overall this was the third worst performing guideline. With the exception of the Debenhams site, every single website failed to combine product images with the product text in one link, and assign the image null ALT text. Instead, virtually every website assigned descriptive and wordy ALT text to decorative images.

This means that on product listing pages (e.g. search results, category landing pages) screen readers will announce each product name twice (the ALT text of the image plus the text). This means it will take screen reader users twice as long to work through the main content.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: Images

5. Text isn't embedded within images

Average score: 3.3 (out of 5)

Text that's embedded within images can't be resized and can become blurry and pixelated when blown up with a screen magnifier.

Websites should ensure that all text is real text and not text embedded within images. Advanced visual effects can be created with background images and real text so usually there's no need to embed text within images. (The only reason to embed text within images is when using unique fonts or advanced text effects.)

Almost all key information is text embedded within images on the Early Learning Centre site.

John Lewis was the only site that used real text for some of its main banner adverts.

Half the websites received a score of 4 or 5 out of 5 for this guideline. The web teams for the other half of these high street retailers still have a lot to learn about using real text combined with CSS to create advanced visual effects. Most websites embedded text within images when they could easily have used real text without changing the visual appearance.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

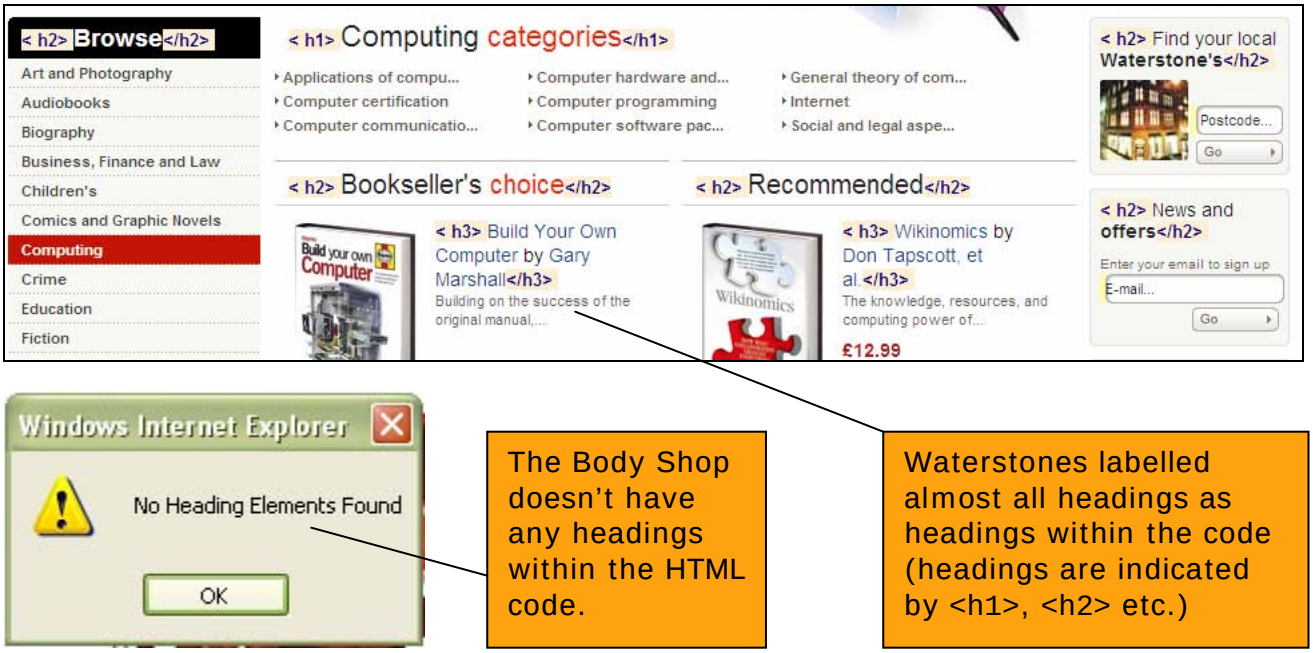
Category: Headings

6. Headings are correctly labelled as headings

Average score: 2.7 (out of 5)

Screen reader users can call up a list of headings and quickly jump to any heading on the page. This is means they won't have to listen to the entire page to find what they're looking for.

All items that describe the content contained beneath them need to be labelled as headings in the HTML code (using <h1>, <h2>, <h3> etc.), otherwise screen reader users won't know that these are actually headings. There should also be one (and only one) heading level one on each page, to succinctly describe what the page is about.



The Body Shop doesn't have any headings within the HTML code.

Waterstones labelled almost all headings as headings within the code (headings are indicated by <h1>, <h2> etc.)

Just 9 websites out of the 20 scored 4 or 5 out of 5, which simply isn't good enough. The use of headings is absolutely crucial for screen readers to orientate themselves and navigate through the page. The major high street retailers need to significantly improve on this.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: Headings

7. All sections of the page have their own heading

Average score: 2.1 (out of 5)

By placing a heading at the start of each section, screen reader users can instantly gain an understanding of what each section is about, prior to listening to it. As such, there should be a heading immediately before every single section on every page.

The headings must be labelled as headings in the HTML code (using <h1>, <h2>, <h3> etc.) for this to work.

Sections of the page that usually don't have a heading, but require one, include the navigation, search and footer, for example. If necessary, headings can be made invisible.

Unsurprisingly this was one of the lowest scoring guidelines with no website scoring maximum points. Some websites were thorough in the way they labelled headings as headings in the HTML code, with most areas of the content and left/right columns having numerous headings.

None of the websites however used invisible headings for sections of the page that didn't have visible headings (e.g. search, navigation).

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: Headings

8. Headings stand out from regular text

Average score: 4.0 (out of 5)

Users with reading difficulties rely on items such as headings to find information. It's crucial that headings sufficiently stand out on the page. To ensure this, heading should:

- Be at least two point sizes larger than regular text
- Have plenty of white space both above and below them
- Ideally use a different colour to regular text (background or text colour)

Through the use of large fonts and background colours, B&Q's headings very much stand out from regular text.

As the highest scoring guideline (and the only one to average 4 or above), just 2 websites performed poorly with regards to the appearance of headings. Ensuring headings stand out from regular text is crucial for usability (as well as accessibility) so it's unsurprising the websites performed so well with regards to this.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: Links

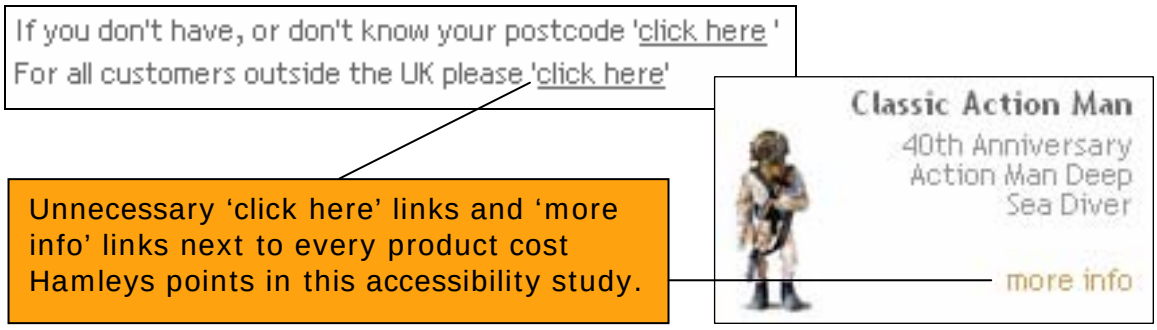
9. Link text makes sense out of context and is front-loaded

Average score: 3.4 (out of 5)

Screen reader users can call up a list of links as a way of browsing through a page so it's essential that link text is usable in this format. Often when listening to links on a page, screen reader users will listen to just the first 1 to 3 words before moving on to the next link. As such, words towards the end of the link text will often go unheard.

Link text should therefore be precisely descriptive of its destination and the text should adequately describe the page it's pointing to. As a very general rule, the link text should be roughly the same as the heading and page title on the page it's pointing to.

If necessary, invisible text can be used to expand on the meaning of the link destination, with the most important words placed towards the front of the link text. Non-descriptive link text such as 'Click here' or 'More' should be avoided at all costs.



Ensuring link text makes sense out of context is a very well known accessibility guideline, and is also essential for usability and search engine optimisation. Although the fourth highest scoring guideline, it's still surprising that just 8 websites scored 4 or 5 out of 5.

The main reason for poor and average scores was one-off 'click here' links and 'read more' / 'more info' links on product listing pages (rather than using the product name itself as a link).

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: Links

10. A focus state is provided for links

Average score: 0.3 (out of 5)

Keyboard-only users can better orientate themselves when tabbing through pages if links become highlighted when focused upon. To achieve this, each link needs to utilise a background colour when focused on.

John Lewis was the only website to provide a focus state for its links.

As the lowest scoring guideline, and with John Lewis being the only website to score any points at all, the needs of keyboard-only users are clearly being overlooked by the major UK retailers. Providing a focus state for links is absolutely crucial for this group of users and exceptionally easy to implement.

Perhaps the reason for the very poor scores is that this guideline, despite being so important, isn't so well known. When implementing accessibility web teams often focus mostly on the needs of blind and visually impaired users when of course there are other users with special needs.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: Links

11. Links use a high contrast colour

Average score: 2.9 (out of 5)

Screen magnifier users and web users with reading difficulties can find it difficult to impossible to read text when scanning through a page. It's crucial that important items such as links stand out from regular text.

To ensure this, links should utilise a different, high contrast colour to non-link text. For example, if regular non-link text is black link text shouldn't also be black.

Overall there was a large spread from very good to average to poor, with regards to websites' scores for this guideline.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

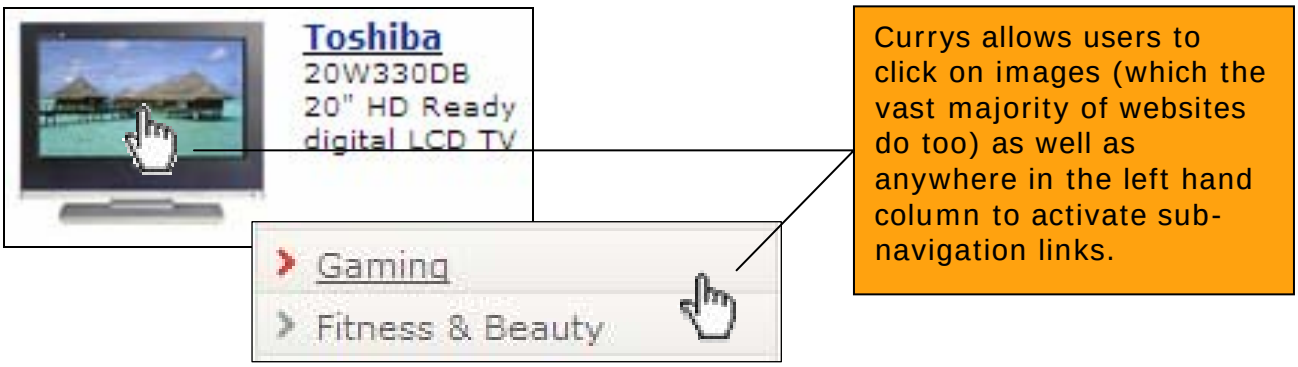
Category: Links

12. Links employs the widest possible area

Average score: 3.7 (out of 5)

Users with motor impairments that use a mouse will do so with limited mobility. By increasing the size of link targets it becomes much easier for this group of users to activate links. Two key ways of achieving this include:

- Ensuring the clickable area for navigation links spans the maximum possible width (e.g. the full width of the column for links in a vertical list)
- Including images (e.g. product images) in the link, as well as adjacent text



As quite an easy guideline to implement, and one that's also important for usability, this was the fourth highest scoring accessibility guideline in the study. 12 out of the 20 websites scored 4 or 5 out of 5 for this, meaning that link areas were generally maximised for these sites.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

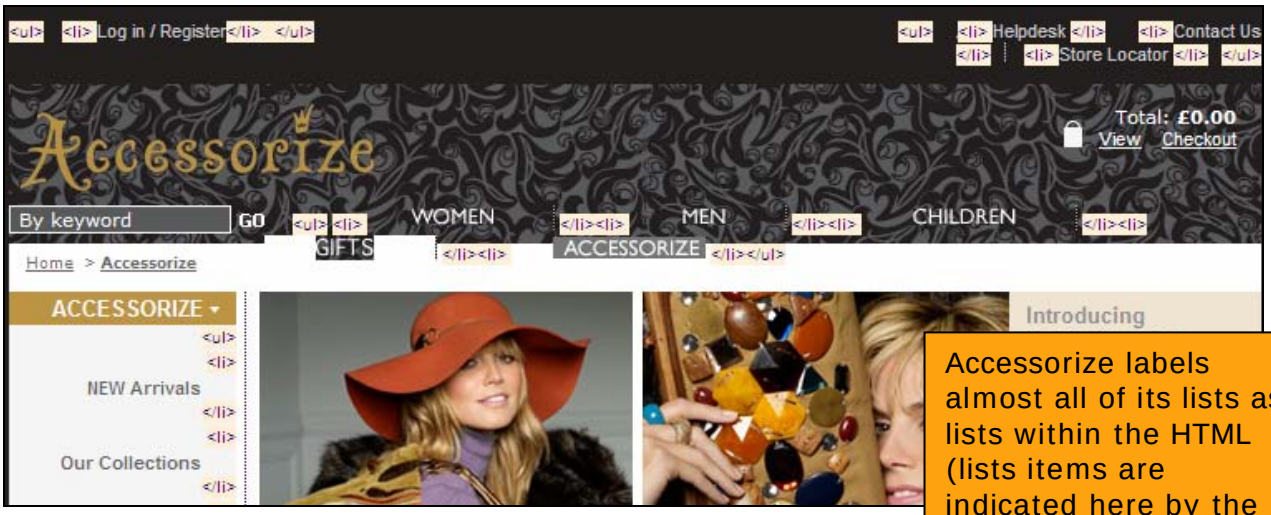
Category: HTML code

13. All lists labelled as lists

Average score: 3.1 (out of 5)

Using lists in the HTML code is crucial for screen reader users as the screen reader alerts them to the number of items in the list. Screen readers announce the number of items in a list, before going on to read out the list items. As such, all lists must be labelled as lists in the HTML code (especially navigation).

As a general rule, if on-page text isn't a paragraph or heading, it's likely to be a list.



Accessorize labels almost all of its lists as lists within the HTML (lists items are indicated here by the small s).

Websites tended to score either very poorly (7 scored 0 or 1 out of 5) or very well (12 scored 4 or 5). As an important guideline, these 7 out of 20 have some significant work to do to the HTML of their page templates to improve on this.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: HTML code

14. Skip to main content link provided

Average score: 1.4 (out of 5)

A skip link allows screen reader and keyboard only users to jump over the navigation on each page and get straight to the main content. The skip link can be invisible and then made to appear when focused on.

Ideally the link should use a strong background colour and large font size so it's highly visible when it appears.

H.Samuel has an excellent skip to main content link that appears when tabbed on to (they were however deducted 1 point for providing too many skip links).

Argos also provides skip links (viewable with styles disabled) but they don't appear when tabbed on to and are made invisible in such as way that screen readers ignore them. As such, they're essentially rendered useless.

With an average score of 1.4 out of 5, this was the second lowest scoring guideline, despite 11 websites providing this link. The average score is so low because 5 of the 11 hid the skip link in such as way that they made it inaccessible to screen reader and keyboard-only users (as well as every single site visitor!). These 5 web teams were clearly trying to implement accessibility on to their websites; sadly their efforts in this instance were in vain.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: HTML code

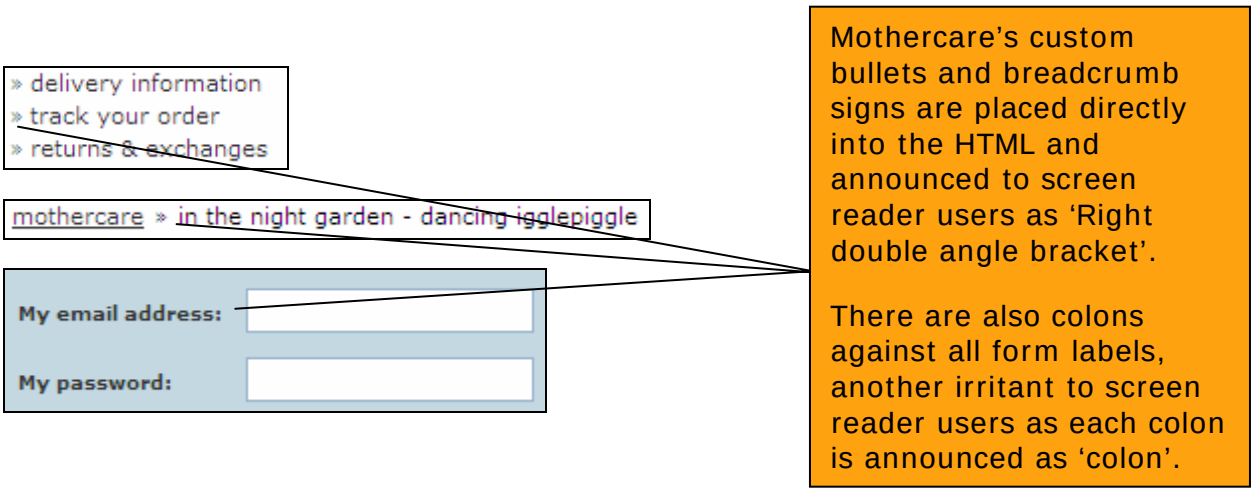
15. Decorative items not inserted through HTML code

Average score: 3.1 (out of 5)

Each and every item in the HTML code gets announced to screen reader users. This includes decorative items such as:

- Vertical bar (|) – Announced as 'vertical bar' to screen reader users, it should instead be inserted as a left (or right) border through the CSS
- Greater than sign (>) – Announced as 'greater than sign' to screen reader users, it should be inserted as a background image through the CSS

Decorative items are of course useless to screen reader users so should be removed from the HTML file.



9 of the 20 websites scored 0 to 3 out of 5, meaning that screen reader users will have added difficulty working through the pages.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: HTML code

16. CSS used for layout

Average score: 3.2 (out of 5)

Screen readers (especially older versions) announce table information (number of rows and columns) each time they get to a table. This useless information can be a nuisance to screen reader users. Tables should be completely avoided (except for data tables) and CSS used to layout all the web pages.

Boots uses up to 6 levels of nested tables to lay out its homepage (represented by the black, blue, green, yellow, orange and red borders in this screenshot).

With styles disabled the content on the Game website linearises, indicating that CSS (and not tables) has been used to layout the pages.

There are so many benefits to using CSS for layout (better search engine optimisation, quicker download speeds, easier to make website updates) that it's surprising as many as 7 of the 20 websites have table layouts.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: Forms

17. Form label present and correctly positioned

Average score: 3.8 (out of 5)

Screen reader users won't know what a form field is for if there's no label. Additionally, if the label is incorrectly positioned then screen readers may associate the incorrect text with the form field, rendering the form unusable.

Form labels should always be present and come before their associated form fields, except with radio buttons and checkboxes when they should come after.

The sites fared well generally for this guideline (it was the second highest scoring). Typically websites lost points where labels were omitted from search fields, sort/filter dropdowns and multiple field inputs (e.g. date of birth with three inputs (for date, month and year) but just one label).

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

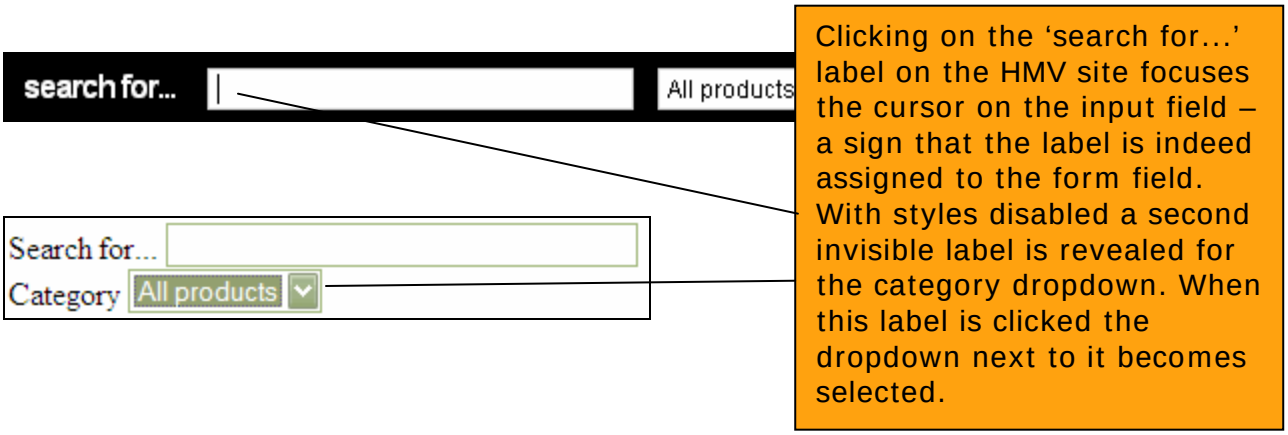
Category: Forms

18. Labels assigned to form items

Average score: 2.4 (out of 5)

Modern screen readers will correctly associate form labels with their form fields if assigned to each other in the HTML code. All form labels should be assigned to their associated form fields by matching the `label for` and `id` attributes in the HTML.

An easy way to check for this is to click on any form label and the form field next to it should become selected (for input and text fields a flashing cursor will appear in the box).



This is an important guideline with a disappointingly low average. 6 websites completely failed to use labels in the HTML code and just 2 websites implemented them across all form items. The remaining 12 used them intermittently and inconsistently, often forgetting to use them on certain pages, particularly in the checkout process.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Category: Forms

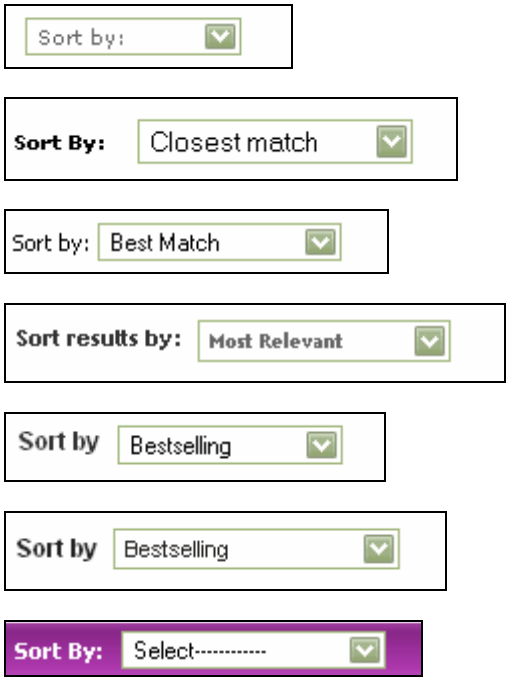
19. Form items don't cause auto-refresh

Average score: 3.3 (out of 5)

Auto-refreshes unexpectedly send screen reader and screen magnifier users back to the top of the page. In some instances this means these users will be unable to use a particular form item as it keeps causing a refresh.

In particular, dropdown menus that auto-refresh can be impossible to use for screen reader and keyboard only users – the moment they attempt to work through the list the first item becomes selected and the page will automatically refresh.

Submit buttons should be used to submit a form, in order to avoid the auto-refresh.



The sort dropdowns on B&Q, Currys, Debenhams, Hamleys, Marks & Spencer, Waterstones and Woolworths are all missing submit buttons.

The sites generally fared well against this crucial guideline. The main reason for lost points was the use of auto-refreshing dropdown menus allowing users to sort product listings.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

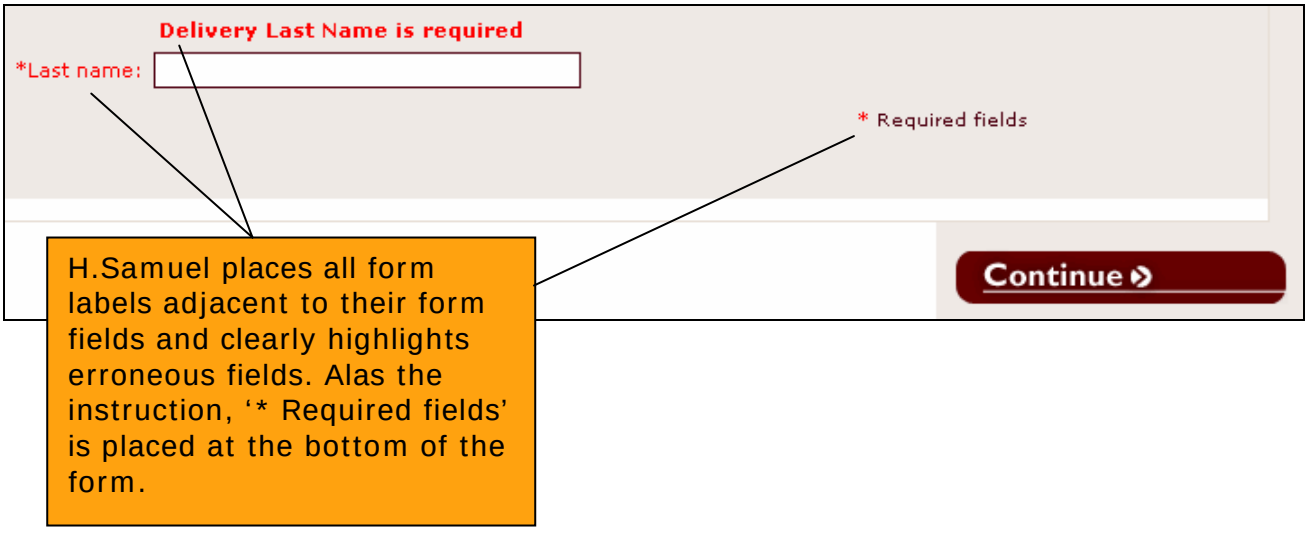
Category: Forms

20. Forms effectively designed

Average score: 2.8 (out of 5)

In addition to the other form guidelines, the following should also be adhered to in order for a form to be effectively designed for accessibility:

- Form labels and their associated form fields should be located next to each other – if items are too far away from each other then screen magnifier users, who can only see one part of the screen at a time, may match the wrong field to a label
- Server side validation should be used and display an error summary at the top of the page as well as an error message next to each erroneous item – the former is crucial for screen reader and magnifier users to explain why they're still on the same page; the latter informs users with special needs, within context, what error needs fixing
- Instructions should be placed before the form fields to which they refer (e.g. '* indicates required fields' should come at the top of the form) – Screen reader and magnifier users need to know about instructions before they arrive at the item to which the instructions refer



The main reason for lost points here was poor form validation. Many websites don't offer server side validation and when they do rarely provide both the error summary at the top as well as individual error messages.

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Conclusion

With an average score of 57%, many of the main UK retailers are making progress with regards to improving the accessibility of their sites. In particular, the 5 websites scoring over 70% have done very well. Between them they averaged just 2 totally failed guidelines (a score of 0 or 1 out of 5) so offered average to good accessibility for 90% of guidelines.

Conversely, the 7 sites scoring below 50% don't appear to have paid much attention to accessibility at all, with an average of 9 guidelines being deemed to have totally failed between them. These sites are losing millions in lost revenue and are potentially in danger of legal action under the Disability Discrimination Act.

Overall though, the average score of 57% is good but not good enough. One of the main reasons for the low score, particularly with sites that have clearly made an effort with their accessibility, is sloppiness. Often guidelines are adhered to on some pages but not others, with checkout processes in particular offering lower levels of accessibility than the main website.

The accessibility guidelines presented in this report represent just the start to achieving excellent accessibility. There are additional lower priority and/or complex guidelines not covered by this study. Additionally, guidelines can only go so far in evaluating crucial accessibility requirements as 'real world' accessibility can often extend beyond guidelines.

References

1. Employers' Forum on Disability (www.employers-forum.co.uk/www/press-and-media/2003/03/press11.htm)
2. Joseph Rowntree Foundation (www.jrf.org.uk/knowledge/findings/socialpolicy/060.asp)
3. RNIB (www.rnib.org.uk/xpedio/groups/public/documents/PublicWebsite/public_researchstats.hcsp)
4. British Dyslexia Association (www.bdadyslexia.org.uk/research.html#incidence)
5. Ofcom (www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrss/disabled)

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Appendix: Full results

The full list of websites audited, and the score they achieved for each guideline is as follows:

Website	Guideline number																				TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
H.Samuel www.hsamuel.co.uk	5	5	5	2	2	3	4	4	5	0	4	3	5	4	5	5	3	3	5	4	**76**
HMV www.hmv.co.uk	4	3	4	2	4	4	4	5	3	0	4	5	5	3	4	5	5	5	5	1	**75**
B&Q www.diy.com	5	0	5	3	5	4	4	5	5	0	5	4	5	4	2	5	4	3	2	4	**74**
John Lewis www.johnlewis.com	3	5	5	2	5	3	4	4	4	5	2	3	5	5	4	0	5	0	5	4	**73**
Argos www.argos.co.uk	4	3	5	3	4	3	4	4	3	0	3	4	5	1	4	5	5	3	5	4	**72**
Waterstones www.waterstones.co.uk	4	0	3	1	4	4	5	5	2	0	5	5	5	1	5	5	5	4	2	1	**66**
Game www.game.co.uk	5	5	3	1	5	3	3	5	3	0	5	4	5	0	3	5	4	2	0	3	**64**
Top Shop www.topshop.co.uk	3	4	5	2	4	1	1	4	2	0	1	5	5	3	5	5	5	5	2	2	**64**
Hamleys www.hamleys.com	4	3	4	2	2	3	4	4	2	0	2	5	5	1	4	5	4	4	2	3	**63**
Mothercare www.mothercare.com	4	5	3	2	2	3	4	4	5	0	2	4	1	0	0	4	5	4	5	5	**62**
Accessorize	5	3	5	2	3	3	5	2	3	0	4	4	5	1	3	5	1	2	2	3	**61**

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

Website	Guideline number																				TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
www.accessorize.co.uk																					
Marks & Spencer www.mands.com	3	5	4	0	2	3	3	4	3	0	0	3	4	4	4	0	5	4	2	4	**57**
Body Shop www.thebodyshop.co.uk	5	4	4	1	3	0	1	4	3	0	3	3	4	1	4	4	4	1	5	1	**55**
Next www.next.co.uk	0	0	4	5	4	2	2	2	3	0	0	4	3	0	1	4	4	3	5	1	**47**
Woolworths www.woolworths.co.uk	3	3	1	1	2	0	1	4	5	0	3	3	0	0	0	5	4	4	2	3	**44**
WHSmith www.whsmith.co.uk	0	0	4	0	5	3	2	5	5	0	4	2	0	0	1	0	1	0	5	4	**41**
Boots www.boots.co.uk	0	4	4	1	3	0	1	4	4	0	2	2	0	0	3	0	2	0	5	2	**37**
Debenhams www.debenhams.com	3	4	4	4	4	0	0	4	2	0	0	2	0	0	0	0	4	0	2	4	**37**
Early Learning Centre www.elc.co.uk	1	5	3	1	0	0	1	3	1	0	4	5	0	0	5	0	4	0	2	1	**36**
Currys www.currys.co.uk	0	2	1	1	2	0	0	4	4	0	4	4	0	0	4	2	2	0	2	2	**34**
TOTAL	**61**	**63**	**76**	**36**	**65**	**53**	**42**	**80**	**67**	**5**	**57**	**74**	**62**	**28**	**61**	**64**	**76**	**47**	**65**	**56**	
Average score	**3.1**	**3.2**	**3.8**	**1.8**	**3.3**	**2.1**	**2.7**	**4.0**	**3.4**	**0.3**	**2.9**	**3.7**	**3.1**	**1.4**	**3.1**	**3.2**	**3.8**	**2.4**	**3.3**	**2.8**	**56.9**

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk

About Webcredible

Webcredible is a usability and accessibility consultancy providing a range of services:

Website consultancy

- Usability testing
- Accessibility audits

User research

- Interviews & focus groups
- Persona creation

Training & mentoring

- Usability & writing for the web
- Accessibility & advanced CSS
- Ongoing support for usability & accessibility

Website development

- Wireframe & site map design
- Accessible CSS web page design
- Accessible content management system

Webcredible is widely regarded as one of the most innovative and respected usability and accessibility consultancies in the UK. Our 100+ research articles have been re-published on 100s of websites and we receive almost 200,000 visitors to our website each month.

We are:

- **Focused on client needs** – Our aims are to increase conversion rates for companies and ensure public sector organisations most effectively disseminate information.
- **Passionate** – The team here at Webcredible loves what they do and we only recruit staff passionate about usability and accessibility.
- **Approachable** – We're friendly and jargon-free. Consultants, despite being highly educated and experienced, only communicate in a user-friendly manner.

Clients include Airmiles, BBC, Norwich Union, Powergen, St John Ambulance, T-Mobile, Thomson, World Health Organization and Yell.com.

For more information please:

- Telephone 0870 242 6095
- E-mail info@webcredible.co.uk
- Visit www.webcredible.co.uk

info@webcredible.co.uk
Webcredible, 99 Mansell Street, London E1 8AX
0870 242 6095
www.webcredible.co.uk