



Avoid Potential Lawsuits

A Guide to Web Accessibility Essentials

Get Your
Website Compliant

Let's Start
With the Facts

ADA & WCAG 2.1

The Americans with Disabilities Act (ADA) was established to ensure equal treatment and nondiscrimination for people with disabilities. Web Content Accessibility Guidelines (WCAG) 2.1 outline the requirements for creating a website that's ADA-compliant and widely accessible to people with disabilities. In Recent years, many companies have found themselves facing lawsuits for a lack of ADA Compliant website access to individuals with varied disabilities.

<https://www.ada.gov/>
<https://www.w3.org/TR/WCAG21/>

Let's take a look at what
makes a website accessible.

Know the Facts

One in Five people in the United States are disabled.

That is **sixty-four million people** who may not be able to experience inaccessible websites.

Fact:

Possibly the most common accessibility issue in web accessibility is insufficient color contrast between foreground text color and background color. Colorblindness effects **one in twelve** U.S. males creating issues perceiving content on web pages.

Is your website **Perceived** by all?

WCAG 2.1 mandates that websites be perceivable to users with different abilities. This means that people need to be able to perceive and process all web content, regardless of visual, auditory and other impairments.

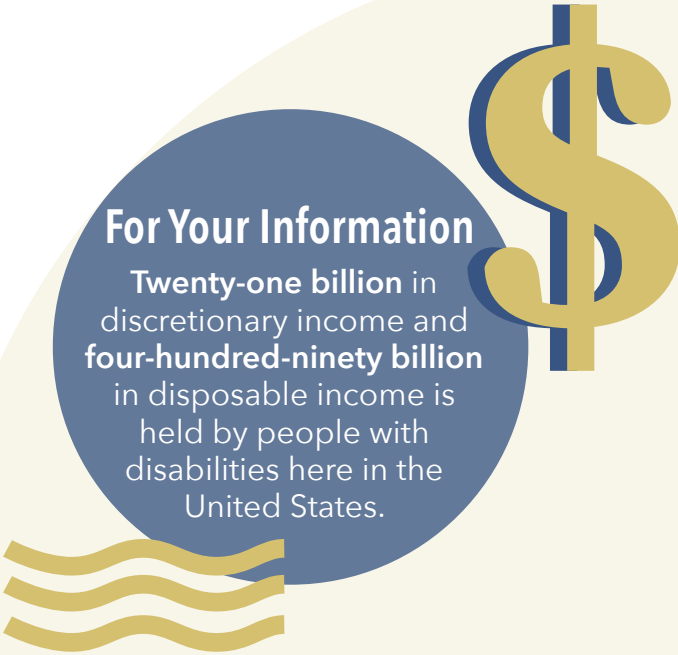
Without sufficient contrast between page elements in place, users may not see, hear, or otherwise be able to experience all the content presented.



Is your website **Operable** by all?

Users should be able to operate all web page elements, including buttons, scrolling, viewing hover text and more.

Being unable to navigate a website can be quite frustrating for users. Additionally it can prevent conversions and potential customers from engaging with call-to-actions (launching content that describes products or services), adding items to shopping cars, making purchases, as well as engaging with other critical features.



For Your Information

Twenty-one billion in discretionary income and **four-hundred-ninety billion** in disposable income is held by people with disabilities here in the United States.

Fact:

Worldwide around four-hundred-sixty-six million people have hearing impairments that could affect their ability to understand audio content without some form of captioning or written transcript.

Is your website **Understandable** by all?

Content should be clear, so users of all abilities can understand web pages in full. This includes correctly interpreting buttons, graphics, audio, text and other content.

Although users might be able to perceive and interact with elements on a web page, if content is not understandable then the message is lost to that user.

Is your website Robust enough?

Robust electronic communication is content designed to function with all appropriate assistive technologies, for example - screen readers, magnifiers, and voice to text. Users should be able to choose the technology they use to interact with websites, online documents, multimedia, and other information formats.

If your digital content haven't been checked for accessibility by assistive technology, this could cause problems for some of your users.

Fact:

One billion people have moderate to full vision impairments that could require assistive technology to access your site's content.

Establishing ADA Compliance

The first step to establishing and managing site compliance is to check your site's current accessibility. From there, you can address any non-compliant items to ensure your website meets WCAG 2.1 criteria.

Get Compliant!
Get your free risk assessment now.

How It Works:

1

Audit or Analyze

Review current website's accessibility and identifier areas that contain issues.

2

Implement

Offer the best solutions for any issues found and implement those changes in accordance with the latest WCAG 2.1 Guidelines.

3

Prevention & Training

Blurb here on our ongoing support for prevention and training to potential customers after their site is compliant.

Get a Free Assessment

For your organization's needs, contact SDS Accessible Websites
tel: (+1) 857 400 8959,
www.compliantadawebsites.com