



Is Your Website Open To Everyone?

A BASIC GUIDE TO
WEBSITE ACCESSIBILITY BY





1 in 4

ADULTS IN THE UNITED
STATES HAVE SOME TYPE
OF DISABILITY

Since its signing into law in 1990, the American with Disabilities Act has provided required accommodations for those with disabilities.

Since the web was still in its infancy then, websites were not covered in the original act. However with the rise of the modern web and the impact the Internet has on all of our lives, the act has been expanded to cover website accessibility for all.

However most business owners do not fully understand what this includes.



Some disabilities impact the ways people consume web content. Some people use assistive technologies like screen readers, magnification software, speech input and other tools to use the internet.

ADA compliance requires that your business website is set up properly so these tools can be used properly, making your content available to everyone.

Accessibility Checklist

Most of the accessibility work is done on the backend of your website. That, along with some simple design considerations goes a long way to making the site accessible.

Following the Web Content Accessibility Guidelines (WCAG), here are a few points to make sure your website is in alignment. There are more, but this will give an idea on what is covered.

- Captions provided for videos with audio
- Text alternatives for non-text content
- Pause control for moving content
- Logical naming and ordering of pages
- Input errors are clearly defined
- 7:1 contrast ratio between text and background
- Proper heading and Alt tags
- Screen reader and keyboard input navigation friendly

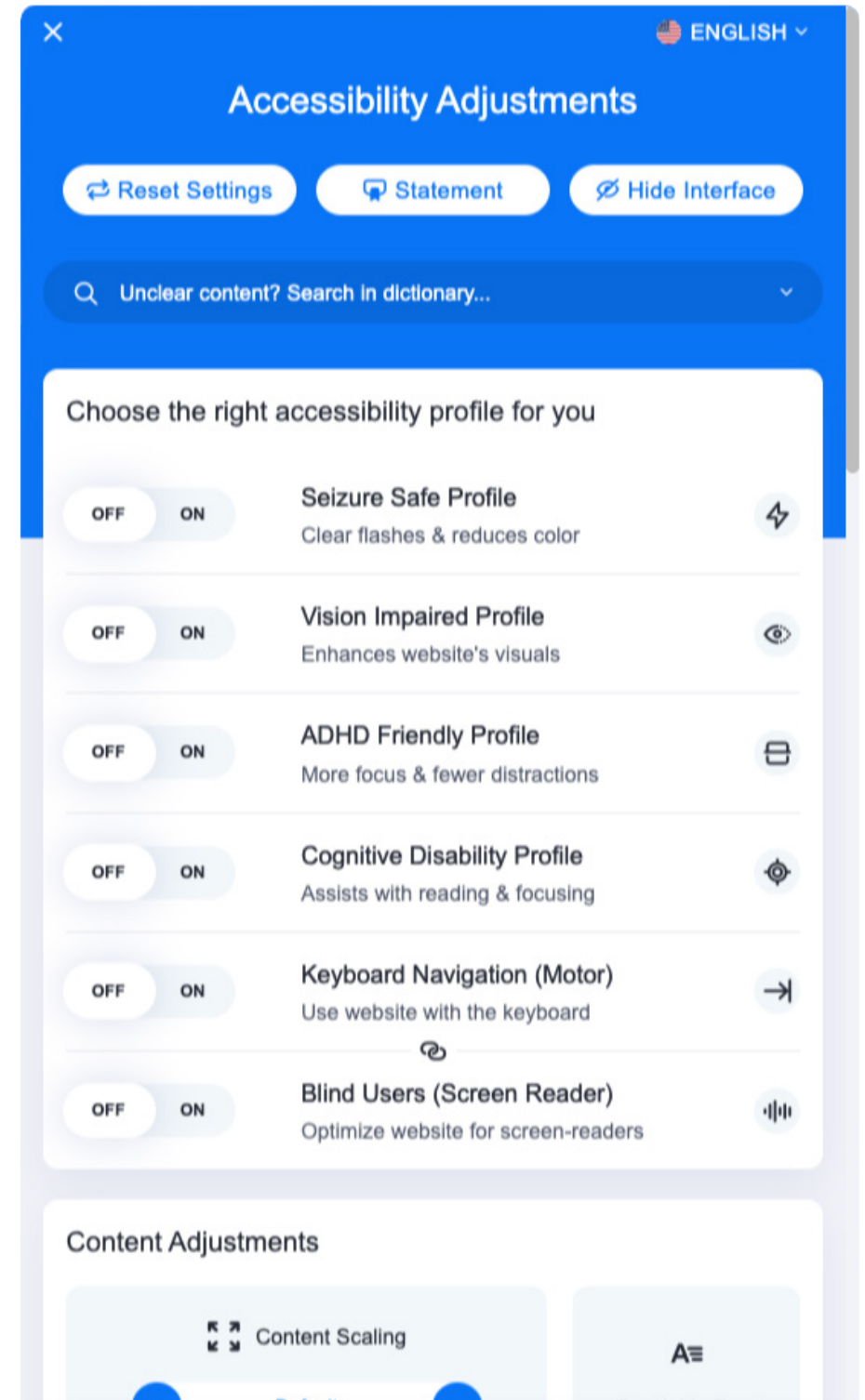


Legality

Web accessibility is not just a “feel-good” issue. There are serious legal ramifications from having a website that is non-compliant. A website falls under public access guidelines and is subject to the same accessibility scrutiny as physical offices and brick-and-mortar stores.

Ensure Full Protection

While you can work through each point of the official WCAG individually, it can be daunting to keep up with. However, we have partnered with the world's leading accessibility compliance agency. Together, we can provide AI-powered, backend software that gives users with disabilities full customization control over how your website is viewed on their end. Plus, it comes with all the legal documentation required to protect you and your company.



But, Did You Know...

Currently the federal government is offering a **generous tax credit** for companies that bring their websites into compliance. If you meet certain basic criteria, you can receive a tax credit for 50% of the overall design costs (up to \$5,000 in credit). For some small businesses this could cover most or all of your website redesign costs.

Contact us for more information
on this program.





Take Action

Contact us for a **FREE website accessibility assessment** and to see how you can bring your website into ADA compliance and accessible to all.



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