

# PREPARE CONSULTANTS Co.LTD

## Website Accessibility Policy

Effective Date: March 26, 2026 | [www.prepareeducation.com](http://www.prepareeducation.com)

Aligned with WCAG 2.1 Level AA and Google Accessibility Standards

Prepare Consultants is committed to ensuring that our website is accessible to all users, regardless of ability, disability, device, or background. We believe every student deserves equal access to information about study abroad opportunities. This policy outlines our standards and approach under international web accessibility guidelines — including the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA — as aligned with Google's accessibility recommendations.

### 1. Scope of This Policy

This Accessibility Policy applies to the Prepare Study Abroad website at [www.prepareeducation.com](http://www.prepareeducation.com), including all pages, forms, documents, multimedia content, and embedded third-party tools. It covers access from desktop browsers, mobile devices, and assistive technologies such as screen readers, voice navigation, and keyboard-only navigation.

### 2. Our Accessibility Standard

Our website is designed and maintained in accordance with the Web Content Accessibility Guidelines (WCAG) 2.1 at Level AA — the internationally recognised benchmark for web accessibility and the standard recommended by Google for all websites. WCAG 2.1 is built on four core principles, known as POUR:

**P**

#### Perceivable

All information and interface components must be presented in ways that users can perceive, including those using screen readers or with limited vision.

**O**

#### Operable

All functionality must be accessible via keyboard and other assistive input devices, without requiring a mouse.

**U**

#### Understandable

Content and the interface must be easy to understand. Text should be clear, instructions unambiguous, and errors clearly explained.

**R**

#### Robust

Content must be reliably interpreted by a wide variety of assistive technologies, including current and future tools.

## 3. How We Implement Accessibility

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### 3.1 Visual Accessibility

- ✓ Text and background colours maintain a minimum contrast ratio of 4.5:1 for standard text and 3:1 for large text, in line with WCAG 2.1 and Google's recommendations
- ✓ Font sizes are legible and can be resized up to 200% without loss of content or functionality
- ✓ No information is conveyed by colour alone; icons, labels, or patterns are also used
- ✓ All images include descriptive alternative (alt) text so screen readers can convey their meaning
- ✓ Decorative images are marked appropriately so they are skipped by screen readers

### 3.2 Navigation and Keyboard Accessibility

- ✓ All interactive elements (links, buttons, forms, menus) are accessible via keyboard using Tab, Enter, and arrow keys
- ✓ A visible focus indicator is present at all times so keyboard-only users can track their position on the page
- ✓ A 'Skip to main content' link is provided at the top of each page to help users bypass repetitive navigation
- ✓ No keyboard traps — users can always navigate away from any component using the keyboard alone
- ✓ Link text is descriptive and meaningful (for example, 'Apply for a program' rather than 'click here')

### 3.3 Content and Structure

- ✓ Pages use a clear, logical heading hierarchy (H1, H2, H3) so screen readers and search engines can understand page structure
- ✓ Lists are formatted as proper HTML lists, not simulated using line breaks or characters
- ✓ Language is plain, clear, and free from unnecessary jargon to support users with cognitive or learning disabilities
- ✓ Error messages on forms clearly state what went wrong and how to correct it
- ✓ Form fields are always accompanied by visible labels

### 3.4 Multimedia Accessibility

- ✓ All video content includes captions for users who are deaf or hard of hearing
- ✓ Audio descriptions are provided for video content where important visual information is not conveyed through sound alone
- ✓ Audio and video do not play automatically; users control playback
- ✓ Transcripts are provided for audio-only content

### 3.5 Mobile and Responsive Accessibility

- ✓ Our website is fully responsive and accessible on smartphones and tablets of all screen sizes
- ✓ Touch targets such as buttons and links are sized appropriately for touch input — at least 44x44 pixels as recommended by Google
- ✓ The site does not restrict content based on device orientation (portrait or landscape)
- ✓ Google's mobile-first indexing requirements are met, ensuring equal access regardless of device

### 3.6 Technical Standards

- ✓ We use semantic HTML to ensure content is correctly interpreted by assistive technologies and search engines
- ✓ We avoid content that flashes more than three times per second, which can trigger seizures in some users
- ✓ Page load performance is optimised in line with Google's Core Web Vitals standards, benefiting users on slower connections or older devices
- ✓ Structured data markup is implemented where applicable to improve comprehension by both assistive tools and search engines

## 4. Alignment with Google's Accessibility Recommendations

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Google has made web accessibility a direct factor in how websites are discovered and ranked. Our approach is aligned with Google's published standards as follows:

### Our Google Accessibility Alignment

- WCAG 2.1 Level AA conformance — the benchmark recommended by Google for all developer and consumer-facing websites
- Core Web Vitals compliance, covering Largest Contentful Paint (LCP), Interaction to Next Paint (INP), and Cumulative Layout Shift (CLS)
- Mobile-first design, reflecting Google's mobile-first indexing policy
- Descriptive alt text for all images, as specified in Google's developer documentation style guide
- Keyboard navigability and screen reader compatibility, as required by Google's developer accessibility guidelines
- E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) compliance, of which accessibility is now an evaluated component in Google's Quality Rater Guidelines
- Regular auditing using Google Lighthouse to monitor and improve our accessibility score on an ongoing basis

## 5. Known Limitations and Ongoing Improvement

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While we strive to meet WCAG 2.1 Level AA across our entire website, some third-party content or embedded tools — such as external partner portals or booking widgets — may not

fully meet our accessibility standards. We are actively working with our providers to address these gaps.

Accessibility is an ongoing commitment, not a one-time task. We conduct regular audits using tools including Google Lighthouse, axe, and WAVE, supplemented by manual testing with screen readers and keyboard-only navigation. Issues identified are prioritised for prompt resolution.

## 6. Feedback and Accessibility Requests

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We welcome feedback from all users about the accessibility of our website. If you experience any barrier to accessing content, or require information in an alternative format, please reach out to us:

### Accessibility Contact

**Email:** [travel.prepre@gmail.com](mailto:travel.prepre@gmail.com)

**WhatsApp:** +256 708 192 953

**Website:** [www.prepareeducation.com](http://www.prepareeducation.com)

*We aim to respond to all accessibility requests within 5 working days. Where a page or document is not accessible, we will provide the information in an alternative format upon request.*

## 7. Policy Review

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This Accessibility Policy is reviewed at least once per year, or sooner following significant changes to the website or updates to accessibility standards. The most current version will always be available at [www.prepareeducation.com](http://www.prepareeducation.com).

We are committed to continuously improving the accessibility and usability of our website for every student, family, and partner who relies on it.