

Web Accessibility 101: What You Need to Know

What is Web Accessibility?

Web accessibility refers to the inclusive practice of making websites usable by people of all abilities and disabilities. When sites are correctly designed, developed, and edited, all users can have equal access to information and functionality.

Recommended eBook: <u>The All-in-One Digital Accessibility E-Book</u>



Who is Affected?

There are different disabilities that affect people using the web.



Visual Blindness, color blindness and low-vision caused by various eye conditions.



Motor Various forms of paralysis caused by injury, congenital conditions, and tremors.



Auditory Difficulty hearing, deafness and hearing impairments.



Cognitive Conditions that affect the brain's memory, attention, or ability to interpret information.

Web accessibility even impacts matching my clothes in the morning. – Keith Bundy

fread his story: Introducing: Keith Bundy

Why Web Accessibility Is Important

The importance of digital accessibility goes beyond legal regulations.





T 37% increase in digital accessibility lawsuits in the U.S. in 2016, affecting nearly every industry.



of web users with a disability will simply leave a website that is not accessible.



In the U.S., there are currently about 56.7 *million* Americans with a disability.



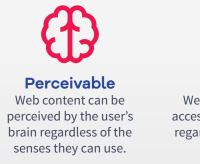
In 2017 at least 814 federal lawsuits were filed concerning inaccessible websites.



Which Accessibility Standards Should I Use?

WCAG 2.1 - Web Content Accessibility Guidelines (WCAG) 2.1 defines how to make web content more accessible to people with disabilities. The guidelines are internationally recognized and are used as a best practice worldwide.

WCAG has 12 guidelines organized under 4 principles:









Understandable Web content can be understood as easily as possible through simple language and contextual information.

Web content can be accessed regardless of the user's operating system, browser, and browser version.

The Web Content Accessibility Guidelines (WCAG) 2.1 works with three different conformance levels:

- A (minimum conformance level)
- AA (medium conformance level)
- AAA (highest conformance level)

free accessibility checker.

7 Things You Can Do Right Now for a More Accessible Website



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How is Web Accessibility **Good for Business?**

- Loyal consumers
- Search engine optimization
- Higher conversions
- Mobile friendly
- Social responsibility
- Compliance

Every person with a disability that leaves your site in frustration or confusion is a dollar lost.



Automate Your Web Accessibility Efforts

At Siteimprove, we're passionate about making the internet a better place for all its users.

Our automated software scans your website and reports on all accessibility issues using Web Content Accessibility Guidelines (WCAG).

By getting an overview of your accessibility status, you'll know exactly what to fix and how.

Request a demo and discover how you can make your website accessible to everyone.



O Siteimprove

Request a Demo

Content Sources

https://go.siteimprove.com/digital-accessibility-ebook

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