The *Essential Guide* to Digital Accessibility
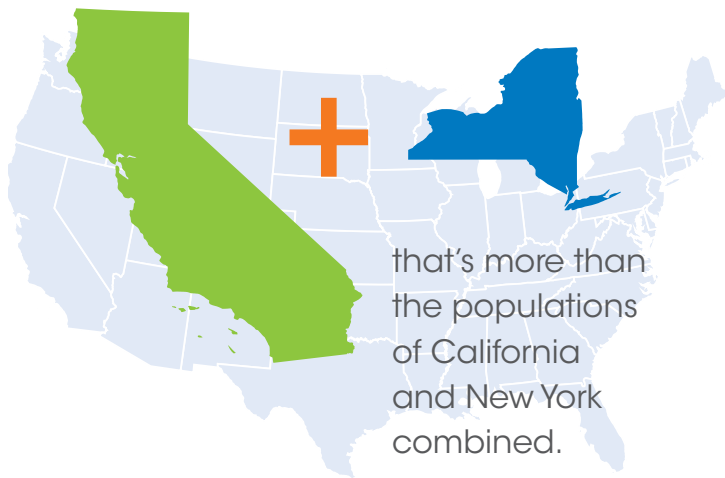
Important information to help you manage risk and maximize opportunity.
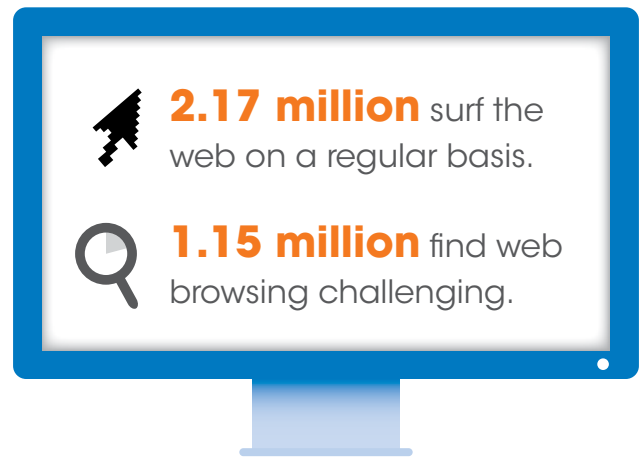
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57 Million Americans

are living with a disability

that's more than the populations of California and New York combined.

And of those...

2.17 million surf the web on a regular basis.

1.15 million find web browsing challenging.

Disabilities that affect web browsing

	Million
Visual	3.2
Hearing	3.9
Cognitive Mental	7.9
Ambulatory	9.8
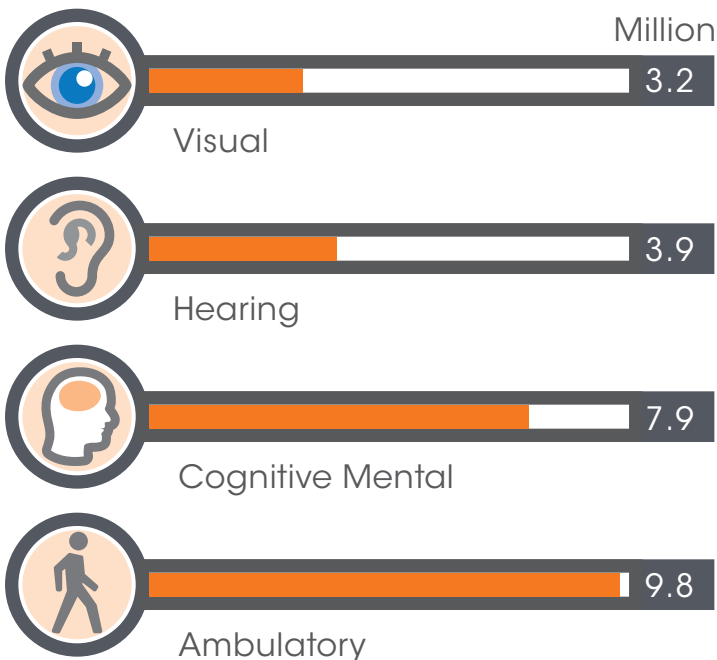
An estimated **9 out of 10** websites are **NOT** accessible

X X X
X X X
X X X

What is **digital** accessibility?

Digital accessibility is creating a secure technological system for digital components such as:

Mobile Applications

Digital Documents

PDF

Website Pages

so that everyone can have the same user experience when they access these types of digital components.

It's a **growing market**.

As a global, emerging market, the disability community is an increasingly powerful demographic, representing...

$3 Trillion

in disposable income.

Accessibility increases **Findability**

Accessibility techniques increase the findability of web pages by exposing content to search engines, both internally (within a website) and externally (across the World Wide Web). For example:

<ALT> **Alternative text** for images and multimedia is available to search engines

Aa **Most search engines access text** and not images
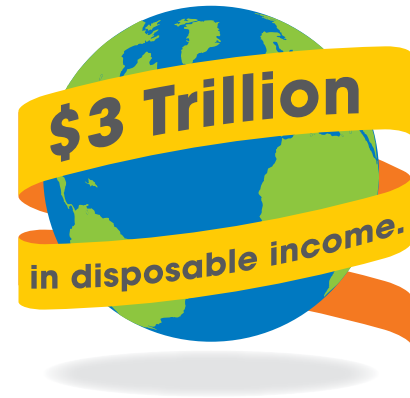
50 For some search engines, **text marked as a heading carries more weight** than regular text

⊘ Some search engines are **unable to access some code-generated** content such as mouse-overs

Assistive Technology can help!

Navigating the web without site, hearing, or hands can be a challenge, but is possible with **Assistive Technology**

Screen Readers
Help people hear content of a website (disability - blind or low vision)

Web Application
Allows a website to be used without a mouse (disability - limited mobility)

Videos
Are captioned and have transcripts available (disability - hearing impaired)

PDF **PDF's**
Can be downloaded and computer can read content out-loud (disability - blind or low vision)

What makes a website accessible?

> While I believe passionately that there is a strong business case for web sites to be accessible, in the end it is a civil rights issue. The Internet is too valuable a resource to deprive people of the ability to utilize it.

Preety Kumar, *Deque* CEO

3 Reasons to ACT!

1.
There is a **clear precedent** that the ADA and other regulations require web sites to be accessible.

2.
The accelerating pace of structured settlements & litigation is creating a **growing amount of precedent**.

3.
A small amount of **preparedness** can save a meaningful amount of expense, effort and stress for the organization.

W. C. A. G.
Web Content Accessibility Guidelines

W.C.A.G. is a series of web accessibility guidelines published by the W3C's Web Accessibility Initiative. It's the standard rule set that defines what exactly makes a website accessible.
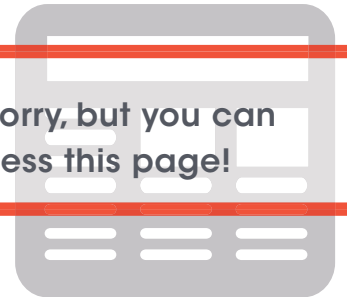
On average, people with disabilites spend:

$ 45 Billion a year

⚠ Oops! Sorry, but you can not access this page!

Are you willing to lock out 20% of the potential visitors to your site?

A Checklist for Your Company

Does your company:

☐ Regularly evaluate your website for accessibility & provide reports to key stakeholders that track WCAG compliance?

☐ Evaluate electronic documents for accessibility?

☐ Train & refresh both development and front line staff on relevant aspects of the accessibility program?

☐ Have an internal owner for accessibility who keeps the roadmap for future updates?

How to Approach Accessible Compliance

1

There are two choices to make when facing accessible compliance.

Decide which choice is right for you and your business.

2

Proactive Preparation

Steps to Manage Proactively

1. Fix high priority issues based on transaction paths

   Determine what the most important tasks are that your site users perform, and the individual clicks that comprise the tasks.

2. Monitor the website

3. Raise awareness with key stakeholders

4. Focus on front line staff

   Example: A single phone call that was not handled with basic competency when the discussion turned to accessibility of the company's website was the trigger that started a formal government inquiry

5. Have a conformance statement

   AKA "A Golden Shield" - document from a trusted third party that states the plan & commitment the business has around accessibility

Reactive Response

Steps to Manage Proactively

1. Sit down at the table w/the organization bringing the complaint to your company

2. Get a specialist involved

   Someone w/experience, don't spend 7-figures trying to handle it internally!

3. Build internal knowledge w/2 teams:
   a. development
   b. front line customer service

4. Invest in tools
   a. Help in building/revision of accessible sites
   b. Ensure accessibility over time

How Proactive Preparation Benefits Your Business

1. Less Expensive
2. Control of focus & investment
3. Good business
4. Provides a shield to help manage further inquiry
5. Enhanced SEO benefits

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