

The Business Case for Accessibility

Bet Hannon
BH Marketing
@bethannon

Slides will be available at:

bhmbizsites.com/wcphx.pdf

CDC estimates 25% of all adults have a permanent or temporary disability

This increases as we age

What is Website Accessibility?



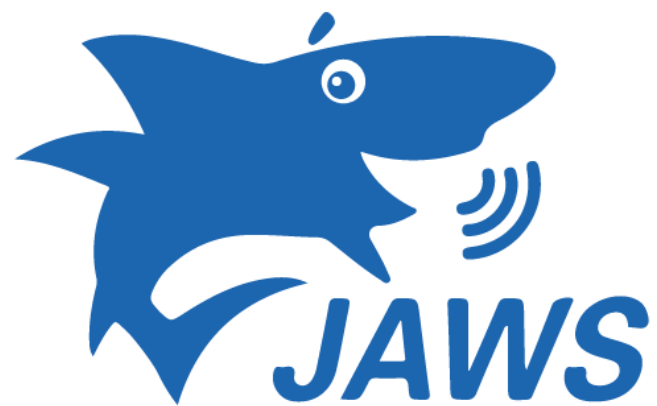
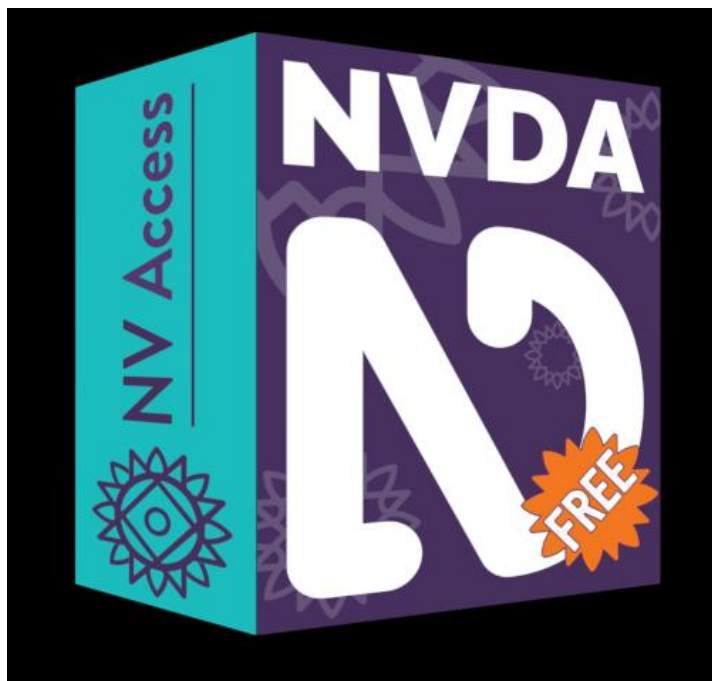
????????????????

Website accessibility gives people
with diverse abilities

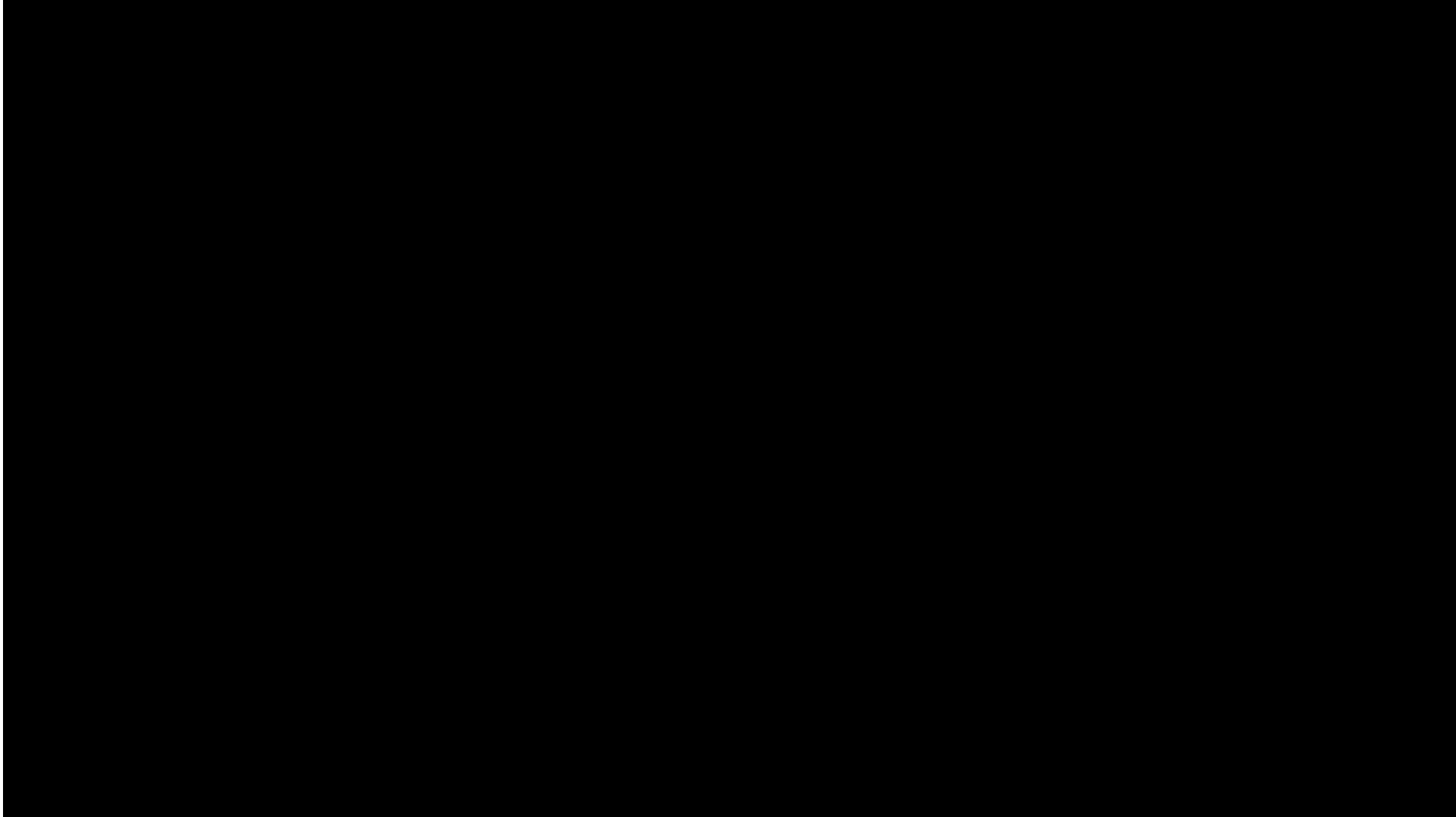
equal access and equal opportunity


to access web content.

Screen Readers



Using a Screen Reader





Many accessibility devices are
keyboard driven

Start testing your site by navigating
using only the Tab & Enter keys

**A sensor to
detect cheek
movements**



Tip: use semantic markup & alt tags

H1 Page title

H2 Section 1 title

H3 Subsection 1.1

H3 Subsection 1.2

H2 Section 2 title

H3 Subsection 2.0

Alt tags describe images

```
<img alt="text that will convey the image to people who can't see it">
```

NOT: “img987983.jpg”,
“photo”

Better: “woman with two children playing in sand at the beach”

WCAG = Website Content Accessibility
Guidelines

A, AA, AAA

Checklist for Website Accessibility:

<https://a11yproject.com/checklist/>

The Moral Case for Accessibility

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a modern, layered effect.

The Business Case for Accessibility

The background of the slide features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a modern, dynamic visual effect.

Increase your potential audience by 25%
(or more!)



Improve Your SEO



Improve EVERYONE's User Experience



Avoid Legal Issues



Investment in your Customers



Investment in your Brand



LOREM IPSUM
dolor sit amet

(Stock photo used under license)

Policy Example: milkbarstore.com

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**NOT YOUR
AVERAGE
COOKIE**



Share Milk Bar,
get \$10

Also: www.lukeslobster.com/accessibility

Policies Usually Include:

- “ongoing commitment to achieving the highest levels of satisfaction for all customers”
- Committed to WCAG (Web Content Accessibility Guidelines published by the Web Accessibility Initiative ("WCAG")).
- “While we strive to adhere... if you nevertheless encounter any difficulty... contact us.”

The Client Business Case

- Increase potential audience by 25%
- Improve SEO
- Improve User Experience for all users
- Avoid Lawsuits
- Invest in your Customers
- Invest in your Brand

Agency/Dev Case for Accessibility

- Knowing Accessibility = being able to charge more for your work
- Start projects with Accessibility in mind: more cost-effective than tacking on accessibility at the end
- Don't offer Accessibility as an option - make it default for all you do (like mobile responsive) – as an investment in your brand

Accessibility is the right thing to do,
but it makes business sense too!

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