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Website Accessibility Audit

Girls on the Run Detroit

August 4, 2025

Website Audited: <https://www.gotretroit.org/>

A background image showing several young girls in yellow t-shirts celebrating. One girl in the foreground is holding a large, colorful, crinkled paper trophy. They are all smiling and looking towards the camera.

About **so**
much more
than running

We inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.

Introduction

- Ensuring equal access for all users, regardless of ability.
- Importance: Inclusion, equal opportunity, legal compliance
- Focus on WCAG 2.1 at the AA conformance level

★ Website Choice:

- Inspired by volunteer work with Girls on the Run
- National site (girlsontherun.org) had a built-in accessibility menu, so chose local council site (gotrdetroit.org) with a *lack* of features

Testing Methods

1. Automated Testing Tools: WAVE, axe Dev Tools Chrome Extension

- Method: Scans web pages for common errors
- Tests for: Missing alt text, contrast issues, structural errors

2. Manual Testing – Keyboard Navigation

- Method: Navigate using Tab, Shift+Tab, Enter/Spacebar
- Tests for: Keyboard operability, logical focus order, visible focus indicators

3. Manual Testing – Screen Reader Testing

- Method: Use screen reader (Mac VoiceOver) with screen brightness at 0%
- Tests for: How content is read aloud (alt text, headings, link descriptions), logical content flow

4. Manual Testing – Magnification (200%)

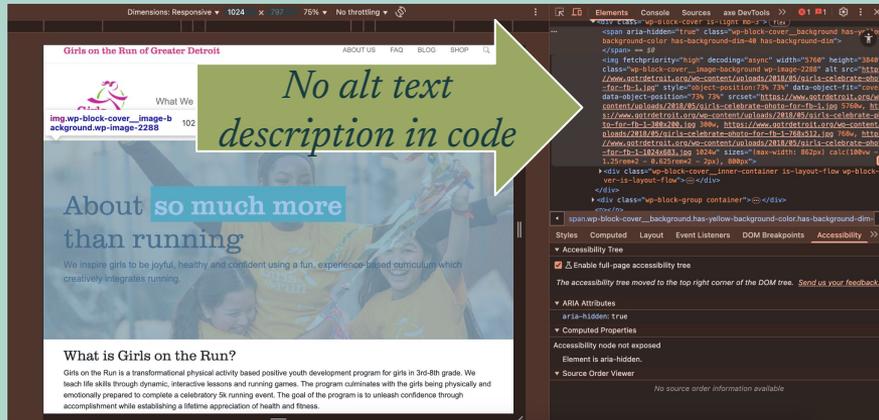
- Method: Zoom browser to 200%
- Tests for: Content reflow, no horizontal scrolling, layout functionality, readability at zoom

Accessibility Issues

1. Missing Alt Text on Image of Girls

WCAG 2.1 AA 1.1.1 Non-text Content

- Method: Automated Testing (WAVE), Screen Reader (VoiceOver)
- Impact: Visually impaired users cannot understand image content or context.



No alt text description in code

```
img.wp-block-cover_image-background wp-image-2288 102
```

2. Unlabeled Girls on the Run Logo

WCAG 2.1 AA 1.1.1 Non-text Content

- Method: Screen Reader (VoiceOver)
- Impact: Screen reader users cannot identify the brand or its function as a link to the homepage.



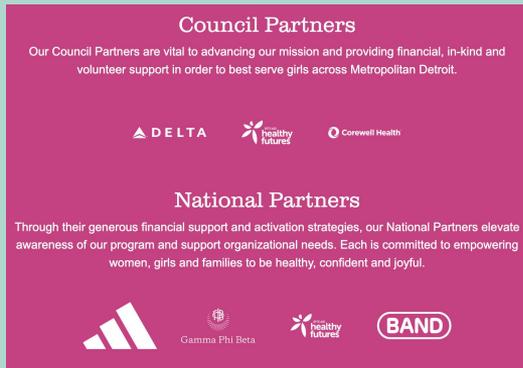
```
<link rel="icon" href="https://www.gotrddetroit.org/wp-content/themes/gotrddet/dist/assets/images/icons/icon_color.svg" type="image/svg+xml"> == $0
<link rel="apple-touch-icon" href="https://www.gotrddetroit.org/wp-content/themes/gotrddet/dist/assets/images/icons/apple-touch-icon_color.png">
<!-- 180x180 -->
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<meta http-equiv="X-UA-Compatible" content="ie=edge">
<meta name="description" content>
<meta property="og:title" content="Girls on the Run of Greater Detroit">
<meta property="og:url" content="https://www.gotrddetroit.org">
<meta property="og:type" content="website">
<title> </title>
```

Accessibility Issues

3. Indescriptive Sponsor Links

WCAG 2.1 AA 2.4.4 Link Purpose (In Context)

- Method: Screen Reader (VoiceOver)
- Impact: Screen reader users cannot easily understand who the sponsor is or where the link leads without hearing a long URL.



4. Insufficient Contrast of Focus Indicator

WCAG 2.1 AA 2.4.7 Focus Visible

- Method: Keyboard Navigation
- Impact: Keyboard-only users can lose track of where they are on the page, hindering navigation.



Recommendations

01

MISSING ALT TEXT

Implement concise and descriptive alt text

Example: alt="Three joyful girls participating in Girls on the Run, with inspirational text overlaid."

02

UNLABELED GIRLS ON THE RUN LOGO

Add descriptive 'alt' text to the main logo.

Example: 'alt="Girls on the Run logo - link to homepage."'

03

INDESCRIPTIVE SPONSOR LINKS

Ensure all sponsor logo links have descriptive accessible names (e.g., via 'alt' on img within '<a>' or 'aria-label').

Example: 'aria-label="Visit Rite Aid website"'.

04

INSUFFICIENT CONTRAST OF FOCUS INDICATOR

Adjust styles for 'focus' states to ensure a clear, high-contrast visual outline for all interactive elements.

Consider increasing outline thickness or using a vibrant contrasting color.

Conclusion

Summary of Findings:

Identified gaps in alt text for visuals and logos, inconsistent link descriptions, and insufficient focus indicator contrast.

Overall Assessment:

The Girls on the Run Detroit website is generally good, but these critical gaps impact its full adherence to WCAG 2.1 AA standards.

Positive Highlight: Excellent Magnification Performance!

The website maintained perfect layout, no horizontal scrolling, and full functionality at 200% zoom, indicating strong responsiveness.

Suggestions for Further Improvement:

- Implement regular accessibility audits.
- Provide accessibility training for content creators.
- Conduct user testing with individuals with diverse abilities.

References

- [axe DevTools Chrome Extension](#)
- [W3C/WAI Web Content Accessibility Guidelines \(WCAG\)](#)
- [WebAIM Contrast Checker](#)
- [WebAIM Quick Reference: Testing Web Content for Accessibility](#)
- [VoiceOver \(Mac\) Guide](#)