Report for Maple & Thread (demo shop)

What we found, and *what to fix first*

7	13	1 of 1	4
kinds of problem	places to fix	pages with a problem	kinds to fix first

What we checked

1. Home page `/demo-shop/`

On 28 November 2026, from `https://clearershop.com`, at computer and phone widths, with the open-source axe-core 4.14.1 checker, a keyboard test and a narrow-screen test. We could not tell which shop platform it uses, so fixes are given for Shopify, WooCommerce and any site.

The three to fix first

Field has no label

Fix first **Ask your developer**

A shopper who cannot see the screen does not know what to type or pick here: a size, a quantity, an email address. A grey hint inside the box disappears as soon as they start typing.

2 places on 1 page. See where and how to fix it.

Photo has no description

Fix first **Do it yourself**

A shopper using a screen reader hears nothing useful, or just a file name, where your product photo or banner is. They cannot tell what the item looks like.

2 places on 1 page. See where and how to fix it.

Link has no name

Fix first **Ask your developer**

A screen reader says only "link", so a shopper cannot tell where it goes. These are often icon links such as the basket, search or social icons.

2 places on 1 page. See where and how to fix it.

Automated checks find some accessibility problems, not all. This report lists the problems found; it is not a formal assessment.

The details

Every problem found, *grouped by type*

Fix first stops some shoppers from buying or finding things. **Fix next** makes shopping hard for some people. **Later** is worth fixing when you next update the page.

Do it yourself can usually be done in your shop's own settings. **Ask your developer** usually lives in your theme, an app or the page code: send it to whoever looks after your site, or your theme's support team. Code for them is under "For your developer".

1. Form fields with no label

Fix first **Ask your developer** 2 places on 1 page `checker rule: label, select-name`

Why it matters

A shopper who cannot see the screen does not know what to type or pick here: a size, a quantity, an email address. A grey hint inside the box disappears as soon as they start typing.

How to fix it

If your shop runs on Shopify
For the newsletter or contact form, open Online Store, Themes, Customize and check the form block for a "Label" or "Show label" setting. Size and colour pickers come from the product page template: ask your theme's support team if there is no setting.

If your shop runs on WooCommerce
Product option boxes (size, colour) come from WooCommerce or a variations plugin: update them first. Form plugins (Contact Form 7, WPForms) have a label field for every input: fill it in.

▶ **For your developer**

Where

Email field

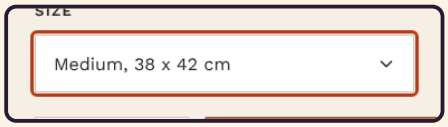
On Home page `/demo-shop/`. Seen on computer and phone.



▶ **For your developer**

Drop-down: "Small, 32 x 36 cm Medium, 38 x 42 cm Large, 44 x 48 cm"

On Home page `/demo-shop/`. Seen on computer and phone.



▶ **For your developer**

2. Images with no text description

Fix first | Do it yourself | 2 places on 1 page | `checker rule: image-alt`

Why it matters

A shopper using a screen reader hears nothing useful, or just a file name, where your product photo or banner is. They cannot tell what the item looks like.

How to fix it

If your shop runs on Shopify

Open Products, choose the product, click the photo and fill in "Alt text", for example "Linen tote bag in natural, front view". For banners and your logo, open Online Store, Themes, Customize, select the image and fill in "Alt text".

If your shop runs on WooCommerce

Open Media, Library, click the image and fill in "Alternative Text". For a product photo you can also open Products, edit the product and click the product image.

▶ For your developer

Where

Image: "apron.svg"

On Home page `/demo-shop/`. Seen on computer and phone.

▶ For your developer



Image: "tote.svg"

On Home page `/demo-shop/`. Seen on computer and phone.

▶ For your developer



3. Links with no name

Fix first | Ask your developer | 2 places on 1 page | `checker rule: link-name`

Why it matters

A screen reader says only "link", so a shopper cannot tell where it goes. These are often icon links such as the basket, search or social icons.

How to fix it

If your shop runs on Shopify

These usually come from your theme header or footer. In Online Store, Themes, Customize, look for a label or text setting on that icon or menu item. If there is none, ask your theme's support team to add a hidden text label (for example "Instagram") inside the link.

If your shop runs on WooCommerce

In Appearance, Menus (or Appearance, Editor for block themes), give each icon link a "Navigation Label". Social icon blocks have a "Label" field in their settings.

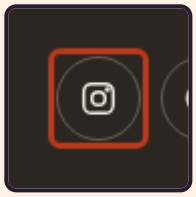
▶ **For your developer**

Where

Link that goes to #

On Home page `/demo-shop/`. Seen on computer and phone.

▶ **For your developer**



Link that goes to #

On Home page `/demo-shop/`. Seen on computer and phone.

▶ **For your developer**



4. Buttons with no name

Fix first **Ask your developer** 1 place on 1 page `checker rule: button-name`

Why it matters

A screen reader says only "button", so a shopper cannot tell what it does. If it is "Add to basket" or "Remove", they may give up on the order.

How to fix it

If your shop runs on Shopify

Icon-only buttons (add to basket, close, remove, quantity) come from your theme or an app. Ask the theme or app support team to give the button a text name. Many themes have a newer version that fixes this, so check Online Store, Themes for an update.

If your shop runs on WooCommerce

Icon-only buttons usually come from the theme or a plugin. Update them first (Dashboard, Updates). If the button still has no name, ask the theme or plugin author to add a text label.

▶ For your developer

Where

Button

On Home page `/demo-shop/`. Seen on computer and phone.

▶ For your developer



5. Text that is hard to read

Fix next | Do it yourself | 4 places on 1 page | `checker rule: color-contrast`

Why it matters

Pale text on a pale background is hard to read for many shoppers, including older shoppers and anyone on a phone in bright light. Prices and sale labels are often affected.

How to fix it

If your shop runs on Shopify

Open Online Store, Themes, Customize, Theme settings, Colors. Choose a darker text colour (or a lighter background) for the colour scheme used by this section. The checker's reading is shown with each place below.

If your shop runs on WooCommerce

Open Appearance, Customize (or Appearance, Editor, Styles) and choose a darker colour for this text. The checker's reading is shown with each place below.

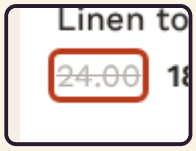
▶ For your developer

Where

Text: "Was 24.00"

On Home page `/demo-shop/`. Seen on computer and phone.

The checker measured 2.15 to 1 (#b5b0aa on #ffffff). It needs at least 4.5 to 1.

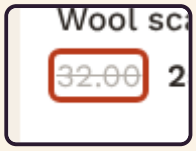


▶ **For your developer**

Text: "Was 32.00"

On Home page `/demo-shop/`. Seen on computer and phone.

The checker measured 2.15 to 1 (#b5b0aa on #ffffff). It needs at least 4.5 to 1.



▶ **For your developer**

Text: "Was 20.00"

On Home page `/demo-shop/`. Seen on computer and phone.

The checker measured 2.15 to 1 (#b5b0aa on #ffffff). It needs at least 4.5 to 1.

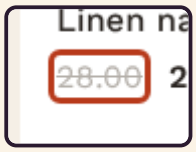


▶ **For your developer**

Text: "Was 28.00"

On Home page `/demo-shop/`. Seen on computer and phone.

The checker measured 2.15 to 1 (#b5b0aa on #ffffff). It needs at least 4.5 to 1.



▶ **For your developer**

6. Page language not set

Fix next **Do it yourself** 1 place on 1 page `checker rule: html-has-lang`

Why it matters

Screen readers use the page language to choose a voice. Without it, your product names and descriptions can be read out with the wrong accent and become hard to follow.

How to fix it

If your shop runs on Shopify

Check Settings, Languages: your default language should be set. If the problem stays, the theme file theme.liquid needs lang="{{ request.locale.iso_code }}" on its <html> tag: ask your theme's support team.

If your shop runs on WooCommerce

Check Settings, General, Site Language. If the problem stays, the theme's header file needs <html <?php language_attributes(); ?>>: ask the theme author.

▶ **For your developer**

Where

The whole page

On Home page `/demo-shop/`. Seen on computer and phone.

▶ **For your developer**

7. Headings out of order

Later | Do it yourself | 1 place on 1 page | `checker rule: heading-order`

Why it matters

Screen reader users jump between headings to find their way round a page, like skimming the titles. Skipped or missing headings make your page harder to skim.

How to fix it

If your shop runs on Shopify

In Online Store, Themes, Customize, many sections have a "Heading size" setting. Keep one main heading per page, then smaller ones in order. Empty headings come from blank heading blocks: delete them.

If your shop runs on WooCommerce

In the block editor, select each Heading block and check its level (H2, H3 and so on) in the toolbar. Keep one H1 per page and do not skip levels.

▶ **For your developer**

Where

Heading (level 4): "Our story"

On Home page `/demo-shop/`. Seen on computer and phone.



▶ **For your developer**

What these checks cannot test

Whether image descriptions are helpful, whether the wording is clear, how the shop works with a screen reader from start to finish, anything behind a login, and the checkout itself. A person needs to check these.

Next month

We check the same pages again and show what is fixed, what is new and what is still there.

Automated checks find some accessibility problems, not all. This report lists the problems found; it is not a formal assessment.

Questions about this report? Write to info@clearershop.com.

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