ACCESSIBLE WEB

Ramping up your web accessibility

9 ways to advance your web accessibility *with & without* engaging a services company

Peter Jewett, Founder & CEO

Kickstart your web accessibility efforts

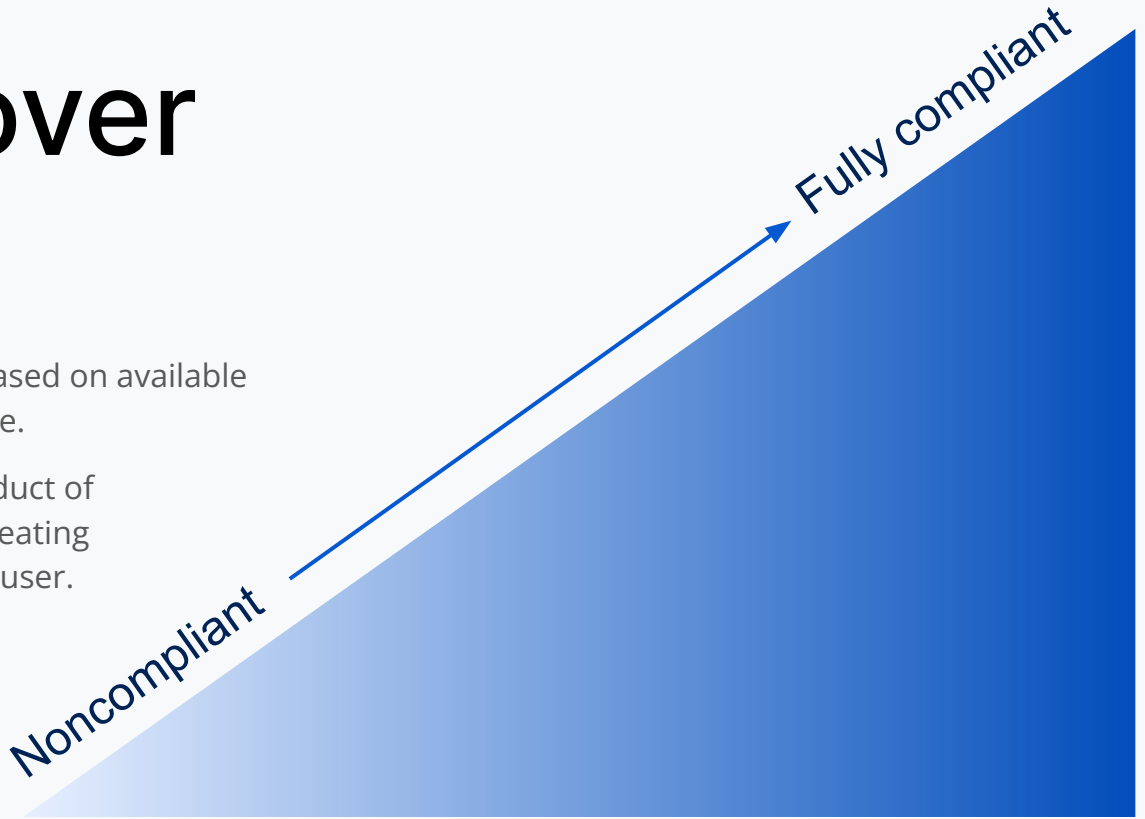
1. Create an Accessibility Statement
2. Assign an Accessibility Advocate
3. Scan your website with automated tools
4. Assemble your team
5. Hit 100/100 automated score

Our philosophy

Progress over perfection

Progress at a pace that makes sense based on available resources so you can improve over time.

We don’t want accessibility to be a product of lawsuits, we want the focus to be on creating improved digital experiences for every user.



Create an Accessibility Statement

Accessibility Statement

A transparent and public-facing statement is crucial for building trust and credibility with your users

Your statement should:

- Outline your organization's commitment to accessibility,
- Include details of the accessibility features implemented,
- Provide contact information for reporting accessibility issues,
- Be updated regularly to reflect any improvements or changes in your accessibility practices.

Generate an accessibility statement for free with our generator.

Assign an Accessibility Advocate

Accessibility Advocate

Assigning an accessibility advocate to handle accommodation requests is a proactive step towards inclusivity

Your advocate should:

- Act as the primary contact for all accessibility-related inquiries,
- Ensure that responses are timely and tailored to meet the specific needs of users with disabilities,
- Be trained to discuss the barriers that the user experienced, so they can work with website teams to replicate and remove the barriers for future users.

Scan your website with automated tools

Scan with automated tools

Automated tools provide a quick and efficient preliminary assessment of your site's accessibility

This tool should:

- Systematically check each page against established accessibility standards like WCAG and
- Identify common issues such as missing alt texts, poor contrast ratios, and non-navigable elements.

This initial scan is *essential* for pinpointing key areas for improvement and setting the stage for more detailed manual testing.

Assemble your team

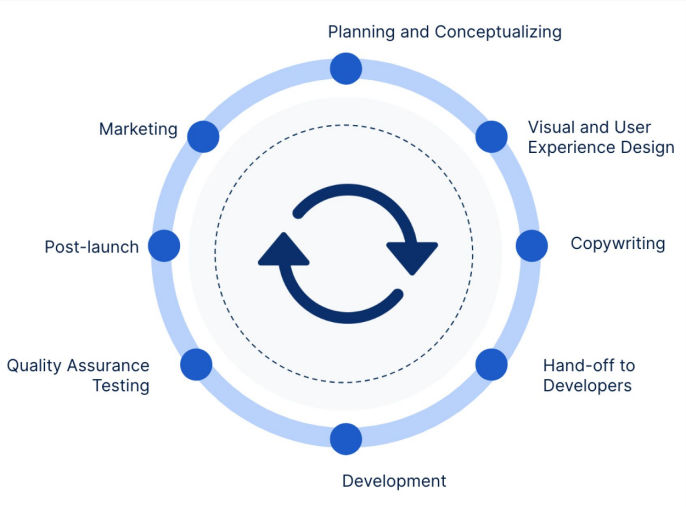
Assemble your team

Upgrading a website's accessibility should involve a multidisciplinary team

Examples of team members

- Web developers, UX/UI designers, content creators, and quality assurance specialists.
- Executive Sponsor - provides the necessary authority and resources and champions the importance of accessibility across the organization.

Swing by our booth for a downloadable resource!



Hit 100/100 automated score

100/100 automated score

This milestone provides a solid foundation, allowing your team to focus on maintenance while planning for manual evaluations

Achieving this score:

- Indicates that your site meets many technical standards outlined in accessibility guidelines like WCAG,
- Ensures a commitment to continuous improvement in web accessibility.

A perfect automated score *does not equate* to full accessibility. WCAG conformance requires manual testing to address nuances that automated tools can't detect.

What happens after?

What happens after?

The remaining issues require manual detection processes that automated tools are not equipped to handle

This necessitates allocating additional budget for training your team to effectively carry out these manual checks and implement the necessary fixes.

This is where we'll typically recommend making some key decisions about how to proceed.

Automated tools identify approximately

35%

of web accessibility issues.

Phase 2 — Time for an expert?

1. Create a two year accessibility plan
2. Train your team
3. Manual auditing
4. UX Testing

How we can help

Accessible Web

Tools, services, and educational resources to support you as you begin your web accessibility journey

RAMP - A11y Center

Create an Accessibility Statement
Assign an Accessibility Advocate

RAMP

Scan your website with automated tools
Hit 100/100 automated score

A11y Partner Program

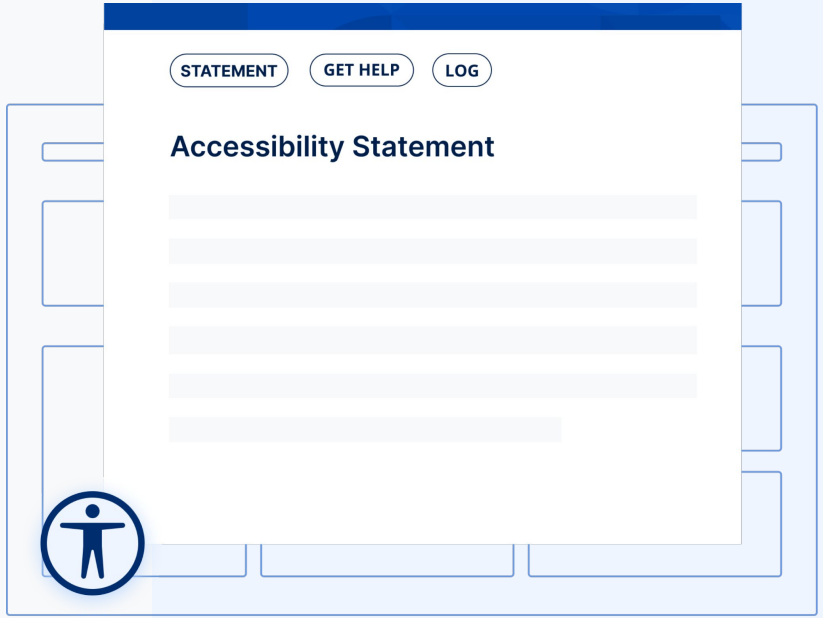
Assemble Your Team

Phase 1

Create an accessibility statement & assign an accessibility advocate in minutes

RAMP - A11y Center

- A centralized place to host your accessibility statement, accessibility issue reporting, & means for accommodations.
- Customize and set up in minutes.
- The first step in ADA/AODA compliance.

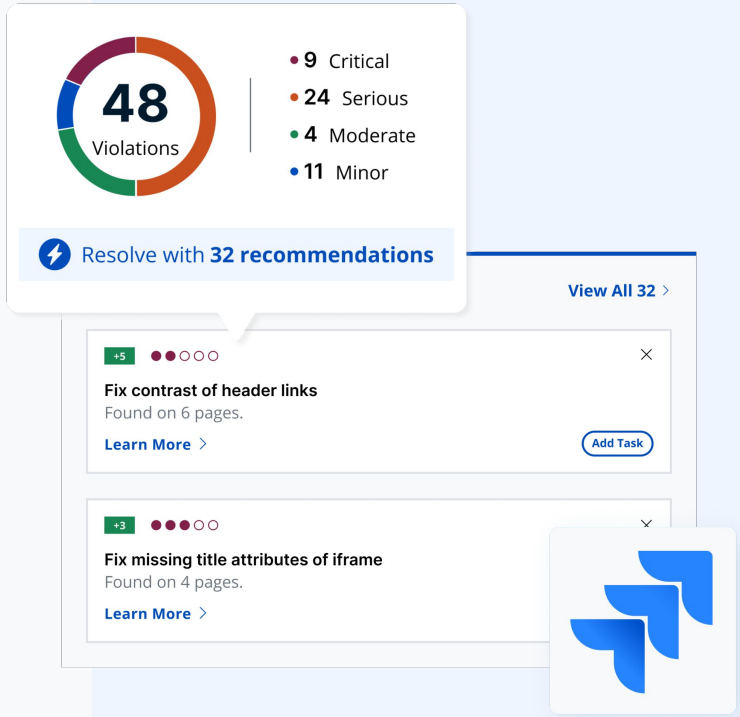


Phase 1

Use an automated tool to scan your full website & achieve 100/100

RAMP

- Automated scanning begins automatically upon sign up.
- Manage accessibility from a central platform.
- Integrate to your Jira account to keep track of accessibility work wherever your team works best.
- Export meaningful accessibility progress metrics with custom reports.
- Prioritize your workflow with recommendations.
- Follow intuitive remediation instructions.

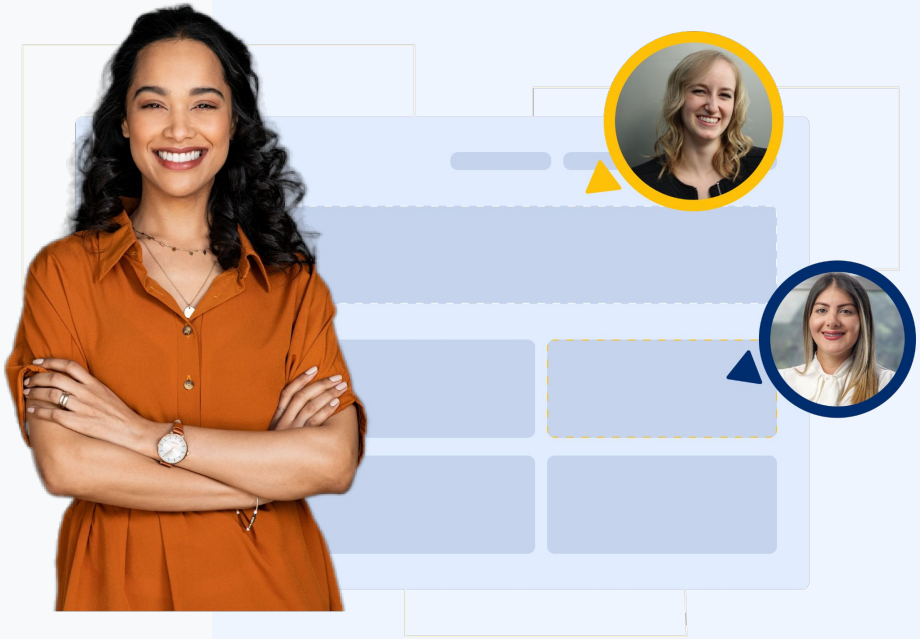


Phase 1

Assemble your team

A11y Partner Program

- We'll match you with one of our specialists for expert advice and remediation support.
- Your specialist will ensure you're making progress towards your accessibility goals with periodic check-ins.
- We'll keep your dev team busy with a plan that works with your dev cycle.
- We'll empower your team with remediation support and trainings.



Phase 2

Support for every phase as you continue your journey

A11y Partner Program

Two Year Accessibility Plan

Accessible Web Academy

Training for your Team

Guided Manual Audit Tool

Manual Auditing

UX Testing

Celebrate & Solicit Feedback from Users

ACCESSIBLE WEB

Thank You!

Visit us at accessibleweb.com

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