

# Web Accessibility

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.



**COGNITIVE**

**MOBILITY**



**HEARING**

**SIGHT**



## 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.

### WCAG TIMELINE

- 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

### WHO ARE THESE STANDARDS FOR:



Web content developers



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.

- ✓ Your website and its information can reach more viewers – **increasing leads and sales**
- ✓ 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.

- 1** Review the most recent **WCAG guidelines**
- 2** Get a **professional accessibility audit**
- 3** Use **web accessibility tools**
- 4** Based on results from audit, **make necessary changes.**
- 5** 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>1</sup> "Introduction to Web Accessibility." W3C, 5 June 2019, <https://www.w3.org/WAI/fundamentals/accessibility-intro>

<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>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>