

# Why Should My Website Be ADA Compliant?



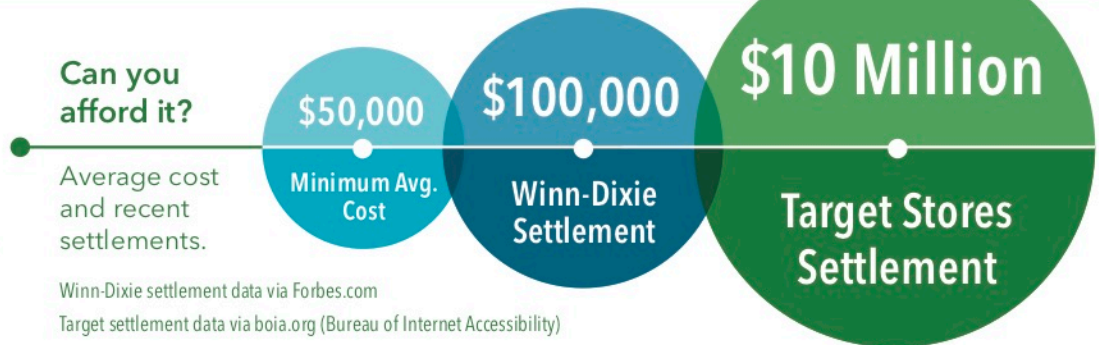
Federal judges rule that non-compliant websites violate Americans with Disabilities Act.

ADA laws are interpreted to apply to all web-based and electronic content, requiring that websites be easily accessible for those who are blind or visually impaired. Businesses whose websites fail to comply with this standard are vulnerable to legal claims that can cost a small fortune in court costs and legal settlements.



Costly lawsuits are being filed regularly and more are expected.

Business owners threatened with lawsuits are obligated to pay for an attorney, pay to fix their website, and likely pay additional fees to settle the case out of court. It is expensive, stressful and time-consuming. Businesses large and small are vulnerable.



There are other advantages to a compliant website besides avoiding a lawsuit.

## You Are Likely Losing Money



Stats show that 71% of web users with a disability leave sites that aren't accessible.

## It Can Increase Google Ranking



Getting your website in compliance could help you get favorable rankings with Google.

## A Better Experience for All



An accessible website serves users with a disability and it makes the user experience better for everyone.

A few things a business must do to make their website reasonably ADA-compliant:

- Behind the scenes code that allows page navigation using a keyboard
- Text sizing adjusted to aide users with low vision
- Alternative text to describe images on the page
- Transcripts for all videos and audio files
- High color-contrasts for text and images for those who are color blind
- Contact form fields properly labeled in HTML