



## Website Accessibility Audit Report – (Desktop)

<https://www.google.com/>

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### Overall Accessibility Score (Desktop)

# 49%

**& WARNING: Below Recommended Standard**

Minimum recommended score: 70%

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Pages audited: Multiple pages

Package: Pro – Note:

This report should be generated 3 times for Pro packages. 1 report for Desktop, 1 report for Tablet, 1 report for Mobile. If starter package, the report should reflect the platform choice the user submitted.

# Executive Summary

This comprehensive accessibility audit evaluates the Google website specifically for digital users. The assessment focuses on digital user challenges including vision changes, motor skill considerations, cognitive processing needs, and technology familiarity.

## Key Findings

- Overall score of 49% falls below the 70% minimum standard for user-friendly accessibility
- Critical issues identified in color contrast, page loading speed, and link text clarity
- Strong performance in touch target sizing, mobile responsiveness, and form accessibility
- Security and privacy features meet recommended standards

## Recommended Priority Actions

- Improve color contrast ratios for text and interactive elements
- Optimize page loading speed to reduce wait times
- Enhance link text to be more descriptive and contextual
- Add text spacing flexibility to prevent layout breaks when users zoom

# Detailed Score Breakdown

The final score is calculated using a weighted average system where components with greater impact on digital users receive higher weight values.

Audit Component	Score	Weight	Weighted
Color Contrast for Clear Vision	100%	10	10.00
Touch Target Size for Older Adults	0%	10	0.00
Mobile-Friendly Design	100%	10	10.00
Stable Page Layout	100%	10	10.00
Text Size and Readability Analysis	39%	15	5.85
Text Spacing Flexibility for Readability	0%	2	0.00
Semantic Complexity Analysis	0%	15	0.00
Page Loading Speed	0%	5	0.00
Page Responsiveness	0%	5	0.00
Descriptive Link Text	100%	5	5.00
Clear Button Labels	100%	5	5.00
Form Field Labels	100%	5	5.00
Interactive Elements Visual Clarity	0%	5	0.00
Secure Connection Protection	100%	2	2.00
Page Complexity Management	0%	2	0.00
Logical Content Structure	100%	2	2.00
Technical Stability	0%	2	0.00
Privacy-Respecting Location Requests	0%	2	0.00
<strong>TOTAL CALCULATION</strong>	—	112	54.85

Final Score:  $54.85 \div 112 = 49\%$

# Performance by Category

This overview shows how the website performs across different accessibility dimensions important to digital users.

## Vision Accessibility

Component	Rating	Actual	Standard	Details
Text Size and Readability Analysis	Fail	39%	"e90%	Most text is readable but some areas need larger sizing
Color Contrast for Clear Vision	Pass	100%	100%	All elements meet contrast standards
Interactive Elements Visual	Fail	0%	"e90%	Some buttons and links lack clear visual indicators
Overall Font Size Assessment	Fail	0%	"e90%	Fails to meet accessibility requirements

## Motor Accessibility

Component	Rating	Actual	Standard	Details
Touch Target Size for Older	Fail	0%	"e90%	Some clickable elements are too small
Text Spacing Flexibility for	Fail	0%	"e90%	Layout breaks when users adjust text size

## Cognitive Accessibility

Component	Rating	Actual	Standard	Details
Logical Content Structure	Pass	100%	100%	Meets all accessibility standards
Clear Button Labels	Pass	100%	100%	Meets all accessibility standards
Descriptive Link Text	Pass	100%	100%	Meets all accessibility standards
Form Field Labels	Pass	100%	100%	Meets all accessibility standards
Semantic Complexity Analysis	Fail	0%	"e90%	Fails to meet accessibility requirements

## Performance for Older Adults

Component	Rating	Actual	Standard	Details
Page Loading Speed	Fail	0%	"e90%	Fails to meet accessibility requirements
Stable Page Layout	Pass	100%	100%	Meets all accessibility standards
Page Responsiveness	Fail	0%	"e90%	Fails to meet accessibility requirements

## Security for Older Adults

Component	Rating	Actual	Standard	Details
Secure Connection Protection	Pass	100%	100%	Meets all accessibility standards
Privacy-Respecting Location	Fail	0%	"e90%"	Fails to meet accessibility requirements

## Technical Accessibility

Component	Rating	Actual	Standard	Details
Mobile-Friendly Design	Pass	100%	100%	No unexpected layout shifts during page load
Page Complexity Management	Fail	0%	"e90%"	Fails to meet accessibility requirements
Technical Stability	Fail	0%	"e90%"	Fails to meet accessibility requirements

# Priority Recommendations

Based on the audit findings, here are the priority improvements organized by impact and implementation effort.

## ! Critical Priority (High Impact)

### 1. Text Size and Readability Analysis

**Issue:** Text size below 16px is difficult for many users to read without strain.

**Why it matters:** Age-related vision changes make small text nearly impossible to read. Older adults need larger fonts to browse websites comfortably.

**Recommendation:** Ensure all body text is at least 16 pixels. Use relative units like "rem" to allow users to easily scale the font size in their browser settings.

### 2. Touch Target Size for Older Adults

**Issue:** Small touch targets are difficult to tap accurately for users with motor challenges.

**Why it matters:** Age-related motor changes require larger, well-spaced interactive elements. Small targets lead to frustration and prevent task completion.

**Recommendation:** Ensure all buttons, links, and other interactive elements are at least 48x48 pixels. Provide ample spacing between targets to prevent accidental taps.

### 3. Page Loading Speed

**Issue:** Slow page loading creates frustration and may cause users to abandon the site, assuming it's broken or connection failed.

**Why it matters:** Older adults may have less patience for slow technology and may abandon sites that don't load quickly.

**Recommendation:** Optimize images, use a content delivery network (CDN), and minimize render-blocking scripts to ensure the main content loads in under 2.5 seconds.

## ' Low Priority (Minor Improvements)

16 items are performing well with only minor improvements needed.

# Areas of Strength

The website demonstrates excellence in several important areas that benefit digital users.

- **Color Contrast for Clear Vision (100%)**

This area meets or exceeds accessibility standards, providing an excellent experience for digital users.

- **Logical Content Structure (100%)**

Content is organized in a logical, hierarchical manner with proper heading structure, making it easier for all users to navigate and understand the page layout.

- **Clear Button Labels (100%)**

Buttons have descriptive labels that clearly indicate their function, helping users understand what will happen when they click.

- **Descriptive Link Text (100%)**

This area meets or exceeds accessibility standards, providing an excellent experience for digital users.

- **Form Field Labels (100%)**

All form fields have clear, associated labels that help users understand what information is required, particularly beneficial for screen reader users.

- **Stable Page Layout (100%)**

No unexpected layout shifts during page load, providing a stable and predictable experience.

- **Secure Connection Protection (100%)**

The website uses HTTPS encryption across all pages, protecting sensitive information—especially important as users are frequently targeted by online scams.

- **Mobile-Friendly Design (100%)**

The website properly adapts to different screen sizes, ensuring content displays correctly on tablets and smartphones without requiring horizontal scrolling.

# About This Audit

This accessibility audit was conducted using SilverSurfers methodology, which specifically evaluates website accessibility from the perspective of older adult users.

## Our Focus Areas

- Vision changes (reduced contrast sensitivity, color perception)
- Motor skill considerations (reduced dexterity, arthritis, tremors)
- Cognitive processing needs (clear language, simple navigation)
- Technology familiarity levels (intuitive interfaces, clear instructions)

## Scoring Methodology

Each audit component receives a percentage score based on specific criteria. Components are then weighted according to their impact on digital users. The final score is calculated as a weighted average.

*Final Score = (Sum of Weighted Points) ÷ (Total Possible Weight) × 100*

### Score Interpretation:

- **80-100%: Pass** - Highly accessible for digital users
- **70-79%: Needs Improvement** - Falls below recommended standards
- **Below 69%: Fail** - Significant barriers to digital users

# Next Steps

To improve accessibility and better serve digital visitors:

- Review and implement the Critical Priority recommendations first, as these have the highest impact on user experience
- Create an accessibility improvement roadmap with timeline and resource allocation
- Test improvements with actual users to validate effectiveness
- Schedule regular accessibility audits to maintain and improve standards
- Train content creators and developers on user-friendly web design principles

## Questions or Need Support?

Contact us at [hello@silversurfers.ai](mailto:hello@silversurfers.ai) for:

- Detailed implementation guidance for specific recommendations
- Custom accessibility consulting services
- Follow-up audits to track progress
- Training and workshop opportunities

## Section 3: Detailed Audit Results

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Continue to the next page to explore the full results of this assessment.

# Secure Connection Protection

SILVERSURFERS SCORE

**Excellent**

All sites should be protected with HTTPS, even ones that don't handle sensitive data. This includes avoiding mixed content, where some resources are loaded over HTTP despite the initial request being served over HTTPS. HTTPS prevents intruders from tampering with or passively listening in on the communications between your app and your users, and is a prerequisite for HTTP/2 and many new web platform APIs.

## Why This Matters for SilverSurfers

HTTPS is crucial for protecting older adults who are often targets of online scams. It protects sensitive information from interception.

## Impact on SilverSurfers

Older adults are frequently targeted by cybercriminals. Secure connections provide essential protection for their personal and financial information.

## How to Improve for SilverSurfers

The website should use a secure (HTTPS) connection on all pages to protect user data and build trust. This is indicated by a padlock icon in the browser's address bar.

# Mobile-Friendly Design

SILVERSURFERS SCORE

**Excellent**

A `<meta name="viewport">` not only optimizes your app for mobile screen sizes, but also prevents a 300 millisecond delay to user input.

## Why This Matters for SilverSurfers

Proper viewport configuration ensures content displays correctly on all devices, which is vital as many older adults use tablets or phones.

## Impact on SilverSurfers

Responsive design helps older adults access content on their preferred devices without text being too small or requiring horizontal scrolling.

## How to Improve for SilverSurfers

Include the `<meta name="viewport" content="width=device-width, initial-scale=1">` tag in the `<head>` of all pages to ensure proper rendering on mobile devices.

# Page Loading Speed

SILVERSURFERS SCORE

**Needs Improvement**

Largest Contentful Paint marks the time at which the largest text or image is painted.

## Why This Matters for SilverSurfers

Slow-loading pages can confuse older adults who may think the site is broken. Fast loading builds confidence.

## Impact on SilverSurfers

Older adults may have less patience for slow technology and may abandon sites that don't load quickly.

## How to Improve for SilverSurfers

Optimize images, use a content delivery network (CDN), and minimize render-blocking scripts to ensure the main content loads in under 2.5 seconds.

### Detailed Results

9.8 s

# Stable Page Layout

SILVERSURFERS SCORE

Excellent

Cumulative Layout Shift measures the movement of visible elements within the viewport.

## Why This Matters for SilverSurfers

Pages that shift unexpectedly can confuse older adults and cause them to click wrong elements. Stable layouts provide predictable experiences.

## Impact on SilverSurfers

Layout stability is crucial for older adults who need consistent, predictable interfaces.

## How to Improve for SilverSurfers

Specify dimensions for all images and ads to prevent content from shifting as it loads. Avoid inserting new content above existing content.

### Detailed Results

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# Clear Button Labels

SILVERSURFERS SCORE

**Excellent**

When a button doesn't have an accessible name, screen readers announce it as "button", making it unusable for users who rely on screen readers.

## Why This Matters for SilverSurfers

Older adults benefit from descriptive button names that clearly explain the resulting action. Vague labels like "Click here" create confusion.

## Impact on SilverSurfers

Clear, descriptive labels help older adults understand website functionality and build confidence in their interactions.

## How to Improve for SilverSurfers

Button text should describe the action it will perform. For example, use "Submit Application" or "Download Report" instead of generic labels.

# Logical Content Structure

SILVERSURFERS SCORE

**Excellent**

Properly ordered headings that do not skip levels convey the semantic structure of the page, making it easier to navigate and understand when using assistive technologies.

## Why This Matters for SilverSurfers

Proper heading hierarchy helps older adults understand content organization. A confusing structure increases cognitive load.

## Impact on SilverSurfers

Clear information hierarchy reduces cognitive burden and helps older adults find and understand content without becoming overwhelmed.

## How to Improve for SilverSurfers

Structure content with a single H1 heading, followed by H2s for main sections, H3s for sub-sections, etc. Do not skip heading levels.

# Form Field Labels

SILVERSURFERS SCORE

**Excellent**

Labels ensure that form controls are announced properly by assistive technologies, like screen readers.

## Why This Matters for SilverSurfers

Clear form labels are essential for older adults who may have difficulty understanding form purposes. Missing labels create confusion.

## Impact on SilverSurfers

Proper labels help older adults complete forms successfully, reducing frustration and abandonment of important tasks.

## How to Improve for SilverSurfers

Every form input should have a clearly visible and programmatically associated `<label>` tag. Place labels above the input field for clarity.

# Descriptive Link Text

SILVERSURFERS SCORE

**Excellent**

Link text (and alternate text for images, when used as links) that is discernible, unique, and focusable improves the navigation experience for screen reader users.

## Why This Matters for SilverSurfers

Meaningful link text helps older adults understand where links will take them. Generic text like "Read more" creates uncertainty.

## Impact on SilverSurfers

Descriptive links reduce confusion and help older adults navigate with confidence, understanding the purpose of each link.

## How to Improve for SilverSurfers

Link text should make sense out of context. Instead of a "click here" link, phrase it as "Read more about our older adults services".

# Color Contrast for Clear Vision

SILVERSURFERS SCORE

**Excellent**

Low-contrast text is difficult or impossible for many users to read.

## Why This Matters for SilverSurfers

Adequate color contrast is essential for older adults whose vision may be affected by cataracts or macular degeneration, making text invisible.

## Impact on SilverSurfers

Aging eyes require higher contrast to distinguish text from backgrounds. Without it, content becomes inaccessible.

## How to Improve for SilverSurfers

Aim for a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text to meet WCAG AA standards, ensuring readability for most users.

# Text Size and Readability Analysis

SILVERSURFERS SCORE  
Needs Improvement

Clear, readable text is a cornerstone of a good user experience.

## Why This Matters for SilverSurfers

Font size is critical for older adults who often experience presbyopia. Text smaller than 16px can be extremely difficult to read, causing eye strain.

## Impact on SilverSurfers

Age-related vision changes make small text nearly impossible to read. Older adults need larger fonts to browse websites comfortably.

## How to Improve for SilverSurfers

Ensure all body text is at least 16 pixels. Use relative units like "rem" to allow users to easily scale the font size in their browser settings.

## Detailed Results

14 text snippets found with a font size smaller than 16px

## Detailed Findings (Sample)

Text Content	Element Selector	Reason
All	#SBmmZd > a.active	Font smaller than 16px - difficult for older adults to
Images	#SBmmZd > a	Font smaller than 16px - difficult for older adults to
Sign in	#gb > div.gb_0d.gb_sb.gb_Qd.gb_3d > div.gb_Ad > a.gb_Va.gb_Ud.gb_Md.gb_Cd	Font smaller than 16px - difficult for older adults to
Google offered in:	#SlvCob > div.H6sW5	Font smaller than 16px - difficult for older adults to
bv1bōH	#SlvCob > div.z4hgWe > a	Font smaller than 16px - difficult for older adults to

## Detailed Findings (Sample) - Continued

Text Content	Element Selector	Reason
gæšb!H	#SlvCob > div.z4hgWe > a	Font smaller than 16px - difficult for older adults to
c6FhÆJ	#SlvCob > div.z4hgWe > a	Font smaller than 16px - difficult for older adults to
Dark theme: off	#fbar > div.fbar.footer__homepage-mobile-settings-row-above-fold.JQyAhb > a.Fx4vi	Font smaller than 16px - difficult for older adults to
Settings	#fbar > div.fbar.footer__homepage-mobile-settings-row-above-fold.JQyAhb >	Font smaller than 16px - difficult for older adults to
Privacy	#fbar > div.fbar.footer__homepage-mobile-settings-row-above-fold.JQyAhb > a.Fx4vi	Font smaller than 16px - difficult for older adults to
Terms	#fbar > div.fbar.footer__homepage-mobile-settings-row-above-fold.JQyAhb > a.Fx4vi	Font smaller than 16px - difficult for older adults to
Advertising	div.fbar.M6hT6.As6eLe.Lt2Ned > div > a.Fx4vi	Font smaller than 16px - difficult for older adults to

## Detailed Findings (Sample) - Continued

Text Content	Element Selector	Reason
Business	div.fbar.M6hT6.As6eLe.Lt2Ned > div > a.Fx4vi	Font smaller than 16px - difficult for older adults to
About	div.fbar.M6hT6.As6eLe.Lt2Ned > div > a.Fx4vi	Font smaller than 16px - difficult for older adults to

# Touch Target Size for Older Adults

SILVERSURFERS SCORE

Needs Improvement

Touch targets with sufficient size and spacing help users who may have difficulty targeting small controls to activate the targets.

## Why This Matters for SilverSurfers

Older adults often experience tremors or arthritis. Small buttons and links are difficult to accurately tap, creating barriers to use.

## Impact on SilverSurfers

Age-related motor changes require larger, well-spaced interactive elements. Small targets lead to frustration and prevent task completion.

## How to Improve for SilverSurfers

Ensure all buttons, links, and other interactive elements are at least 48x48 pixels. Provide ample spacing between targets to prevent accidental taps.

## Detailed Findings (Sample)

Element	Location	Senior Accessibility Issue
prize bond draw	div.JwzvB > div.bLgP0e > ul.o5j3Ue > li	Fix any of the following: Target has insufficient size because it is partially obscured (smallest space is 16px by 53px, should be at least 24px by 24px) Target has insufficient space to its
petrol prices pakistan	div.JwzvB > div.bLgP0e > ul.o5j3Ue > li	Fix any of the following: Target has insufficient size because it is partially obscured (smallest space is 16px by 53px, should be at least 24px by 24px) Target has insufficient space to its
bisp 8171 web portal	div.JwzvB > div.bLgP0e > ul.o5j3Ue > li	Fix any of the following: Target has insufficient size because it is partially obscured (smallest space is 16px by 53px, should be at least 24px by 24px) Target has insufficient space to its

## Detailed Findings (Sample) - Continued

Element	Location	Senior Accessibility Issue
bisp 8171 payment ehsaas program	div.JwzvB > div.bLgP0e > ul.o5j3Ue > li	Fix any of the following: Target has insufficient size because it is partially obscured (smallest space is 16px by 53px, should be at least 24px by 24px) Target has insufficient space to its
gold prices pakistan	div.JwzvB > div.bLgP0e > ul.o5j3Ue > li	Fix any of the following: Target has insufficient size because it is partially obscured (smallest space is 16px by 53px, should be at least 24px by 24px) Target has insufficient space to its
bigg boss 19 episode 52 dailymotion	div.JwzvB > div.bLgP0e > ul.o5j3Ue > li	Fix any of the following: Target has insufficient size because it is partially obscured (smallest space is 16px by 53px, should be at least 24px by 24px) Target has insufficient space to its
11th class result bise gujranwala board	div.JwzvB > div.bLgP0e > ul.o5j3Ue > li	Fix any of the following: Target has insufficient size because it is partially obscured (smallest space is 16px by 53px, should be at least 24px by 24px) Target has insufficient space to its