



The Importance of Making Your Online Presence Accessible

Part 1: Why it is important...

Making your website assessible to all benefits your business in many ways. People with disabilities should be able to experience the online world with the same success as those with no disabilities.

Digital inclusion is the process of making websites, mobile apps and other online tools available to all.

Everyone should be able to view your website regardless of their use of assistive devices.

Usability + Accessibility = Inclusion

Websites built with accessibility allow a diverse audience to explore content with their own support technologies. WCAG - (Web Content Accessibility Guidelines) are the gold Standard in accessibility, providing clear and detailed instructions for maximizing online inclusion. Inclusive websites allow a diverse range of online visitors to access your content, making your products and services available to a larger audience.



1 billion
people live with a disability.

2.2 billion
people have a visual disability.

20% of the population have some type of learning difficulty.

69% of disabled people leave a website with barriers.

83% of users with access needs limit their shopping to sites they know are barrier free.

68% would spend more online if websites were accessible .



70% of millennials would chose one brand over another if the brand demonstrated inclusivity.

52% of all online consumers consider a company's values when making a purchase.



February's
Pro-Tip



Design Tips for How to Create an inclusive website