

4 Tips to Fortify Your Accessibility Presence

Accessibility is a concept that has entered the business world with tremendous velocity and ferocity. The consequences of not offering accessible experiences are costly and brand-debilitating. The volume of lawsuits and demand letters has increased at an astounding pace—and is only accelerating.

ADA Title III Website Accessibility
Lawsuits in Federal Court (2017-2018)



Source: adatitleiii.com

1 Know The Law

Laws might be unique nationally but guidelines are global.

WCAG

[Web Content Accessibility Guidelines \(WCAG\) 2.1, Level AA.](#)

The standard bearer for web accessibility, this global set of guidelines paves the way for a barrier-free experience to the disability community. The World Wide Web Consortium (W3C)'s Web Accessibility Initiative led to its development and subsequent updates.

ADA

[The Americans with Disabilities Act \(ADA\)](#) bans discrimination

against any person with a disability in the United States. Businesses or agencies – both public and private sector – that serve the general public online must provide an equal level of service to people who have disabilities. The baseline and bar are the same: WCAG 2.1, Level AA.

508

[Section 508 of The Rehabilitation Act](#) requires all electronic and information and communication technology (ICT) to be accessible. In January of 2017, the Section 508 standards for ICT accessibility were updated to align with WCAG standards. Section 504 requires all federal government-funded programs and activities to be accessible.

AODA

[Accessibility for Ontarians with Disabilities Act \(AODA\)](#) requires Ontario, Canada websites and web content to conform to the standards of WCAG 2.0.

2 State Your Intention

Delivering fully accessible experiences requires consideration and clarity of mission. Among the first steps are to proudly post authentic accessibility statements and to offer assistive technology.

Accessibility statements will be like privacy policies within two years. Everyone will have one and not having one will be a strong detractor to prospective and existing customers - when not present, it will cause more alarm than calm.

Go beyond compliance by offering assistive technology through our well-known download icon, viewed over 100 million times monthly. A well-coded accessible digital experience is the ramp, assistive technology is the wheelchair. Project a disability-friendly image by offering both.



3 Measure Accessibility Continuously

From episodic to continuous measurement—just like privacy, security, and analytics.

Once perceived as something you can do once in a while, agile development processes introduce accessibility quandaries constantly. Accessibility as a Service is an always-on accessibility software-based approach to audit regularly, progressively test, and trendline improvements over time. Only 30% of accessibility can be tested using software; thus, an integrated manual and functional testing framework is essential for conformance.

4 Partner Up

You do not have to do this alone, nor should you.

You use outside counsel when expertise in a particular arena is required. This is no different. There is a lot of context and nuance and depth to accessibility that is risky and costly to attempt to solve solely in-house. Our access to expert legal counsel helps you develop policies and plans that provide for ongoing improvement and compliance to help in responding to complaints. We expertly author accessibility and conformance statements as our credentialed team validates your sites, app, and products.



If you are engaged with an accessibility issue presently, or you want to get ahead of accessibility concerns, we can help. It's not a matter of if, but when. Accessibility as a Service is a new approach to solve a general counsel's legal and compliance concerns.