**Website audit**

**1. Perceivable**

* **Accessible Content:** All content on this website is presented in a clear and understandable manner. I use descriptive headings, organized content with images, lists and paragraphs, and avoid complex language to ensure accessibility.
* **Accessible Images:** In this website, all images have descriptive alt text, which improve accessibility for user who cannot perceive visual content. Moreover, I use images in the WebP format for better performance and compression. The images and icons used are directly related to the content, enhancing context, and understanding for all users.
* **Color contrast:** Ensuring color contrast throughout the website, following the Alpha3 theme color, enhances readability and comprehension, particularly for users with low vision or color vision deficiencies.
* **Resizable Text:** Text on the website can be resized without any loss of content or functionality, offering flexibility for users with varying visual acuity.

**2. Operable:**

* **Logical Content Flow:** The website content is structured in a logical sequence to enhance user understanding and engagement. Starting with an encouraging hero section that invites users to apply for rebates, the site then explains the rebate process in clear steps. Each step links to detailed pages for more information. Following this, users can explore different programs, search tool, and advisor links related to rebates. Next, a self-serve resources section is available for users who need additional support after comprehending the initial sections. This logical flow ensures that users receive information in a well-organized and intuitive manner, facilitating easier navigation and comprehension.
* **Hover Effects:** while I employ hover effects for certain elements, I recognize that these should not be the sole means of conveying important information. I use a combination of color changes, underlining, and increased font weight as hover effects to enhance the visibility of interactive elements. By using multiple visual cues, I ensure that hover effects are accessible to a wider range of users. This approach ensures clear functionality and accessibility, improving user experience and meeting accessibility standards.
* **Keyboard navigation:** I ensure all interactive elements, such as links and buttons, are accessible via keyboard, this enables users who cannot use a mouse to navigate the site effectively.

**3. Understandable:**

* **Clear Navigation:** The navigation is designed to be intuitive and easy to understand. Descriptive link text is used for navigation menus,
* **Conversational Headings:** The content of headings is more conversational, aiming to engage users and make the content feel more approachable and easier to understand.
* **Style Consistency:** Maintaining style consistency across every section enhances overall user experience and ensures accessibility for all users.
* **Hero Section:** The hero part of the website uses the right tone to encourage users to visit more pages. The language and visuals are designed to be welcoming and engaging.

**4. Robust:**

* **Semantic HTML:** My website’s HTML markup follows best practices, prioritizing semantic elements such as <div>, <section>, and <article> to structure content effectively. Each element is utilized purposefully to convey the meaning and organization of the content. Moreover, headings are employed in the correct hierarchical order. Appropriate HTML elements are used to structure content, ensuring it is accessible and understandable to assistive technologies.
* **Responsive Design:** My website is designed to be responsive, adapting seamlessly to different screen sizes and devices. Testing is conducted across various browsers and devices to ensure compatibility and functionality.