



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: [The All-in-One Digital Accessibility E-Book](#)



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

Read his story: [Introducing: Keith Bundy](#)

Why Web Accessibility Is Important

The importance of digital accessibility goes beyond legal regulations.



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



71% 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:



Perceivable

Web content can be perceived by the user's brain regardless of the senses they can use.



Operable

Web content can be accessed and navigated regardless of the user's devices.



Understandable

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



Robust

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:

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

Recommended tool: See how your website complies with WCAG guidelines with our [free accessibility checker](#).

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

1. Check your site's level of accessibility
2. Verify proper heading use and a logical site structure
3. Add alt text to images
4. Avoid using images with text overlay
5. Make hyperlinked text identifiable out of context
6. Rewrite instructions that focus on color or page geography
7. Determine if your multimedia content has a transcript and/or captions

Video: See how you can improve your website's accessibility with the [Digital Certainty Index™](#).



How is Web Accessibility Good for Business?

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

“Every person with a disability that leaves your site in frustration or confusion is a dollar lost.”
– Kevin Rydberg

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.



Request a Demo



Content Sources

- <https://go.siteimprove.com/digital-accessibility-ebook>
- <https://www.chainstoreage.com/article/web-accessibility-why-it-matters-all-retailers/>
- <https://chrome.google.com/webstore/detail/siteimprove-accessibility/efcfolpjhicnikpmhnmphhhpicllje?hl>
- <https://siteimprove.com/blog/introducing-keith-bundy>
- <https://siteimprove.com/product/dci/>
- <https://siteimprove.com/blog/why-web-accessibility-should-be-a-priority-now-3-stats-to-prove-it>
- <https://webaim.org/projects/screenreadersurvey5/>
- <https://www.adattitleiii.com/>
- <https://www.section508.gov/content/benefits-accessible-design>
- <https://www.adattitleiii.com/2018/01/2017-website-accessibility-lawsuit-recap-a-tough-year-for-businesses/>

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