



How to Close the Accessibility Evidence Gap: A Cheat Sheet

Prove progress. Build trust. Protect investment.



Turn accessibility activity into proof

Do you know where your accessibility stands today? Can you connect progress to the outcomes leaders care about? Can you provide credible evidence when legal teams, customers, or executives ask for it?

If the answer to any of these questions is “no,” you’re dealing with an evidence gap—the disconnect between accessibility work and documented proof of its impact. Without clear, reliable evidence of accessibility, and how it supports higher-level business goals, teams can struggle to secure the buy-in and budget they need to sustain momentum.

This quick guide is your cheat sheet to closing the evidence gap. You’ll learn how to make accessibility easier to explain and defend to stakeholders, so you can make a stronger case for the funding and support you need to keep the work moving.

What’s at stake when proof is missing

Accessibility work may be moving forward, but scattered, incomplete, or outdated evidence makes that progress difficult to understand. Leaders are left without a clear sense of what has improved, where risk remains, or whether continued investment is paying off.



The effects show up quickly:



Funding becomes harder to protect.



Risk remains unclear.



Procurement conversations take longer.



Requests for reports take days—or weeks—to fulfill.



Leaders becomes less confident in progress.

Five steps to turn effort into evidence

Closing the evidence gap starts with reliable evidence. Teams need a clear way to understand risk, show where conformance is improving, and connect accessibility work to business results.

01

Understand what you need to prove—and how.

Start with the decision your evidence needs to support. Are you helping legal respond to risk, showing executives where to invest, or giving buyers proof they can trust? Then choose the format that fits the need, such as an internal dashboard, an external report like a completed Voluntary Product Accessibility Template (VPAT®) or accessibility conformance report (ACR), or a leadership update highlighting a key trend or metric.

02

Consolidate evidence into one trusted source.

When findings, fixes, test results, and conformance documents are scattered across different systems, teams have to rebuild evidence every time it's requested. Bring this information into one trusted source so every stakeholder works from the same insight and each new request starts with existing proof, rather than another round of searching and reconstruction.

03

Prove progress against the metrics that matter.

Fixed issues show activity, but impact comes from connecting accessibility progress to higher-level business goals. Map accessibility metrics to outcomes leaders already track, including reduced risk, faster procurement, smoother customer journeys, and improved usability. Show the starting point, the accessibility action taken, and the metric that moved.

04

Show the system is stronger than before

Proof should demonstrate more than point-in-time progress. Use recurring findings to strengthen guidance, quality assurance (QA) checks, design patterns, training, ownership, and documentation. Stronger evidence shows accessibility is being managed intentionally, with processes in place to help prevent the same barriers from resurfacing.

05

Bring users with disabilities into the next cycle.

Tracking remediation captures what was fixed. Input from users with disabilities reveals which barriers remain, including issues that may not surface in audits or automated testing. Include people with disabilities in usability testing, co-creation, alpha testing, and beta testing, and provide clear ways for users to report accessibility issues directly. This feedback helps teams identify patterns, prioritize improvements, and guide the next round of work based on real user experience.

Produce accessibility evidence leaders can trust

Level Access helps teams deliver the right evidence at the right moment, enabling stakeholders to make smarter decisions while giving accessibility teams the proof they need to earn lasting support and investment.

Explore the [Accessibility Reporting Playbook](#) for a practical roadmap to closing the evidence gap. When you're ready to strengthen your reporting, [connect with the Level Access team](#).



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