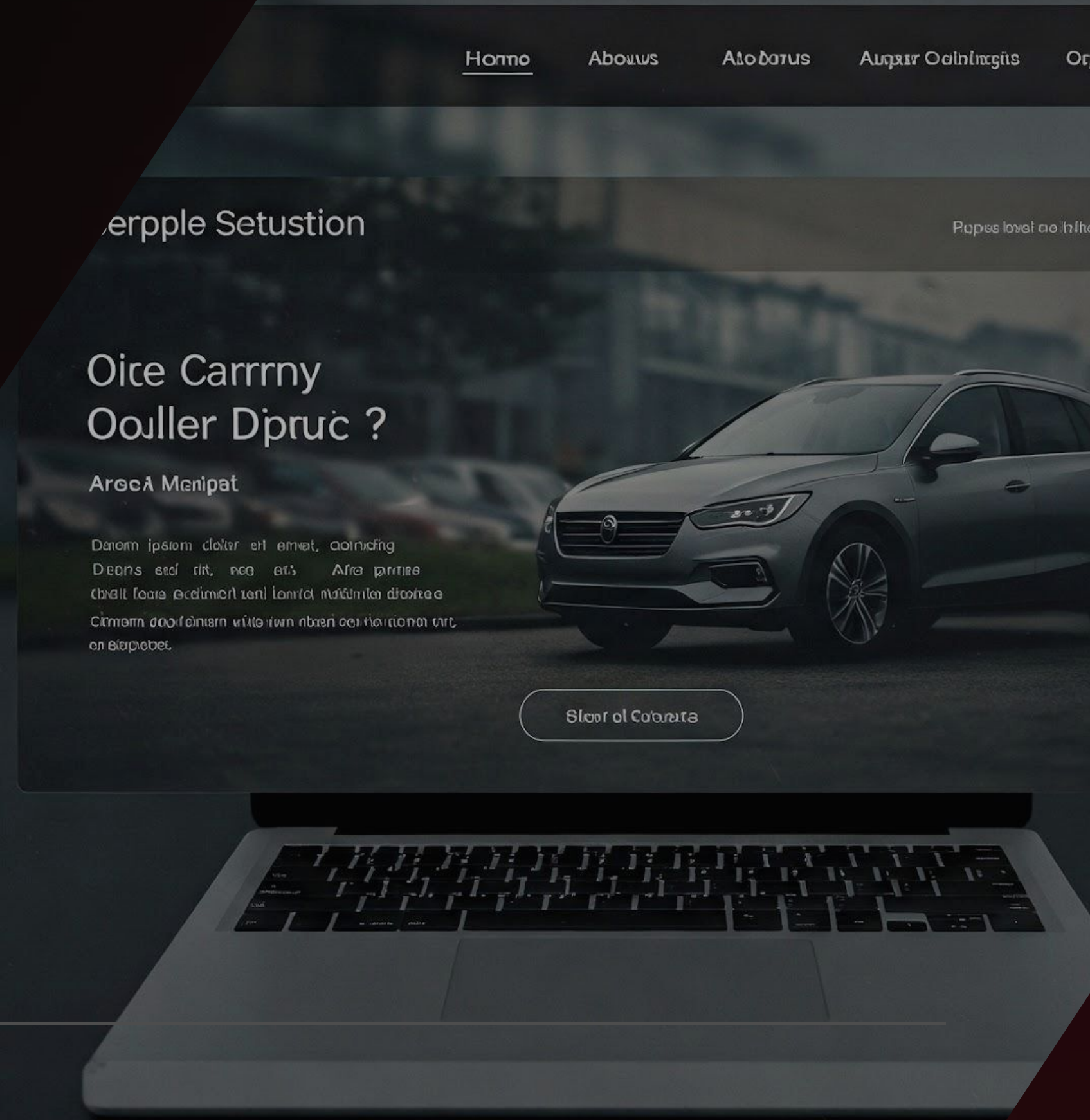




MAKING YOUR DEALERSHIP WEBSITE ACCESSIBLE

Practical Guide



An inclusive online experience is no longer optional

It's a legal requirement and a brand differentiator.

This guide will help you understand what accessibility means, why it matters, and how to make sure your dealership website meets the needs of all users, including people with disabilities.



What we'll cover



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- 01 Why web accessibility matters
 - 02 Your role as a content publisher
 - 03 Best practices for accessible content
 - 04 Quick accessibility checklist
 - 05 MotorK's built-in accessibility tools
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Why accessibility matters



On June 28, 2025, the EU Accessibility Act comes into force. It requires websites and digital tools to meet specific accessibility standards (aligned with WCAG 2.1 AA), ensuring they can be used by people with visual, auditory, motor, or cognitive impairments.

Making your website accessible means creating a better experience for all users - not just complying with the law.

Key Points:

- It's the law: Non-compliance can result in fines or legal action.
- It's inclusive: Accessibility supports people who rely on assistive technologies.
- It's good business: Inclusive websites improve engagement, trust, and SEO.



Your role as a content publisher



The first and most important step toward an accessible website is to make the content you publish usable by everyone - from the start.

Why it matters:

Even with automated tools in place, accessibility depends on how content is created and structured. Every image, banner, button, PDF, and piece of text you upload affects the user experience.

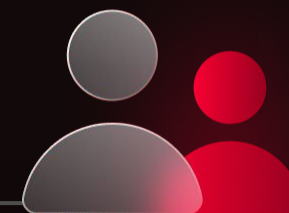
You're responsible for:



Writing structured
and easy-to-read
content



Describing images
with ALT text



Ensuring videos and
documents are
accessible



Designing banners
and promotions that
everyone can
understand and
navigate



Create content everyone can use

Best practice

Make your **images work** for everyone



Images must include ALT text so screen readers can describe them to visually impaired users.

What to Do

- Add a short **ALT description** that explains the image's purpose (e.g., "Red SUV front view on dealership lot")
- Use clear, descriptive **file names** like new-suv-offer.jpg
- Mark decorative images with **empty ALT** (e.g., alt="")

Avoid

- Adding key messages inside images (e.g., "25% OFF")—use real text
- Using images as buttons without a text description

Beginner tip: If an image helps tell a story or provide info, it needs a description. If it's just decoration, it doesn't.

Make **text easy** to read and understand



Good text structure improves readability – for everyone.

What to Do

- Use proper **headings** (H1, H2, H3...) to organize your content
- Write in **short paragraphs** with bullet points or numbered lists
- Ensure **high contrast** between text and background
- Use clear and simple language

Avoid

- Writing in ALL CAPS or using italic-only styles
- Using color alone to convey meaning (e.g., "Click the red button")

Beginner tip: Think of how you'd format a document for a busy reader. Clear, structured, and easy to scan.

Make Promotions Accessible to All Users



Promotional sliders and banners must be easy to navigate and safe for all users.

What to Do

- Add **pause/play** controls to sliders
- Ensure users can **navigate using a keyboard**
- Write ALT text for promotions (e.g., "Spring Sale: Up to 30% off SUVs")
- Make sure slides **don't flash more than 3 times per second**

Avoid

- Auto-scrolling banners that users can't pause
- Flashy content that may trigger seizures

Beginner tip: If you can't use a mouse and rely on a keyboard, could you still use that slider?

Make your **videos** easy to follow



Videos should be accessible for users who are deaf, hard of hearing, or prefer text-based content.

What to Do

- Add **subtitles** to all videos
- Include a **text transcript** below
- Use clear audio with no overpowering background music
- Ensure the video has **play/pause controls** and doesn't autoplay with sound

Avoid

- Uploading videos without explanations
- Visual-only content with no description

Beginner tip: Ask yourself: could someone understand this video without watching it?

Make documents searchable and accessible



PDFs must be structured with real text – not just scanned images.

What to Do

- Export from Word/Google Docs with **true text layers**
- Use **tagged headings** and document titles
- Add ALT text for images in PDFs
- Choose accessible fonts like **Arial, Calibri, or Helvetica**

Avoid

- Scanned documents with no selectable text
- Sharing content only in PDF format with no HTML alternative

Beginner tip: If you can't highlight and copy the text, it's not accessible.

Final tips for inclusive design



What to Do

- Use descriptive links (“View new SUVs,” not “Click here”)
- Make sure buttons are screen-reader and keyboard-friendly
- Add tooltips for any icons or symbols
- Use form labels and instructions for every input
- Organize content in a logical heading structure

Beginner tip: Pretend you’re using your site with no mouse, low vision, or only a screen reader. Would it still work?

Accessibility self-check



Use this checklist to review your content before publishing:

- ✓ All images have ALT text
- ✓ Headings are structured logically
- ✓ Videos have subtitles or transcripts
- ✓ No flashing elements or autoplay audio
- ✓ PDFs are searchable, not scanned
- ✓ Buttons and links have clear labels
- ✓ Content is readable and high-contrast

Beginner tip: Start with just 2–3 checks each time. It adds up quickly.



Accessibility is not a final check.

It's a mindset to adopt when creating
content from day one.



MotorK website is already **one step ahead on accessibility**



Staying compliant with accessibility standards is an ongoing process - but the good news is, MotorK's sites already have a solid foundation to support it.

In addition, a built-in accessibility widget is now available for all WebSpark sites to help users navigate more easily and meet key accessibility needs.

What the widget does for your visitors:

Allows font scaling for better readability

Offers high-contrast and color inversion modes

Lets users pause animations and reduce motion

Provides keyboard-friendly navigation

Enables screen reader compatibility

Includes accessibility profiles for different needs (e.g. visual impairments, ADHD)

Motork Solution



Motork provides an integrated suite of digital solutions designed specifically for the automotive retail sector. From lead generation to after-sales marketing, the Spark Platform supports every stage of the customer journey.

WebSpark

Website builder

Build SEO-optimized websites that drive leads.

Seamlessly sync with your vehicle inventory and choose from hundreds of automotive-specific templates to create high-performing dealer sites.

StockSpark

Stock manager

Import vehicles from your DMS, enhance listings with AI, and publish them across channels.

Generate more leads through over 180 available automotive integrations - all from one platform.

LeadSpark

CRM

Centralize leads and customer interactions to optimize your entire sales lifecycle.

Automate lead management from all sources - OEM tools, websites, classifieds - schedule test drives, and track opportunities to boost efficiency and grow sales.



Thanks