

Global Airlines Audit

Adherence to the revised Air Carrier Access Act (ACAA) of 1986





With the size of our site,
Sitemorse accessibility testing
makes what once was a
daunting task into something
far **more manageable**. The
whole web team has benefited.



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2017 Q1 / Aviation (US DOT / ACAA)

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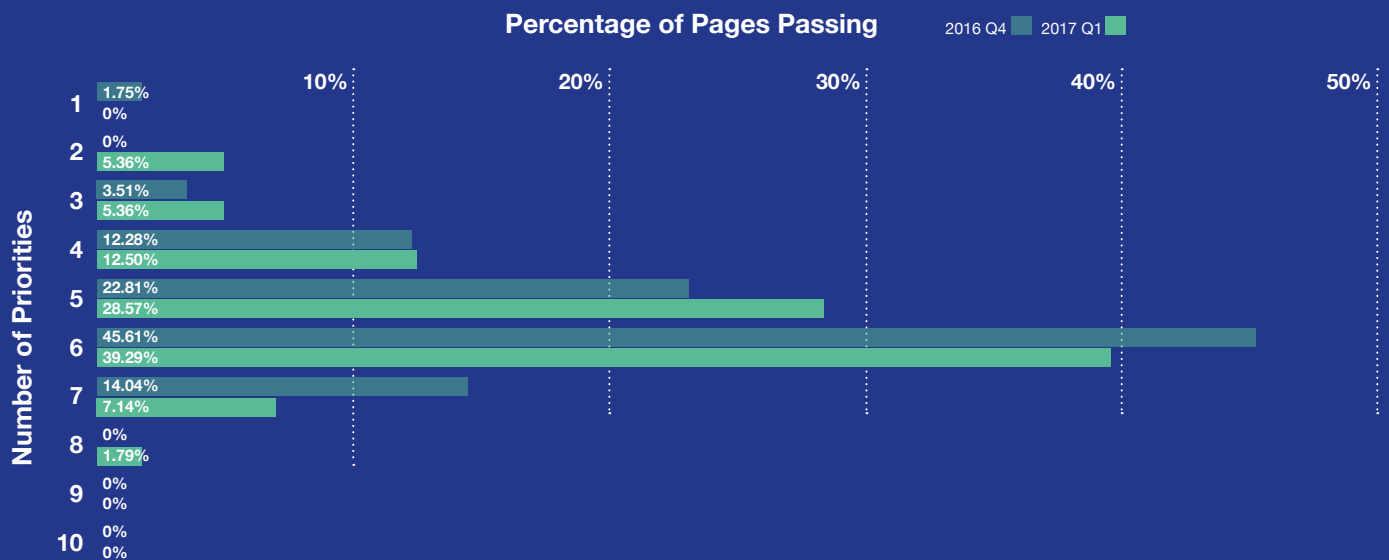
Last quarter we reported that with the final deadline of the Air carrier Access Act (ACAA) imminent, no airlines were achieving the required level of compliance. That deadline has since passed, so are the websites of affected airlines now compliant? The latest results from our analysis conclude that none have achieved the level of accessibility required by the regulator (US DOT) in accordance with the Act.

Sitemorse has run millions of tests that show: globally not one of the websites achieve the most recognised standard, WCAG 2.0, which is a cornerstone of the DOT requirement. It is possible that the complexity of the standard is the greatest issue, both for those looking to enforce and adhere to it, however where does this leave the regulator when it appears no significant ground has been made by the air carriers?

Top 5 Risers



- 1 Air New Zealand
<https://www.airnewzealand.com/>
- 2 Saudia
<http://www.saudia.com/>
- 3 Lufthansa
<http://www.lufthansa.com/>
- 4 Royal Air Maroc
<https://www.royalairmaroc.com/>
- 5 China Southern
<http://www.csair.com/en/>



Top 10 Sites for Accessibility

Pakistan International Airlines (PIA) currently has the best performing website based on our accessibility analysis. The site has moved up five places from last quarter to push Japan Airlines, the previous incumbent of the #1 spot, down one position. Full accessibility results (including risers and fallers) are listed on page 7 of this report.

Top Site:

PIA
<http://www.piac.com.pk/>



1	PIA http://www.piac.com.pk/	NEW	6	Swiss Airlines https://www.swiss.com/	4
2	Japan Airlines http://www.jal.com/	1	7	Singapore Airlines http://www.singaporeair.com/en_UK/gb/home	5
3	ANA http://www.ana.co.jp/	—	8	Etihad Airways http://www.etihad.com/	3
4	Avianca https://www.avianca.com/uk/en/	2	9	British Airways https://www.britishairways.com/	5
5	Southwest Airlines https://www.southwest.com/	24	10	Air India http://www.airindia.in/	4

Sitemorse has been using automation to test accessibility for **more than 12 years**, during this period we have **assessed more pages than anybody else globally.**



Accessibility Results

The results below are listed in alphabetical order; the percentage indicates the pass total achieved.

Our results show that very few websites achieve the most recognised global standard, WCAG 2.0 A / AA compliance. The complexity of the standard has made it both difficult to adhere to and enforce.

As most sites are not close to adherence, we consider the introduction of accessibility priorities to be the first pragmatic step. It helps create an initial level of compliance, one that improves online experience and reduces your compliance risk.

URL	A	AA
http://www.aerlingus.com/	▼ 0.86%	▼ 68.97%
http://www.aeroflot.com/	Excluded	
http://www.aerolineas.com.ar/	— 0.00%	— 6.98%
http://www.aeromexico.com/	▼ 0.67%	▲ 22.67%
http://www.airberlin.com/	▼ 0.64%	▲ 84.62%
http://www.aircanada.com/	▲ 0.75%	▲ 28.36%
http://www.airchina.com/	Excluded	
https://www.aireuropa.com/	▼ 0.65%	▼ 16.99%
http://www.airfrance.com/	— 0.00%	▲ 92.97%
http://www.airindia.in/	▼ 2.93%	▼ 93.17%
http://www.airnewzealand.com/	— 0.00%	▲ 98.40%
http://www.airtransat.com/	— 0.00%	▲ 20.80%
http://www.alitalia.com/	▲ 0.60%	▲ 52.38%
http://www.aa.com/	Excluded	
http://www.ana.co.jp/	▲ 11.39%	▲ 79.75%
http://www.arikair.com/	— 0.00%	▲ 28.35%
http://www.flyasiana.com/	Excluded	
http://www.austrian.com/	— 0.00%	▼ 5.30%
http://www.avianca.com/	▲ 10.07%	▼ 32.64%
http://www.azal.az/	— 0.00%	▼ 12.78%
http://www.britishairways.com/	▼ 3.20%	▼ 68.00%
http://www.brusselsairlines.com/	— 0.00%	▲ 22.40%
http://www.caribbean-airlines.com/	Excluded	
http://www.cathaypacific.com/	Excluded	
http://www.flychinaeastern.com/	Excluded	
http://www.csair.com/en/	▲ 0.79%	▲ 80.31%
http://www.delta.com/	▼ 1.50%	▼ 81.20%
http://www.egyptair.com/	▲ 0.78%	▼ 96.90%
http://www.elal.com/	— 0.00%	▼ 84.92%
http://www.emirates.com/	— 0.00%	▼ 0.80%
http://www.ethiopianairlines.com/	▼ 0.59%	▲ 40.24%
http://www.etihad.com/	▲ 4.29%	▲ 84.29%
http://www.evaair.com/	Excluded	
http://www.finnair.com/	▼ 0.00%	▼ 12.40%

URL	A	AA
http://www.iberia.com/	— 0.00%	▼ 93.43%
http://www.icelandair.com/	▼ 0.00%	▲ 95.35%
http://www.jal.com/	▼ 15.73%	▼ 47.90%
http://www.jetairways.com/	▲ 0.57%	▲ 71.59%
http://www.jet2.com/	— 0.00%	▲ 22.83%
http://www.klm.com/	▼ 1.46%	▲ 8.76%
http://www.koreanair.com/	— 0.00%	▼ 97.81%
http://www.kuwaitairways.com/	Excluded	
http://www.lot.com/	Excluded	
http://www.lufthansa.com/	— 0.00%	▲ 98.40%
http://www.norwegian.com/	Excluded	
http://www.philippineairlines.com/	▼ 2.22%	▼ 10.37%
http://www.piac.com.pk/	NEW 17.09%	NEW 80.48%
http://www.qantas.com.au/	— 0.00%	▼ 15.08%
http://www.royalairmaroc.com/	▲ 0.76%	▲ 48.09%
http://www.rj.com/	▼ 0.68%	▲ 9.59%
http://www.flysas.com/	— 1.53%	— 10.69%
http://www.sata.pt/	▼ 0.50%	▼ 68.84%
http://www.saudiairlines.com/	— 0.00%	▲ 92.31%
http://www.singaporeair.com/	▲ 4.42%	▲ 87.29%
http://www.flysaa.com/	▼ 0.00%	▲ 85.99%
http://www.southwest.com/	▲ 7.59%	▲ 57.93%
http://www.swiss.com/	▲ 5.33%	▼ 91.33%
http://www.tam.com.br/	— 0.80%	▼ 9.60%
http://www.flytap.com/	▼ 0.00%	▼ 1.60%
http://www.thomascokairlines.com/	— 0.00%	▼ 33.07%
http://www.thomson.co.uk/	— 0.00%	— 0.00%
http://www.turkishairlines.com/	— 0.00%	— 1.60%
http://www.flyuia.com/	▲ 0.71%	▼ 12.14%
http://www.united.com/	▼ 0.00%	▲ 77.60%
http://www.uzairways.com/	▼ 0.00%	▼ 97.12%
http://www.virgin-atlantic.com/	▼ 1.35%	▼ 14.86%
http://wowair.co.uk/	— 0.00%	▲ 0.80%

Time for a More Pragmatic Approach

Is WCAG 2.0 an impossible standard that provides the basis for excuses?

WCAG 1.0 was published and became a W3C recommendation in May 1999. It consisted of 14 guidelines describing general principles of accessible design. Each guideline covered a basic theme of web accessibility and was associated with one or more checkpoints. These checkpoints provide further detail about the guideline and techniques for how they can be applied.

The standard was superseded by WCAG 2.0, which was published as a W3C Recommendation in December 2008. This comprises of twelve guidelines that are separated into four principles: perceivable, operable, understandable and robust. Each of the guidelines is further divided into Success Criteria that, in theory, are intended to be testable.

The inception and launch of WCAG 2.0 (<https://www.w3.org/TR/WCAG20/>) has been difficult. Several organisations claim compliance and a desire to adopt the standard, however its complexity, time requirements and the level of training/support required have challenged them. In some instances, we have found that the matter is seemingly becoming less important and is regarded as an unachievable goal.

In addition, the actual results for sites are also showing a downward trend. Just 1.5% of the 200 Government Sites

in the Central Gov. INDEX (<https://sitemorse.com/index/uk-central-government/2016-q2>) are anywhere near WCAG 2.0 AA complaint (the government requirement), yet many claim accessibility.

Before the release of WCAG 2.0 it appeared that a considerable number of organisations were at least heading towards WCAG 1.0, even though some considered it onerous and not all understood its importance.

However, WCAG 2.0 is being considered overbearing and the sheer level of understanding and site work required to even start to embrace, let alone achieve it, is seen as difficult to manage.

As we are all aware there are many benefits to an accessible site, but if the standard itself is the reason the need is negated then the value is considerably diminished.

To improve this situation, we have created a top 10 list of priorities which can be executed to improve accessibility. The priorities list is based on the data we have collected after checking millions of pages, as well as feedback from industry experts and our clients. We have considered each of the checkpoints of WCAG 2.0 to compile priorities that we feel are understandable, manageable, measurable and achievable.

By dealing with this list first, the experience for all users will be improved regardless of their access. This isn't a perfect solution, but the list can help site owners improve their accessibility by 65-70%, which is considerably better than no improvement at all. These techniques provide a starting point for getting to grips with the complete WCAG 2.0 standard.

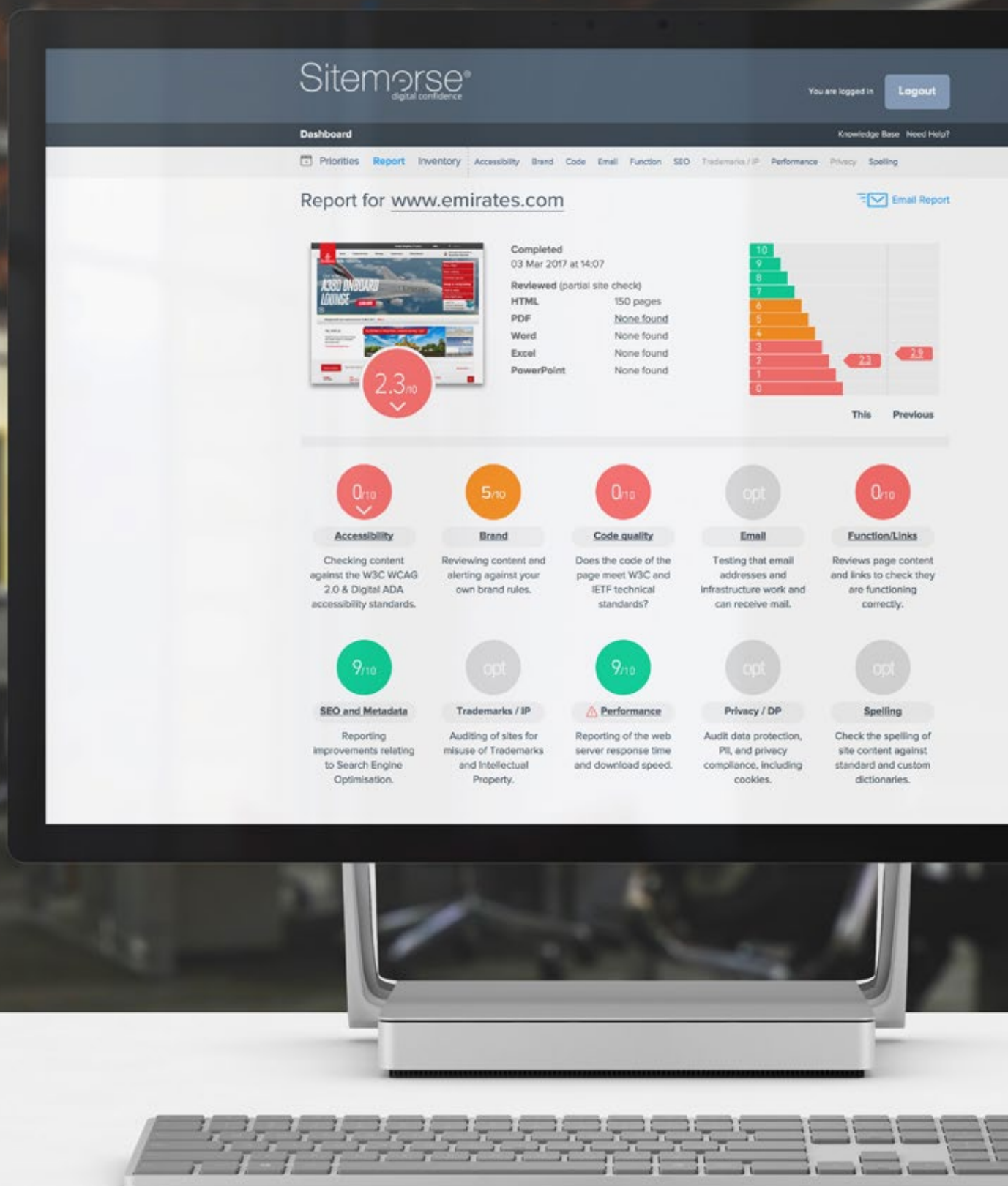


Our Suggested 10 Priorities

The results contained within this report show accessibility compliance isn't where it should be or where most would like it to be. Claims of AA compliance could be well intentioned but are not commercially, or technically realistic. We have considered the checkpoints of WCAG 2.0 and come up with 10 achievable points, offering an initial stage of measurable compliance to benefit all.

			Percentage of Pages Passing 2016 Q4 / 2017 Q1	
F17	Unique identifiers must exist once and once only (1.3.1)	3.51%	5.36%	↑
F2	Headings must use the appropriate markup (1.3.1)	19.30%	19.64%	↑
F89	Links must contain textual content (2.4.4, 2.4.9, 4.1.2)	14.04%	19.64%	↑
H44	Form controls must have explicitly-associated labels (1.1.1, 1.3.1)	5.26%	10.71%	↑
H64	<frame> and <iframe> elements must have title attributes (2.4.1)	98.25%	100%	↑
F65	Images and image-map areas must have appropriate text alternatives (1.1.1)	5.26%	5.36%	↑
F30	Text alternatives must be genuine alternatives not placeholders (1.1.1)	75.44%	80.36%	↑
F40	Do not use meta redirects (2.2.1, 2.2.4)	96.49%	94.64%	↓
F41	Do not use meta refresh (2.2.1, 2.2.4, 3.2.5)	100%	100%	—
H25	Every page must have a meaningful title (2.4.2)	35.09%	44.64%	↑

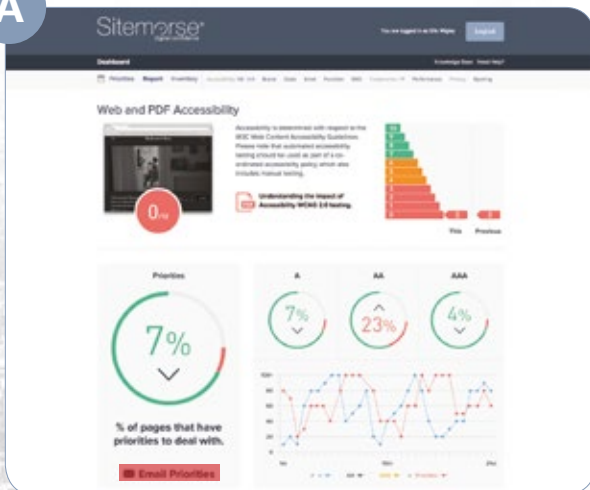
The listed 10 above are not in an order of priority – each has equal significance



Priorities – Distributing for Timely Action

With just the click of a button the priorities displayed in our accessibility reports can be emailed to anybody, even users without a Sitemorse login. This results in the maximum return on correction effort **being achieved** and site visitors **receiving the benefits more rapidly**.

A



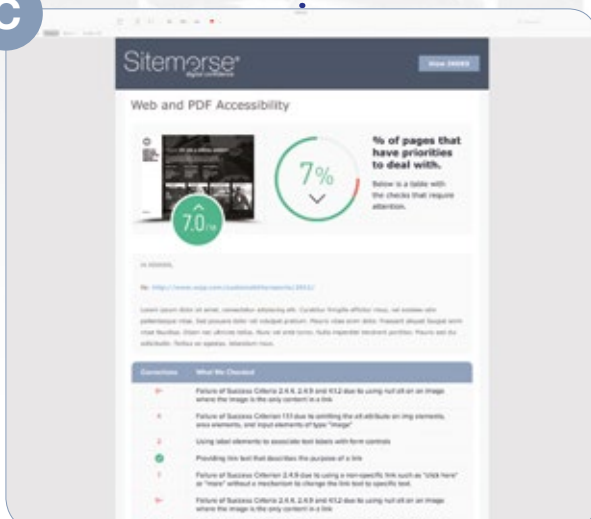
View your Accessibility KPIs clearly on the Sitemorse Accessibility Reporting Page. It covers the Priorities, Level A, AA and AAA.

Who would you like to action the priorities?
Type in their email address.

B

The screenshot shows the 'Email Priorities' form. It has a title bar with a close button. The main text says 'Enter email recipients to receive the Accessibility Priorities:'. Below this is a text input field. At the bottom, there is a red button labeled 'Send Email'.

C



The email lists priorities to action. Click the red number to view the detail.

Replacing Hope with Confidence

Too often, we hear clients describe that they *'hope'* the people who create and manage their content using CMS systems and other software are thorough and diligent with their manual processes, and 100% accurate at all times. They *'hope'* their brand is consistent, error-free and risk-reduced as a result. They *'hope'* that online visitors and customers accessing their digital channels have the best possible user experience, in every moment of their interaction.

But *'hope'* isn't enough.

Businesses need to *'know'* that any new digital content requirements have been catered for, and are available across all channels. It's not about hoping they deliver, it's having the confidence that they do, as well as detail and insight into any shortcomings and issues.

At Sitemorse, we don't leave things to chance. We give you that **confidence**.



Reporting isn't limited to accessibility,
[visit here](#) for overall results, covering
Experience, Optimisation and Compliance



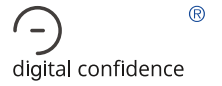




Sitemorse is an ideal solution; it's a tool everyone can use that checks thousands of pages and site journey permutations in minutes, **ensuring the best digital experience,** while saving time and resources.



Si



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