

Accessibility First: WCAG 2.2 Essentials in Website Builders

In 2025, web design changes its basic concepts: it is no longer about being simply beautiful and convenient, but first, convenient for every user. Treat accessibility terms as a meaningful element of modern digital culture. Builders, such as Framer, [Nicepage](#), Squarespace, Webflow, and Wix, provide built-in tools that support designers and marketers in creating websites that comply with international WCAG 2.2 (Web Content Accessibility Guidelines) standards. They are responsible for ensuring the content is clear, functional, and accessible to people with various impairments, including auditory, visual, and motor impairments.



Semantics and Visual Perception

Proper semantic structure is the basic secret of accessible design. Build each header, including H1, H2, H3, and others, with logic. Follow this approach to support search engines and users who use screen readers. Implement logical structure to simplify page navigation.

Refine the alt text for images to simplify their meaning for individuals with low vision and those who are blind. Make alt text short, accurate, and clearly describe the essence of the image.

Focus on contrast. Keep the text easily readable under any lighting conditions and on all device types. Adhere to WCAG standards, ensuring a contrast ratio no lower than 4.5:1 for standard text and 3:1 for large text. Use the built-in tools for contrast check in modern website builders to get notifications when color combinations do not comply with accessibility guidelines.

Keyboard Accessibility and Focus Management

Remember about people who use other means of navigation instead of the mouse. Keep in mind that keyboard accessibility is important that you need to treat it as a critical WCAG 2.2 criterion. Make all active elements, including links, forms, and buttons, accessible via Tab button navigation.

Complement each active element with a frame or highlighting to help users understand their precise position on the current page.

Create skip links, a type of hidden link that speeds up navigation to the main content. These elements help to skip headers, menus, and banners, and save users' time. Implement skip links to provide users with keyboard or screen reader navigation convenience.

Ensure that tables have proper column and row headers (*th*, *scope*). Then add descriptions for complex data. Lastly, make your table-based content accessible both visually and logically.



Pre-publication Check

Conduct a thorough review of your website, even if it appears to be ideal. Initiate a deep pre-publish accessibility check before launch. This is an automated process that tests the correctness of the code and the entire content.

Implement such a check to identify unclear headings, insufficient contrast, and the absence of alt-tags.

To cover all meaningful aspects, structure your own author accessibility checklist to verify content quality before publishing. It usually includes several meaningful nuances:

- Does the contrast comply with the WCAG standard?
- Do all the images have alt-texts?
- Can you navigate all the website pages using the keyboard?
- Do the forms have proper labels?
- Is the text easily readable?



Documentation and transparency

Ensure your ADA documentation is accurate, particularly when working with clients from Europe or the USA. Use this short note or review to prove your website complies with the basic terms of ADA and WCAG 2.2.

Place the mentioned document directly on the main project's page or in the footer. Use it to protect clients from legal risks, demonstrate transparency, and maintain a strong focus on inclusivity. The majority of modern builders provide the possibility to form such reviews automatically or via page templates.

Conclusion

Treat accessibility features of your website with respect and care towards users. Multiple builders, including Squarespace, Wix, [Nicepage](#), and Framer, make this process intuitive and simple. They provide built-in check options and templates with optimized structure. Make your project successful, following the accessibility-first principle and combining functionality with human touch.