CASE STUDY FROM HAVEN SMITH & COMPANY

Our own site, audited to the standard we sell, and passed.

Before we asked anyone to trust our audit, we ran the full A+ Audit on havensmith.company, all 191 pages and every download, and fixed what we found.

CLIENT	TYPE	SCOPE	RESULT
Haven Smith & Company	A+ Audit	191 pages and every PDF	Every page passed

Context and goals

Our site sells books and downloads, collects sign-ups, and books sessions. Visitors use it on phones and desktops, with keyboards, screen readers, and zoom.

The goal was simple. Every page and every file should work for every visitor, and we should be able to prove it.

What success looks like

- Every page passes the automated WCAG check at desktop and phone widths.
- Every key task works by keyboard and screen reader: signing up, buying, and booking.
- Every downloadable PDF passes the PDF/UA check, so screen readers can read it.

What we measured

We tested all 191 pages at desktop and phone widths, ran four key tasks by hand, and checked every download.

The A+ Audit scores six lenses: accessibility, usability, trust and safety, search, performance, and downloads. The site started at 81, a B-minus, with accessibility at 72.

Scores before the fixes, out of 100

Check	Result
Accessibility	72

Check	Result
Usability	84
Trust and safety	94
Search	82
Performance	84
Downloads	78
Overall	81, a B-minus

After the fixes, all 191 pages passed the automated WCAG check at desktop and phone widths.

The ten gaps, in the order we fixed them

Gap	Lens	Size of fix	Status
Some sign-up forms failed without a word	Accessibility	Small	Fixed
Faded text on two holiday pages	Accessibility	Small	Fixed
Product pages had no product data for search	Search	Medium	Fixed
Most PDFs had no accessibility tags	Downloads	Medium	Fixed
Phones waited too long for the first big text	Performance	Medium	Fixed
A button said one thing and did another	Usability	Tiny	Fixed
A visual heading was not a real heading	Accessibility	Tiny	Fixed
One paragraph was a shade too light	Accessibility	Tiny	Fixed
Missing security headers	Trust and safety	Small	Fixed
Small polish items	Several	Tiny	Fixed

What we found

- The good news: there were no true blockers, and every page could be reached by keyboard.
- 52 color contrast problems across the site.
- A sign-up form that hid its error messages from screen readers.
- Downloadable PDFs with no accessibility tags.
- Heading order and list errors, and one button too small to tap easily.

One download, marked up

A one-page holiday card guide, posted as a PDF.

1. The title looks like a heading, but the file has no tags, so a screen reader can’t find it.
2. The six steps look like a list, but a screen reader hears one long run of text.
3. The file never names its language, so a screen reader has to guess how to pronounce it.

After: the tags we add

- `<Document lang="en-US">`
- `<H1> The card guide`
- `<P> Here is every card in full`
- `<L> 6 list items, in order`
- `<P> Footer, marked as page decoration`

Hear the difference

A visitor mistypes an email address on the sign-up form and presses the button.

Before: what a screen reader says

1. “Email, edit text, ashleyexample.com.”
2. “Send my free chapters, button.”
3. *Nothing else. The error message stays hidden, so the visitor thinks it worked.*

After: what a screen reader says

1. “Email, edit text, required, ashleyexample.com.”
2. “Send my free chapters, button.”
3. “Please check your email address. It should look like name@example.com.”

The path to good

- We fixed all ten gaps in the order the report gave them, starting with what blocked people most. The words on the site stayed the same.
- We rebuilt every PDF with tags, headings, reading order, and language, with the same text and look as before.

Follow-up

After the fixes, all 191 pages passed the automated WCAG check at desktop and phone widths, and every downloadable PDF passed the PDF/UA check.

We measure speed and security headers again on the live site, and we retest whenever the site changes.

Want to see it on your files?

We test and fix documents, websites, and software, led by a DHS Certified Trusted Tester. Start with a free accessibility check: we check your homepage, review 10 public documents, and fix one for free.

Get your free check at havensmith.company.

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