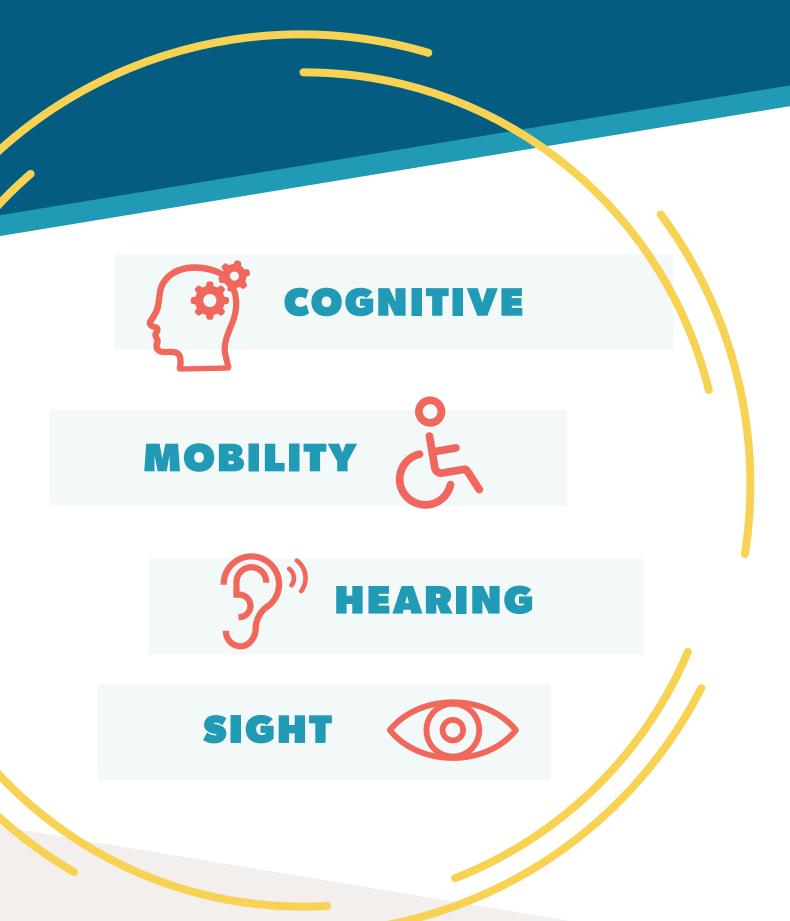


Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them<sup>1</sup>. Here's why it's important and how to check your site's accessibility.



# **Being Inclusive**

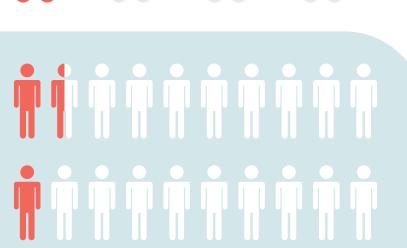
Everyone uses websites and tools differently.

Nearly 1 in 4 Americans have some form of disability<sup>2</sup>



15% of American adults have some form of **hearing loss**<sup>3</sup>

10% of American adults have a vision impairment<sup>4</sup>



# Web Accessibility at a Glance

The Web Content Accessibility Guidelines (WCAG) were created as the single shared standard for accessibility across the World Wide Web.

## **CONSTANT EVOLUTION**

WCAG 2.2

**JUNE 5, 2018** WCAG 2.1 published

**DECEMBER 11, 2008** WCAG 2.0 published

MAY 5, 1999

WCAG 1.0 published



**Web content** developers



WHO ARE THESE STANDARDS FOR:

Web accessibility evaluation tool developers



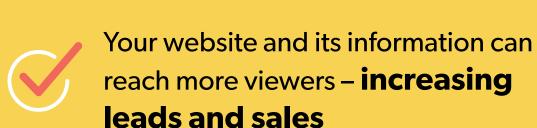
Web authoring tool developers



**Anyone** who uses the World Wide Web

# Why is Accessibility **Important**

Having an accessible website benefits everyone! It makes sense to want as many people as possible to be able to access your website. Remember that we all experience disabilities in our lives, whether they are permanent or temporary.





You **limit your risk** of a web accessibility lawsuit



It allows equal access to resources for people of all abilities

# **Tips for Designers**

Here are some important design accessibility standards to remember:



## **Color contrast**

should allow the font to stand out from its background



Font weight, size, and color should be legible and readable



Always use visual indicators



such as arrows or icons



**Never hide information** on hover



Ensure form labels are easily identifiable and listed outside the form field

# **Check Your Website**

Follow these steps to become more accessible.



**Review the most recent WCAG** guidelines



Get a professional accessibility audit



Use web accessibility tools



Based on results from audit,

make necessary changes.



Moving forward, remain aware of standards as they evolve.

## How can Imarc help?

At Imarc, we have a team of 55+ strategists, designers, writers, engineers, and more who are well-versed in web accessibility. Our experts can help you make minor updates to your site to improve accessibility, or we can totally redesign and rebuild your old site. We're always here and ready to help you.



<sup>&</sup>lt;sup>1</sup> "Introduction to Web Accessibility." W3C, 5 June 2019, https://www.w3.org/WAI/fundamentals/accessibility-intro

<sup>&</sup>lt;sup>2</sup> "CDC: 1 in 4 US adults live with a disability." Centers for Disease Control and Prevention, 16 Aug. 2018, https://www.cdc.gov/media/releases/2018/p0816-disability.html

<sup>&</sup>lt;sup>3</sup> "Quick Statistics About Hearing." National Institute on Deafness and Other Communication Disorders, 15 Dec. 2016, https://www.nidcd.nih.gov/health/statistics/quick-statistics-hearing <sup>4</sup> "Statistical Snapshots from the American Foundation for the Blind." American Foundation for the Blind, 1 March 2019, https://www.afb.org/research-and-initiatives/statistics