Together, we can do so much more!

WEB & DIGITAL ACCESSIBILITY
FOR SMALL BUSINESS

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A QUICK INTRODUCTION TO
WEB ACCESSIBILITY

Web Accessibility ensures that everyone, including people with disabilities, can use your website effectively.

It's about creating an inclusive digital experience for all users.

And, it's the law.

RAISING
AWARENESS

Did you know?

Over 1 billion people worldwide live with some form of disability.

Many websites are not designed to be accessible, excluding a significant portion of potential users.

WHAT IS
WEB ACCESSIBILITY?

Web (and Digital) Accessibility involves designing and developing websites and other applications so that people with disabilities can perceive, understand, navigate, and interact with them.

It includes considerations for visual, auditory, physical, speech, cognitive, and neurological disabilities.

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ACCESSIBILITY IS ABOUT
HUMAN CONNECTION

Accessibility is a fundamental human right. Everyone deserves equal access to services, apps, and information online.

By making your website accessible, you are removing frustrating barriers, while promoting inclusivity and respect for all individuals.

BUSINESS BENEFITS OF
DIGITAL ACCESSIBILITY

#1

THE MATH: Globally, over one billion people have a disability (with a spending power of over six trillion).

Digital accessibility simply opens up your business to more potential customers and clients.

BUSINESS BENEFITS OF
DIGITAL ACCESSIBILITY

#2

SEO: Accessible websites are easier to use, improve user satisfaction, and can even enhance SEO, leading to lower bounce rates, higher conversion rates and increased sales.

BUSINESS BENEFITS OF
DIGITAL ACCESSIBILITY

#3

BRAND LOYALTY: Customers are more likely to trust and stay loyal to brands that prioritize inclusivity and accessibility.

BUSINESS BENEFITS OF
DIGITAL ACCESSIBILITY

#4

STATUS: Being known as an inclusive brand can enhance your reputation, attract positive attention, and differentiate your business from competitors, positioning you as a leader in inclusivity.

BUSINESS BENEFITS OF
DIGITAL ACCESSIBILITY

Investing in digital accessibility is not just the right thing to do —it's a smart business move.

THE LEGAL RISKS OF
NON-COMPLIANCE

JULY 26, 1990

The Americans with Disabilities Act (ADA) was passed and signed into law by President George H.W. Bush on July 26, 1990.

THE LEGAL RISKS OF
NON-COMPLIANCE

APRIL 24, 2024

The Department of Justice (DOJ) published a final rule on April 24, 2024, that updates the Americans with Disabilities Act (ADA) to require digital accessibility. This rule establishes WCAG 2.1 AA as the ADA standard for evaluating website compliance.

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THE LEGAL RISKS OF
NON-COMPLIANCE

Non-compliance with digital accessibility standards can lead to significant legal risks such as demand letters, lawsuits, and substantial fines.

THE LEGAL RISKS OF
NON-COMPLIANCE

DEMAND LETTERS:
Businesses often (but not always) receive demand letters first, requiring immediate action to address accessibility issues.

Ignoring these letters can escalate to lawsuits, increasing legal and financial risks.

THE LEGAL RISKS OF
NON-COMPLIANCE

LAWSUITS & LEGAL CHALLENGES: In 2024, over 1,100 digital accessibility lawsuits were filed in the U.S. alone. This number is expected to increase.

Lawsuits can result in costly legal fees and settlements, damaging your business financially.

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THE LEGAL RISKS OF
NON-COMPLIANCE

FINANCIAL PENALTIES:
Fines can range from $5000 to over a million dollars.

Businesses can be sued multiple times for non-compliance.

eCommerce websites face the highest risk.

THE LEGAL RISKS OF
NON-COMPLIANCE

IMPACT ON REPUTATION:
Legal actions can damage your brand's reputation and erode customer trust.

Being known for non-compliance can deter potential customers, partners, and investors.

THE LEGAL BENEFITS OF
ADA-COMPLIANCE

Ensuring your website is accessible can help you avoid legal risks and enhance your brand's reputation.

By proactively addressing accessibility, you demonstrate your commitment to inclusivity and ethical business practices.

THE JOURNEY TOWARDS
WEB-COMPLIANCE

Achieving digital accessibility is a continuous journey, not a one-time task.

It involves several key steps: Audit, Remediation, Maintenance, and Reporting.

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THE JOURNEY TOWARDS
WEB-COMPLIANCE

STEP 1. THE AUDIT

Start with a comprehensive accessibility audit to identify barriers on your website. Use automated tools and manual testing to ensure a thorough evaluation.

This report will highlight issues and provide recommendations.

THE JOURNEY TOWARDS
WEB-COMPLIANCE

STEP 2. REMEDIATION

Prioritize and address the issues identified in the audit through remediation.

This involves fixing code, design, and content to meet accessibility standards (WCAG 2.1 Level AA).

THE JOURNEY TOWARDS
WEB-COMPLIANCE

STEP 3. MAINTENANCE
Accessibility is an ongoing commitment. Regularly update and test your website.

Incorporate routine accessibility checks into your development and content creation processes.

THE JOURNEY TOWARDS
WEB-COMPLIANCE

STEP 4. REPORTING

Document your accessibility efforts and progress through regular reporting to all stakeholders.

Use reports to track compliance, identify areas for improvement, and demonstrate commitment.

THE JOURNEY TOWARDS
WEB-COMPLIANCE

STEP 5. STAY INFORMED

Stay informed about updates to accessibility guidelines, standards, and best practices.

VISIT:
www.ada.gov/resources/web-guidance

A WORD ABOUT
WIDGETS & OVERLAYS

Accessibility widgets and overlays do not correct inaccessible design flaws at the code level, and can actually conflict with a disabled person's Assistive Technology.

They also do NOT protect businesses from lawsuits. In fact, there are hundreds of cases filed every year in the USA.

ADA-COMPLIANCE
THE NEW NORMAL

Digital accessibility is no longer optional—it's the new standard for modern websites.

Businesses worldwide are recognizing the importance of compliance and prioritizing inclusive design.

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ADA-COMPLIANCE
INDUSTRY TRENDS

Leading companies are setting the benchmark by investing in and prioritizing accessible digital design and strategies.

Staying ahead means embracing accessibility as a core business practice.

ADA-COMPLIANT WEBSITES
ARE COMPETITIVE

Being accessible can set your business apart in a crowded marketplace.

It can also increase the LTV (Lifetime Value) of your disabled clients or customers through positive, accessible design and a smooth online experience.

ADA-COMPLIANT WEB DESIGN
JOIN THE MOVEMENT

Join the growing movement towards digital inclusivity.

Make accessibility a priority and lead by example in your industry.

ADA-COMPLIANT WEB DESIGN
JOIN THE MOVEMENT

REMEMBER...
Web Accessibility is all about:

The Human Connection

Legal Protection, and

Revenue Growth.

ADA-COMPLIANT WEB DESIGN
JOIN THE MOVEMENT

Together, we can create a more inclusive digital world for everyone, one small business at a time.

ADA-COMPLIANT WEB DESIGN
JOIN THE MOVEMENT

Get in touch with Accelerated Web Systems today and see if our Web Accessibilty Solutions are right for your business.
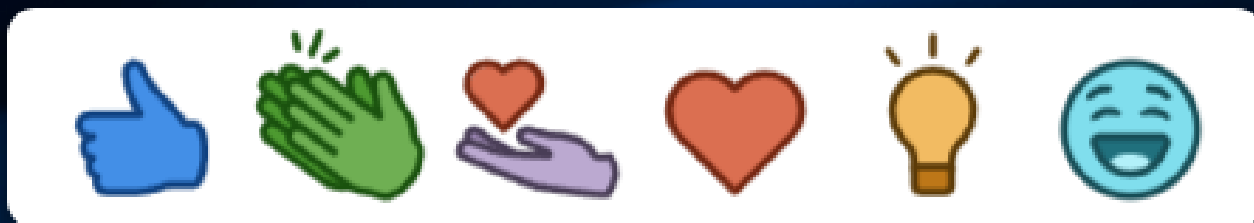
- Charlotte Howard

DIGITAL COMPLIANCE
IS HERE TO STAY

Do you agree? Spread the word!

Save, Like, Comment, Repost and Send. Thank you!

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