

# IC & WUTP Accessibility

Squarespace can be accessible, but the editor is ultimately responsible for following accessibility guidelines. There are companies that offer automated web accessibility with ongoing scans & fixes.

## Specifications

To avoid a website refresh build/budget, the accessibility audit & improvements were implemented within the existing Squarespace 7.0 version. Squarespace 7.1 may be better but it would require all the pages/posts to be reviewed/slightly redesigned within the new edit.

- Both websites are using Version 7.0– Bedford family (Bedford template)
- “Squarespace 7.0 is generally accessible, offering built-in tools for ALT text, keyboard navigation, and semantic structure. While it allows for accessible site creation, 7.0 is less flexible than 7.1 and requires more manual effort to ensure compliance compared to modern stand” Learn more: <https://www.squarespace.com/accessibility>

## Process

The audit was completed in May 2026 with 6.5 hours for Innovation Center & 3.5 hours for WUTP.

- Review page/post to adhere to below checklist
- Run each link through Google PageSpeed Insights and track accessibility score

## Testing

Best practices have been followed but compliance is not guaranteed. The pages & posts passed the Google PageSpeed Insight test (unless noted). However, other premium tests provide a different rating and encourage you to subscribe to their automation/testing. For example, [accessible](#) or [Userway](#) continuously monitors & improves accessibility.

The screenshot displays an accessibility audit tool interface. At the top, it shows a navigation bar with a "Back to Home" link and a status message: "You've scanned 1 page so far. Scan your entire domain to uncover all critical accessibility issues. [See Pricing](#)". Below this is a green banner with a checkmark and the text "Overlay Detected". A message below the banner states: "We've detected that [USERWAY](#) is active on your website, so some of the issues listed below may already be resolved by the overlay".

The main content area is divided into two sections. On the left, the "Audit Score:" is shown as a circular progress indicator at 89%. Below the score, it notes: "Websites with a score lower than 90 are at risk of accessibility lawsuits". On the right, the "WCAG 2.2 Criteria:" section shows a breakdown of results: 3 Critical Issues, 39 Passed Audits, 22 Required Manual Audits, and 48 Not Applicable. A link "What is the WCAG?" is also present.

Below these sections, there are four tabs: "Critical Issues (3)", "Passed Audits (39)", "Required Manual Audits (22)", and "Not Applicable (48)". The "Critical Issues (3)" tab is selected, showing a table of issues:

#	Issue	Total Failing Elements	Disabilities Affected	WCAG Success Criteria
1	Landmarks should have a unique role or role/label/title (i.e. accessible name) combination	2 elements	Sighted Keyboard Users +2 more	Best Practice
2	Ensures all page content is contained by landmarks	1 element	Blind Deafblind +1 more	Best Practice

# WUTP Checklist

## **General**

- Add Accessibility Statement

## **Images & Videos**

- Use Alt Text for Images
- Provide Captioning and Transcription for Videos  
Removed dated video - <https://www.youtube.com/watch?v=K--pLYuEJck>
- Don't use color to convey meaning

## **Text**

- Use Clear headings and subheadings
- Ensure Text Readability (Use plain sans serif fonts for paragraph + font size of 16px+)
- Limit the use of italic, bold, and underlined text
- Avoid using all-caps
- Have unique H1 for each page
- Table structure (proper order of headings)
- Support content scanning with headings and lists
- Keep paragraphs short

## **Buttons**

- Use Descriptive Link Text (no click here)
- Make links stand out from regular text
- Ensure good color contrast for text
- Warn users if a link will open or download a special file type like a PDF

## **Magnification**

- Use high-quality images that won't blur when magnified
- Give enough space between lines, paragraphs, and images to support magnifying

# WUTP Google Accessibility Testing

## Pages & Posts

	Google
Home	100
Site Selection	100
About	100
Advisory Panel	100
➤ Elizabeth	100
➤ Mason	100
➤ Thayer	100
Contact	100

	Google
Key Site Selection	100
Brookings	100
Business Growth	100
Lavelle	100
Driving Economic	100
Safepro	100
Entrepreneurial Com	100
Generac	100
Home Buyers	100
Hexpol	

# IC Checklist

## **General**

- Add Accessibility Statement

## **Images & Videos**

- Use Alt Text for Images
- Added transcript for Tough Jobs Video
- Don't use color to convey meaning

## **Text**

- Use Clear headings and subheadings
- Ensure Text Readability (Use plain sans serif fonts for paragraph + font size of 16px+)
- Limit the use of italic, bold, and underlined text
- Avoid using all-caps
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# IC Google Accessibility Testing

## Page Testing

	Google	
Home	100	
About	100	
Clients	96	Links do not have a discernible name (client logos)
Incubator	100	
Services	100	
Room Rentals	100	
Resources	96	Links do not have a discernible name (org logos)
Contact	100	
Search	100	
Privacy	100	
Accessibility	100	
COVID-19 Resources	100	
Reopen Resources	100	
Client Application	100	
Search Site	100	
News Form	100	
Event Notification	100	
Member Spotlight	100	
Direction	100	
<a href="#">Interaction</a>	100	

## Membership Spotlights

	Google	
iButtonLink	100	
Advasec	100	
Nylen Partners	100	
Safepo	100	
Pauquette	100	
Blackthorne	100	
Cesa2	100	
JEDI	100	

## GrowthWheel

	Google	
Smart IT	100	
Control Your Bank	100	
Useful Budgets	100	
Intro to Operations	100	
Business Processes	100	

Getting Thing Done	100	
Meaningful Jobs	100	
Next Employee	100	
Exit for Beginners	100	
Advisory Board	100	
Intro to Org	100	
From Nice Logo	100	
15 Minutes of Fame	100	
Understand Cust.	100	
100 Ways	100	
Selling Through	100	
Intro to Customer	100	
Startup in Blue	100	
Best Customers	100	
Good Salesmanship	100	
26 Sources	100	
Product Portfolio	100	
Meaning of Life	100	
Intro to Biz Concept	100	
Seven Different	100	
Anticipating	100	
Action Planning	100	

### **Startup Success Blog**

	Google	
Rural Innovation	100	
Hiring First	100	
Strategic Planning	100	
Enactus to World	100	
IP	100	
Innovating to Make	100	
Pitch Deck	100	
Prepare Taxes	100	
Prepare to Raise	100	
HubSpot	100	
Strong Brand	100	
Virtual Support	100	
Virtual Tools	100	
Know Audience	100	
WI Events	100	
Business Plan	100	
WI Competitions	100	
Bix Incubator	100	
Qualify Leads	100	
Coaching Programs	100	

Startup Financials	100	
Why Whitewater	100	
SCORE Mentor	100	
Incubation Program	100	
Naming Startup	100	
Right Funding	100	
Know if market	100	
Student Entrepreneurs	100	
Mision vs Vision	100	
Right Coach	100	
Incubator vs	100	
SBDC	100	
Employee vs. Contractor	100	
What is brand	100	
Elevator Pitch	100	
Outreach Services	100	
Free Biz Coaching	100	
Startup Funding	100	