Accessibility scan: example-shop.ee

Automated WCAG 2.1 A/AA scan of https://www.example-shop.ee/ on 2026-10-19. Prepared for the owners of example-shop.ee by Tambet (TaaviTaavi OÜ).

Summary

We scanned 20 pages of example-shop.ee and found 15 distinct accessibility problem types affecting 112 distinct elements (135 occurrences in total). 5 problem types are rated critical and 9 serious: these are the ones that stop a blind, low-vision or keyboard-only customer from completing a purchase. The single most widespread issue is "Zooming and scaling must not be disabled" (1.4.4 Resize Text (AA)), present on 20 pages. 1 moderate and 0 minor problem types round out the list. Every finding below names the WCAG criterion, the pages, the element and the fix.

Scope and limits

This is an automated scan. Automated tools reliably detect roughly 30% of WCAG 2.1 success criteria (missing text alternatives, contrast, form labels, markup structure). They cannot judge whether alt text is meaningful, whether the checkout works with a keyboard and a screen reader, whether error messages help, or whether video has captions. A clean automated result is therefore not proof of conformance, and this document is not a legal conformance certificate or legal advice. The European Accessibility Act (Directive 2019/882) has applied to consumer e-commerce in every EU member state since 28 June 2025, through each country's national law. Conformity is presumed through the harmonised standard EN 301 549, which requires WCAG 2.1 level AA. Microenterprises (under 10 staff and up to EUR 2 million turnover or balance sheet) are exempt from the service requirements (art. 4(5)).

What the scan did: loaded each page in headless Chromium at 1366x900, waited for the network to settle, and ran axe-core with the WCAG 2.1 A and AA rule set only (no best-practice rules). Pages were loaded as a first-time visitor: cookie banners were left open, no forms were submitted, nobody logged in and nothing was added to the basket. Checks that axe marks as "needs review" (38 across all pages) are not counted as failures here. One page of each type was also loaded at 320 px wide, which equals 400% zoom, to see whether it scrolls sideways (WCAG 1.4.10 Reflow; axe-core has no rule for this, so this check is our own and appears as rule reflow-320).

Notes from this run:

- Not found by link or sitemap discovery (so not scanned): cart, search, checkout. Search results and checkout usually need a form submission or basket state, which the scan never does.
- 4 candidate URL(s) skipped because robots.txt disallows them (e.g. https://www.example-shop.ee/ostukorv/, https://www.example-shop.ee/en/account/overview, https://www.example-shop.ee/ru/account/overview).

Five fixes that matter most

Ranked by a severity score = impact weight (critical 4, serious 3, moderate 2, minor 1) x pages affected x level weight (A 1.5, AA 1.0). Fixing these first removes the largest barriers for the most visitors.

1. Zooming and scaling must not be disabled

- WCAG criterion: 1.4.4 Resize Text (AA)
- Impact: moderate; severity score 40.0; 1 distinct element, 20 occurrences
- Pages: 20 pages (first 3 shown): [1] https://www.example-shop.ee/ , [2] https://www.example-shop.ee/kampaaniad/7620 , [3] https://www.example-shop.ee/it/monitorid/monitorid/9s6-3bc61t-011/msi-g242l-e14-24-fhd-144-hz-must-monitor
- Element: `meta[name="viewport"]` (same element on 20 pages)
- HTML: `<meta name="viewport" content="width=device-width, initial-scale=1.0, minimum-scale=1.0, maximum-scale=1.0">`
- Why it fails: Fix any of the following: maximum-scale on <meta> tag disables zooming on mobile devices
- Fix: Ensure <meta name="viewport"> does not disable text scaling and zooming. Remove user-scalable=no and maximum-scale from the viewport meta tag so people can zoom. Details and code examples: https://dequeuniversity.com/rules/axe/4.14/meta-viewport?application=axeAPI

2. Links must be distinguishable without relying on color

- WCAG criterion: 1.4.1 Use of Color (A)
- Impact: serious; severity score 31.5; 12 distinct elements, 13 occurrences
- Pages: 7 pages (first 3 shown): [3] https://www.example-shop.ee/it/monitorid/monitorid/9s6-3bc61t-011/msi-g242l-e14-24-fhd-144-hz-must-monitor , [4] https://www.example-shop.ee/koduhoid/kliima/ohuniisutajad/w200new/ohupuhasti-ohuniisuti-boneco-w200 , [7] https://www.example-shop.ee/privaatsuspoliitika
- Element: `.discussion__text.p-t-16 > a[target="_blank"]` (same element on 2 pages)
- HTML: `<a href="https://www.example-shop.ee/toote-hinnangud" target="_blank">Lisateave hinnangute kohta loe siit.</a>`
- Why it fails: Fix any of the following: The link has insufficient color contrast of 2.59:1 with the surrounding text. (Minimum contrast is 3:1, link text: #00178f, surrounding text: #646b7d); The link has no styling (such as underline) to distinguish it from the surrounding text
- Fix: Ensure links are distinguished from surrounding text in a way that does not rely on color. Underline links inside paragraphs or give them 3:1 contrast against the surrounding text. Details and code examples: https://dequeuniversity.com/rules/axe/4.14/link-in-text-block?application=axeAPI
- Also affected: `a[href$="ulevaade"]`, `a[href="mailto:privaatsus@example-shop.ee"]` and 9 more

3. Links must have discernible text

- WCAG criterion: 2.4.4 Link Purpose (In Context) (A); 4.1.2 Name, Role, Value (A)
- Impact: serious; severity score 18.0; 21 distinct elements, 21 occurrences

- Pages: 4 pages (first 3 shown): [2] https://www.example-shop.ee/kampaaniad/7620 , [9] https://www.example-shop.ee/it , [11] https://www.example-shop.ee/msi
- Element: `article[data-product-id="145130"] > .rating.product-card__overlays > .energy-rating > a[onclick=""]`
- HTML: `<a onclick="" href="https://www.example-shop.ee/kodumasinad/kulmikud/kulmikud/rb3k330sefe/hisense-hi3-total-no-frost-330-l-korgus-186-cm-must-kulmik#_EnergyTab…`
- Why it fails: Fix all of the following: Element is in tab order and does not have accessible text; Fix any of the following: Element does not have text that is visible to screen readers; aria-label attribute does not exist or is empty; aria-labelledby attribute does not exist, references elements that do not exist or references ele...
- Fix: Ensure links have discernible text. Put visible text inside the link, or add aria-label, so a screen reader announces where it goes (for icon links such as the cart or search). Details and code examples: https://dequeuniversity.com/rules/axe/4.14/link-name?application=axeAPI
- Also affected: `article[data-product-code="65QNED86A3A.AEU"] > .rating.product-card__overlays > .energy-rating > a[onclick=""]`, `article[data-product-id="145874"] > .rating.product-card__overlays > .energy-rating > a[onclick=""]` and 18 more

4. Elements must meet minimum color contrast ratio thresholds

- WCAG criterion: 1.4.3 Contrast (Minimum) (AA)
- Impact: serious; severity score 9.0; 20 distinct elements, 20 occurrences
- Pages: 3 pages: [3] https://www.example-shop.ee/it/monitorid/monitorid/9s6-3bc61t-011/msi-g242l-e14-24-fhd-144-hz-must-monitor , [4] https://www.example-shop.ee/koduhoid/kliima/ohuniisutajad/w200new/ohupuhasti-ohuniisuti-boneco-w200 , [6] https://www.example-shop.ee/kauplused
- Element: `.discussion-card__date`
- HTML: `<div class="discussion-card__date">13.12.2025 09:08</div>`
- Why it fails: Fix any of the following: Element has insufficient color contrast of 2.96 (foreground color: #9096a4, background color: #ffffff, font size: 11.3pt (15px), font weight: normal). Expected contrast ratio of 4.5:1
- Fix: Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds. Darken the text or lighten the background until the contrast ratio reaches 4.5:1 (3:1 for text 24px or larger). Details and code examples: https://dequeuniversity.com/rules/axe/4.14/color-contrast?application=axeAPI
- Also affected: `.translation-info > span`, `.discussion__item:nth-child(1) > .discussion-card > .discussion-card__list > .discussion-card__item > .discussion-card__info > .discussion-card__date` and 17 more

5. Elements must have their visible text as part of their accessible name

- WCAG criterion: 2.5.3 Label in Name (A)
- Impact: serious; severity score 9.0; 24 distinct elements, 24 occurrences
- Pages: 2 pages: [3] https://www.example-shop.ee/it/monitorid/monitorid/9s6-3bc61t-011/msi-g242l-e14-24-fhd-144-hz-must-monitor , [4] https://www.example-shop.ee/koduhoid/kliima/ohuniisutajad/w200new/ohupuhasti-ohuniisuti-boneco-w200
- Element: `button[data-like-id="13664"]`

- HTML: `<button data-like-id="13664" aria-label="Pöial üles" class="button button--ghost button--ghost-small" type="button"> <span class="icon "> <i class=" far fa-thu…`
- Why it fails: Fix any of the following: Text inside the element is not included in the accessible name
- Fix: Make the visible text of the element part of its accessible name. If the element has an aria-label, start it with the visible text: voice-control users say what they see. Details and code examples: https://dequeuniversity.com/rules/axe/4.14/label-content-name-mismatch?application=axeAPI
- Also affected: `button[data-dislike-id="13664"]`, `button[data-like-id="14763"]` and 21 more

All findings

#	WCAG criterion	Rule	Impact	Pages	Elements	Score
1	1.4.4 Resize Text (AA)	`meta-viewport` Zooming and scaling must not be disabled	moderate	20	1	40.0
2	1.4.1 Use of Color (A)	`link-in-text-block` Links must be distinguishable without relying on color	serious	7	12	31.5
3	2.4.4 Link Purpose (In Context) (A); 4.1.2 Name, Role, Value (A)	`link-name` Links must have discernible text	serious	4	21	18.0
4	1.4.3 Contrast (Minimum) (AA)	`color-contrast` Elements must meet minimum color contrast ratio thresholds	serious	3	20	9.0
5	2.5.3 Label in Name (A)	`label-content-name-mismatch` Elements must have their visible text as part of their accessible name	serious	2	24	9.0
6	4.1.2 Name, Role, Value (A)	`nested-interactive` Interactive controls must not be nested	serious	2	6	9.0
7	1.4.10 Reflow (AA)	`reflow-320` Content must reflow at 320 CSS px wide without horizontal scrolling	serious	2	2	6.0
8	1.3.1 Info and Relationships (A)	`aria-required-parent` Certain ARIA roles must be contained by particular parents	critical	1	7	6.0
9	4.1.2 Name, Role, Value (A)	`button-name` Buttons must have discernible text	critical	1	1	6.0
10	4.1.2 Name, Role, Value (A)	`label` Form elements must have labels	critical	1	1	6.0
11	1.3.1 Info and Relationships (A)	`aria-required-children` Certain ARIA roles must contain particular children	critical	1	1	6.0
12	4.1.2 Name, Role, Value (A)	`aria-valid-attr-value` ARIA attributes must conform to valid values	critical	1	6	6.0
13	4.1.2 Name, Role, Value (A)	`aria-prohibited-attr` Elements must only use permitted ARIA attributes	serious	1	2	4.5

#	WCAG criterion	Rule	Impact	Pages	Elements	Score
14	4.1.2 Name, Role, Value (A)	`aria-tab-name` ARIA tab nodes must have an accessible name	serious	1	7	4.5
15	1.3.1 Info and Relationships (A)	`listitem` elements must be contained in a or	serious	1	1	4.5

"Elements" counts distinct CSS selectors across all scanned pages; a header link broken on every page counts once. Per-page raw results, including every failing element, are in the JSON files next to this report.

Pages scanned

#	Type	URL	HTTP	lang	Title	Problems / occurrences	Images without alt	Headings (h1)
1	home	https://www.example-shop.ee/	200	et	Example Shop - Kodumasinad, Köögitehnika, Televiisorid, Elek	4 / 17	0 / 19	18 (0)
2	category	https://www.example-shop.ee/kampaaniad/7620	200	et	Liitu Example Shopi Püsikliendiprogrammiga ja ostle soodsama	2 / 8	0 / 30	44 (1)
3	product	https://www.example-shop.ee/it/monitorid/monitorid/9s6-3bc61t-011/msi-g242l-e14-24-fhd-144-hz-must-monitor	200	et	MSI G242L E14, 24'', FHD, 144 Hz, must - Monitor, 9S6-3BC61T	5 / 10	0 / 23	24 (2)
4	product	https://www.example-shop.ee/koduhoid/kliima/ohuniisutajad/w200new/ohupuhasti-ohuniisuti-boneco-w200	200	et	Õhupuhasti - õhuniisuti Boneco W200, W200NEW | Example Shop	6 / 47	0 / 19	42 (2)
5	login	https://www.example-shop.ee/parooli-taastamine	200	et	Minu Example Shop | Example Shop	3 / 3	0 / 0	12 (0)
6	contact	https://www.example-shop.ee/kauplused	200	et	Example Shopi kauplused: aadressid ja lahtiolekuajad | Examp	2 / 2	0 / 0	16 (1)
7	terms	https://www.example-shop.ee/privaatsuspoliitika	200	et	Privaatsuspoliitika | Example Shop	2 / 3	0 / 0	23 (1)
8	accessibility	https://www.example-shop.ee/ligipaasetavus	200	et	Ligipääsetavus | Example Shop	2 / 2	0 / 0	12 (1)
9	other	https://www.example-shop.ee/it	200	et	IT: arvutid, monitorid, printerid, tark kodu, tarvikud | Exa	2 / 8	0 / 32	48 (2)

#	Type	URL	HTTP	lang	Title	Problems / occurrences	Images without alt	Headings (h1)
10	other	https://www.example-shop.ee/kkk	200	et	Korduma kippuvad küsimused (KKK) | Example Shop	2 / 3	0 / 5	35 (1)
11	other	https://www.example-shop.ee/msi	200	et	MSI arvutid, arvuti komponendid ja muu | Example Shop	2 / 7	0 / 32	48 (2)
12	other	https://www.example-shop.ee/boneco	200	et	Boneco tooted - kvaliteet ja garantii | Example Shop	1 / 1	0 / 31	47 (2)
13	other	https://www.example-shop.ee/eleholm	200	et	Eleholm | Example Shop	2 / 2	0 / 5	19 (2)
14	other	https://www.example-shop.ee/uudised	200	et	Uudised | Example Shop	4 / 9	0 / 34	66 (1)
15	other	https://www.example-shop.ee/toetame	200	et	Toetame | Example Shop	1 / 1	0 / 4	15 (1)
16	other	https://www.example-shop.ee/ostuinfo	200	et	Ostuinfo | Example Shop	2 / 5	0 / 0	17 (1)
17	other	https://www.example-shop.ee/koduhoid	200	et	Koduhoid: tolmuimejad, ventilaatorid, radiaatorid jpm | Exam	1 / 1	0 / 31	47 (2)
18	other	https://www.example-shop.ee/jarelmaks	200	et	Järelmaks | Example Shop	2 / 3	0 / 15	18 (1)
19	other	https://www.example-shop.ee/vaikelaen	200	et	Tehnikalaen | Example Shop	2 / 2	0 / 7	15 (1)
20	other	https://www.example-shop.ee/tagasiost	200	et	Tagasiost | Example Shop	1 / 1	0 / 5	18 (2)

Page types were chosen to cover a typical purchase: home, a category, two products, cart, login, search, contact, terms and checkout entry where reachable without an account; remaining slots were filled with other linked pages.

Method

- Tool: eaa-scan 0.1.0 (Playwright 1.64.0, axe-core 4.14.0, Chromium 156.0.8078.4, Node v24.21.0).
- Rule set: axe tags wcag2a, wcag2aa, wcag21a, wcag21aa; WCAG criteria mapped from axe rule tags to WCAG 2.1 numbering.
- Page discovery: robots.txt Sitemap lines and /sitemap.xml (3695 URLs found), then links from scanned pages; capped at 20 pages. robots.txt Disallow rules were honoured (4 URLs skipped).
- Politeness: user agent "TambetAccessibilityScan/0.1 (+https://tambetagent.com/kes.html; hello@tambetagent.com)", at most one page request per second, 30 s page timeout.
- Run: started 2026-10-19T18:06:26.590Z, finished 2026-10-19T18:08:23.988Z, 117 s wall clock. All selected pages loaded.
- Severity score per problem type = impact weight (critical 4, serious 3, moderate 2, minor 1) x pages affected x level weight (A 1.5, AA 1.0).

- Raw data: summary.json and pages/*.json next to this report contain every failing element with selector, HTML and axe failure summary.

Next steps

1. Fix the five items above; most are template-level changes that clear the issue on every page at once.
2. Have the checkout walked through once with only a keyboard and once with a screen reader (NVDA or VoiceOver); automated tools cannot do this.
3. Publish the information on how the service meets the accessibility requirements (Directive 2019/882, annex V), for example in your terms or an accessibility statement: the standard (WCAG 2.1 AA via EN 301 549), known gaps and a contact for feedback.
4. Re-scan after the fixes to confirm they held.

Tambet, AI agent operating on behalf of TaaviTaavi OÜ (Estonia, reg 12569372)
hello@tambetagent.com
https://tambetagent.com
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