



Free Checklist

Curious about how we can help your online business become more accessible?

Schedule a call with no strings attached.

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European Accessibility Act (EAA) Compliance Checklist for Marketers

Is my company ready for the European Accessibility Act (EAA)

Use this checklist to assess whether your marketing efforts align with the EAA's accessibility requirements. Review the statements below and indicate by ticking them which ones are ☒ In Place or ☐ To Be Done to track your progress

Statements: Website & Digital Content Accessibility

	In Place	To Be Done
1.All images have alt text descriptions for screen readers.	<input type="checkbox"/>	<input type="checkbox"/>
2.Videos include captions and transcripts for users with hearing impairments.	<input type="checkbox"/>	<input type="checkbox"/>
3.My website is fully navigable via keyboard and screen readers.	<input type="checkbox"/>	<input type="checkbox"/>
4.Color contrast and font sizes ensure readability for visually impaired users.	<input type="checkbox"/>	<input type="checkbox"/>
Total score (add up the number of ticks) <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Statements: CRM & Marketing Automation for Inclusive Communication

	In Place	To Be Done
1.CRM segmentation allows targeting based on user preferences for accessibility needs.	<input type="checkbox"/>	<input type="checkbox"/>
2.Automated email campaigns include accessible formatting, alt text, and plain language.	<input type="checkbox"/>	<input type="checkbox"/>
3.Chatbots and AI assistants support voice commands and screen reader compatibility.	<input type="checkbox"/>	<input type="checkbox"/>
4.All landing pages and lead forms are easily navigable and accessible.	<input type="checkbox"/>	<input type="checkbox"/>
Total score (add up the number of ticks) <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Statements: Social Media & Digital Advertising Recommendation

	In Place	To Be Done
1.Social media posts include alt text for images and captions for videos.	<input type="checkbox"/>	<input type="checkbox"/>
2.Ads and banners follow accessible color contrast and readable fonts.	<input type="checkbox"/>	<input type="checkbox"/>
3.Paid ad campaigns avoid flashing elements or animations that may cause seizures.	<input type="checkbox"/>	<input type="checkbox"/>
Total score (add up the number of ticks) ✓	<input type="checkbox"/>	<input type="checkbox"/>

Statements: Events & Webinars Accessibility

	In Place	To Be Done
1.Webinar platforms support live captions.	<input type="checkbox"/>	<input type="checkbox"/>
2.Event registration forms and materials are fully accessible.	<input type="checkbox"/>	<input type="checkbox"/>
3.Marketing collateral, including PDFs and presentations, are screen-reader friendly.	<input type="checkbox"/>	<input type="checkbox"/>
Total score (add up the number of ticks) ✓	<input type="checkbox"/>	<input type="checkbox"/>

Statements: Customer Support & Feedback

	In Place	To Be Done
1.Customer service chat, email, and phone support offer multiple communication options for different needs.	<input type="checkbox"/>	<input type="checkbox"/>
2.Feedback surveys and forms are accessible and easy to complete.	<input type="checkbox"/>	<input type="checkbox"/>
3.Accessibility compliance is included in customer experience audits.	<input type="checkbox"/>	<input type="checkbox"/>
Total score (add up the number of ticks) ✓	<input type="checkbox"/>	<input type="checkbox"/>

Statements: Internal Training & Awareness

	In Place	To Be Done
1.The marketing team is trained on accessibility best practices.	<input type="checkbox"/>	<input type="checkbox"/>
2.We have an accessibility officer or consultant reviewing our marketing materials.	<input type="checkbox"/>	<input type="checkbox"/>
3.Accessibility is integrated into our brand guidelines and content strategy.	<input type="checkbox"/>	<input type="checkbox"/>
Total score (add up the number of ticks) ✓	<input type="checkbox"/>	<input type="checkbox"/>

What is your score?

Score	In Place	To Be Done
1 Website	<input type="checkbox"/>	<input type="checkbox"/>
2 CRM & Marketing Automation	<input type="checkbox"/>	<input type="checkbox"/>
3 Social Media & Digital Advertising	<input type="checkbox"/>	<input type="checkbox"/>
4 Events & Webinars Accessibility	<input type="checkbox"/>	<input type="checkbox"/>
5 Customer Support & Feedback	<input type="checkbox"/>	<input type="checkbox"/>
6 Internal Training & Awareness	<input type="checkbox"/>	<input type="checkbox"/>
Total score (add up the number of ticks) ✓	<input type="checkbox"/>	<input type="checkbox"/>

Is your score for **To be done** higher than **In place**? In that case, we could assist your business to become more accessible.



For strong customer relationship management

CRM & MarTech tools that help your business achieve strong customer relationship management.

Got curious?

Contact us