



The Essential Guide to Website Accessibility for Small Business Owners

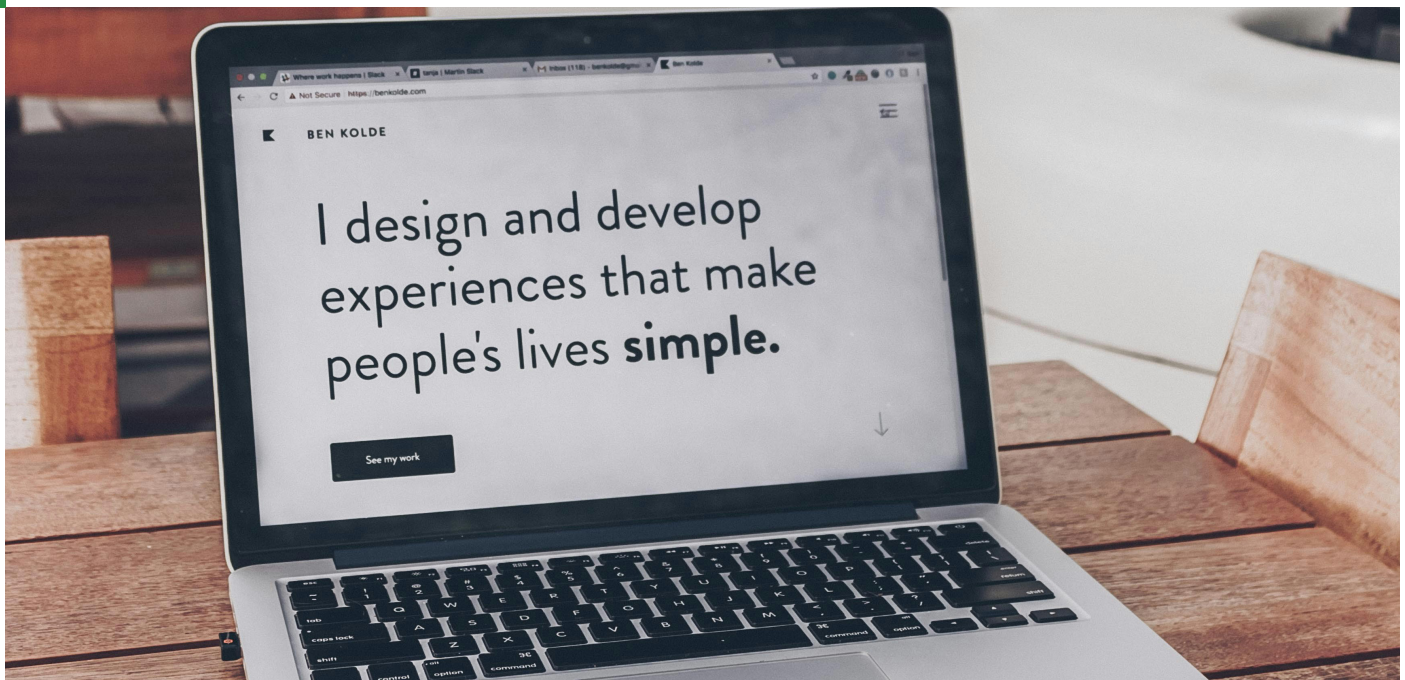
INTRODUCTION

Welcome to “The Essential Guide to Website Accessibility for Small Business Owners”. This guide is designed to help you understand what web accessibility means, why it’s important for your business, and how you can implement effective accessibility strategies to reach a wider audience, enhance user experience, and comply with legal standards.

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Understanding Web Accessibility

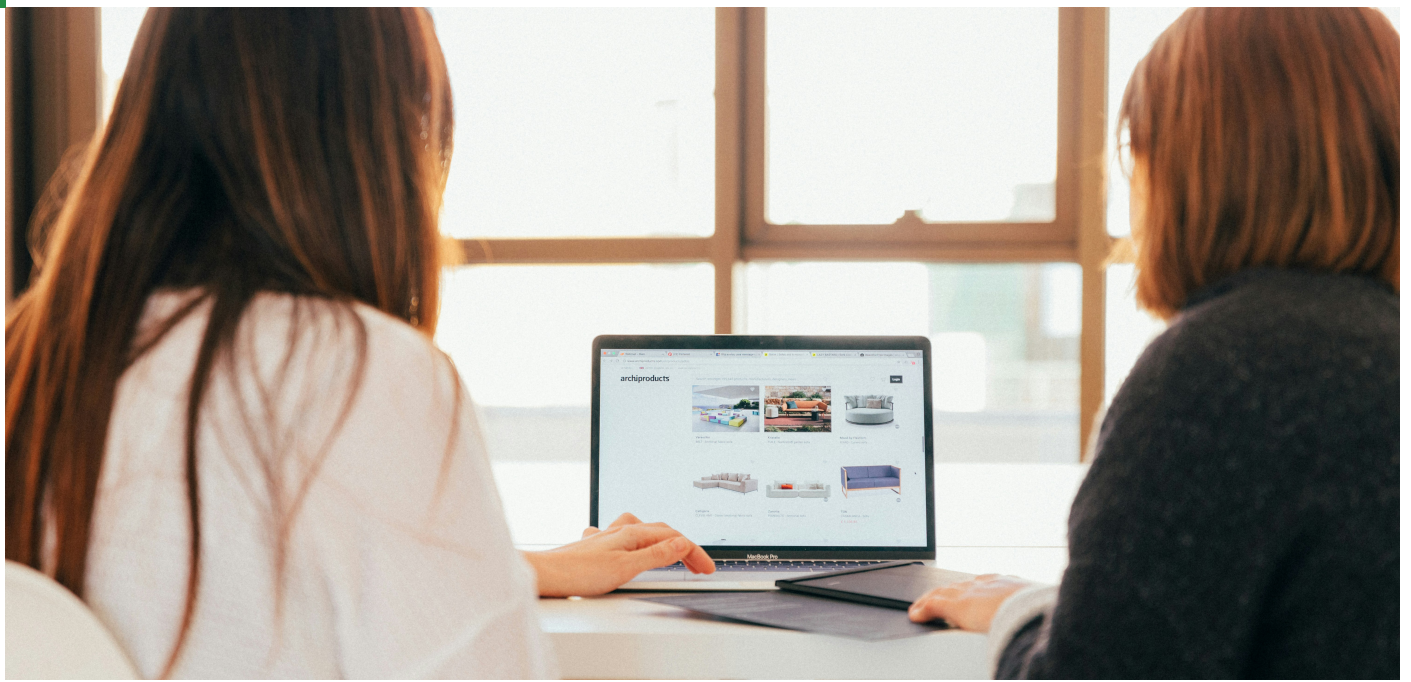


WHAT IS WEB ACCESSIBILITY?

Web accessibility means ensuring that your website can be utilized by everyone, including people with disabilities like vision impairment, hearing loss, and motor difficulties. It involves designing and developing your website so that all users can engage fully without barriers.

WHY IS IT IMPORTANT?

Accessibility is key to inclusive digital spaces. By making your website accessible, you ensure that it can be used by a larger population, including the elderly and those with temporary disabilities.



The Business Case for Accessibility



EXPANDING YOUR REACH

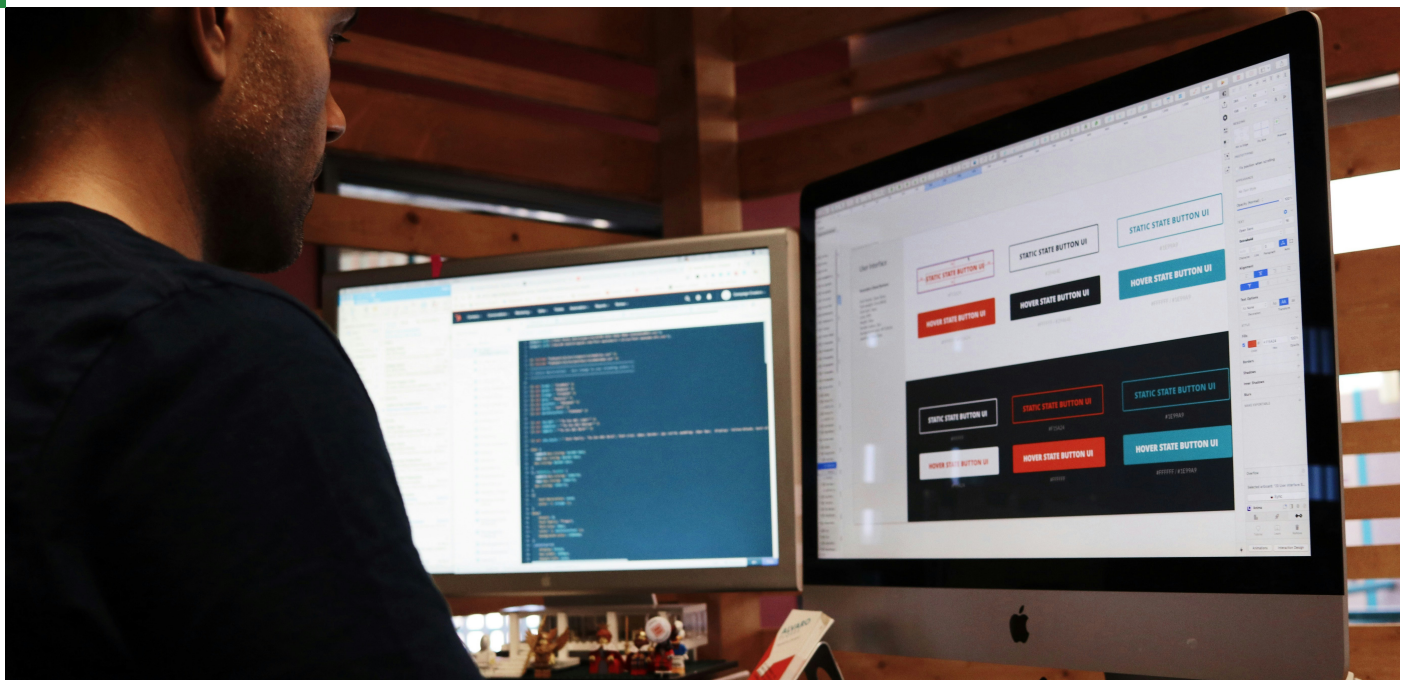
By making your website accessible, you are opening your business to the more than one billion people worldwide who live with some form of disability (Source: World Health Organization).

IMPROVING SEO

Search engines favor websites that are accessible to a wide range of users, meaning accessibility improvements can boost your site's SEO (Source: WebAIM).

ENHANCING CUSTOMER SATISFACTION

An accessible website provides a better user experience for all visitors, which can improve overall customer satisfaction and loyalty (Source: Forrester Research).



Legal Requirements and Standards

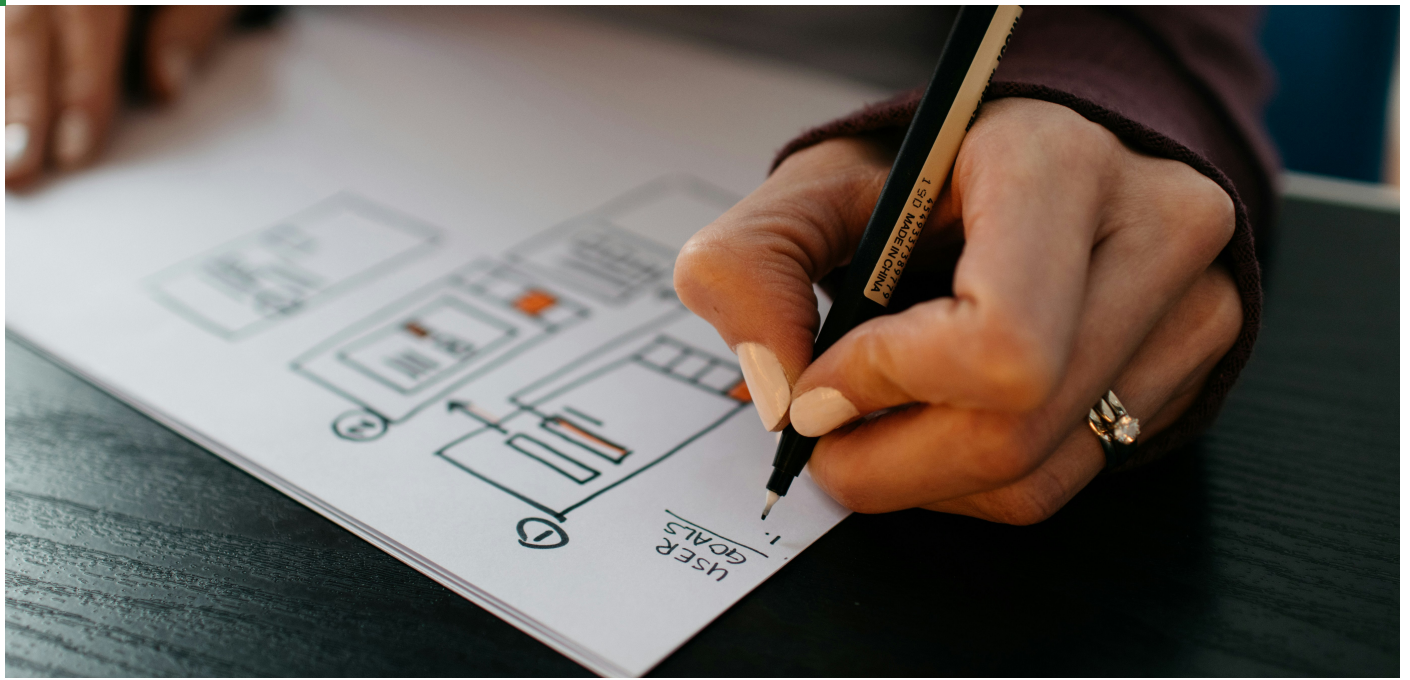


THE AMERICANS WITH DISABILITIES ACT (ADA)

The ADA requires that all commercial and public entities that have “places of public accommodation” must comply with accessibility standards. This includes websites (Source: ADA Title III).

WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG)

WCAG guidelines are part of a series of web accessibility guidelines published by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C), the main international standards organization for the Internet (Source: W3C).



Step-by-Step Accessibility Checklist



CONDUCT AN INITIAL AUDIT

Use tools like the WAVE Web Accessibility Evaluation Tool to identify areas for improvement.

IMPLEMENT EASY FIXES

- ☐ Add alternative text to images.
- ☐ Ensure sufficient color contrast.
- ☐ Make all functionality available from a keyboard.

PLAN FOR ONGOING IMPROVEMENTS

- ☐ Regularly update content and design for accessibility.
- ☐ Train your team on accessibility practices.

Resources and Tools

WAVE WEB ACCESSIBILITY TOOL: WebAIM's WAVE Tool

WAVE® is a collection of evaluation tools designed to help authors improve the accessibility of their web content for individuals with disabilities. It identifies a variety of accessibility and WCAG compliance errors but also supports human evaluation to ensure practical usability improvements. The underlying philosophy of WAVE emphasizes addressing real user impact issues, fostering human involvement in evaluation, and promoting education on web accessibility.

A11Y PROJECT: Visit A11Y Project

The term “a11y” stands for “accessibility,” used for simplification in digital communications. The A11Y Project promotes digital accessibility and inclusion, often overlooked in design and development education. It emphasizes the necessity of accessible technology for the one in four Americans with disabilities, enabling them to use assistive technologies like screen readers. The project advocates for designing digital experiences that accommodate a diverse range of needs, including color blindness and cognitive disabilities.

Bottom Line

Improving the accessibility of your website is a continuous process that benefits your business by broadening your customer base, improving customer experience, and ensuring compliance with legal standards. Use the steps and resources provided in this guide to start making your website more accessible today.

Need Help With Your Accessibility Initiatives?

WE'RE HERE TO ASSIST YOU!

Making your website accessible can seem daunting, but you don't have to do it alone. Our team at WebArc Technologies specializes in creating accessible digital environments that cater to all users. Whether you're just starting out or looking to improve existing accessibility features, we can provide the expertise and support you need.

How We Can Help:

- **Personalized Accessibility Audits:** Our experts will thoroughly review your website, identifying areas that need improvement and providing practical solutions.
- **Custom Accessibility Strategies:** We develop tailored strategies that align with your business goals and ensure your website meets all accessibility standards.
- **Implementation and Ongoing Support:** From implementing initial changes to maintaining accessibility with new content and updates, we offer comprehensive support.
- **Interested? Let's Connect!**

To learn more about how we can help you make your website accessible to everyone, schedule a free consultation with one of our accessibility specialists today. We're excited to help you enhance your website's accessibility and open your doors to a wider audience.

CONTACT US:  (775) 727-8720  INFO@WEBARC.TECH  WEBARC.TECH

Schedule Your Free Consultation Now