

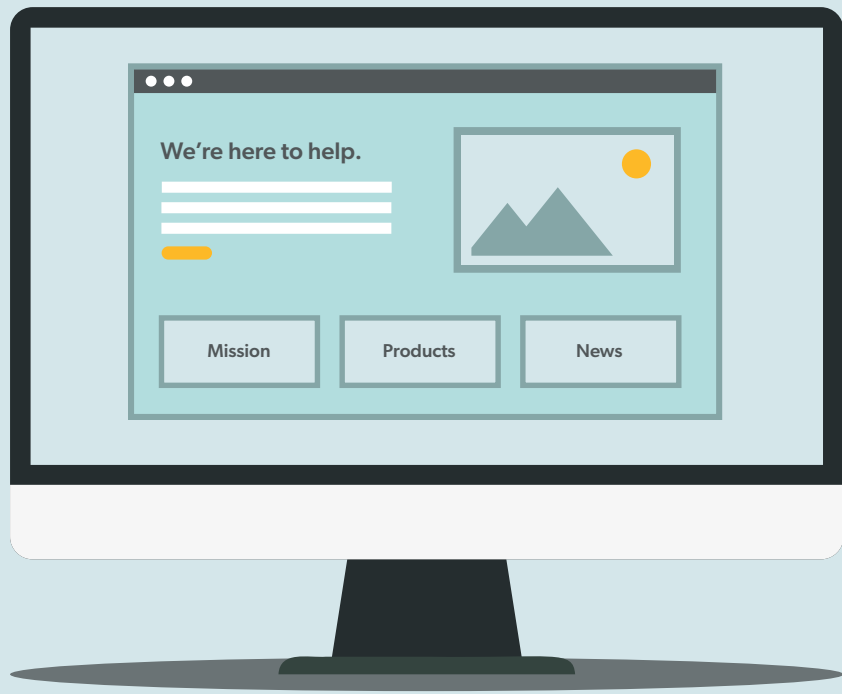
The benefits of website accessibility

Website accessibility benefits everyone – including the **1 in 4 Americans¹ who have a disability**. When more people are able to easily access your website, you gain a whole new audience. In fact, companies with a fully WCAG AA compliant website are **expected to outperform competitors by 50% by 2023²**. Let's address some of the best ways to ensure your website is accessible.

71%

of website visitors

with disabilities³ will leave a website that is not accessible



PAGE LAYOUT

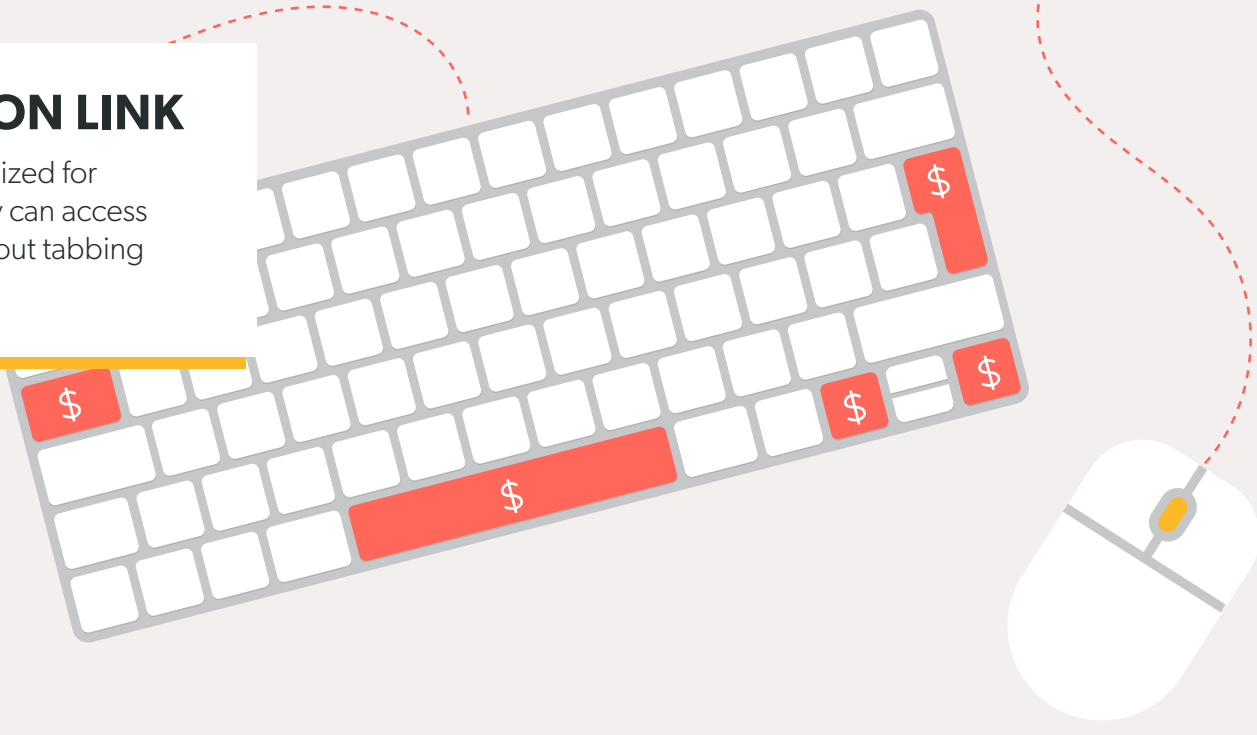
Your page should follow the reading order for a screen reader, with easy-to-read headlines and clear information

Companies with non-compliant websites are losing out on a potential

\$1.2 trillion⁴

SKIP NAVIGATION LINK

Your site needs to be optimized for keyboard-only users so they can access main body copy easily without tabbing through links first



PASS

FAIL

FAIL

FAIL

FAIL

86.4%

of homepages⁵ failed

to meet the WCAG AA color contrast ratio (4.5:1)

COLOR CONTRAST

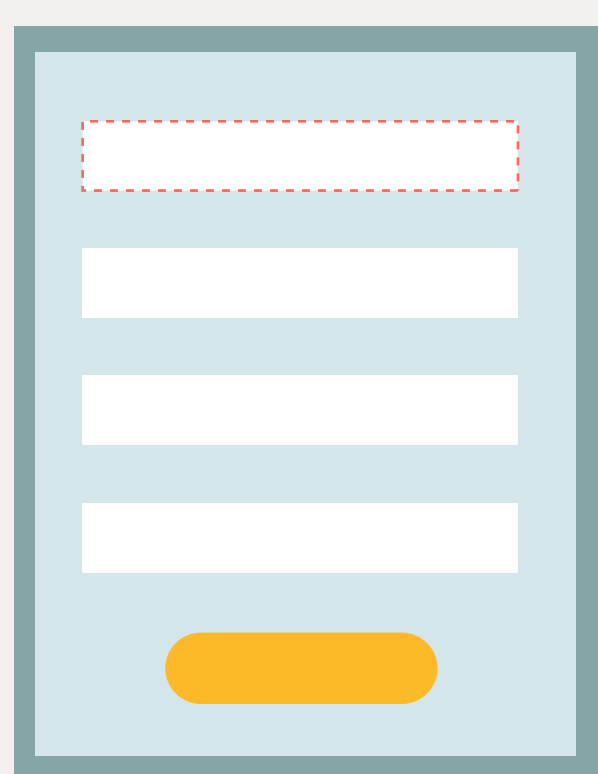
Check that your text meets an accessible color contrast ratio so that people can easily read the info

26%

of all homepage images have missing alternative text⁶

DESCRIPTIVE TEXT

Descriptions and captions for non-decorative images are necessary for people using a screen reader



Two-thirds of users

who are visually impaired abandon their carts⁷ to purchase from an accessible website

LEAD CONVERSION FORMS

Forms must be clear and functional for keyboard users

Don't miss out on potential customers – review your website to ensure accessibility for all users. **Need help?** The team at Imarc is well-versed in WCAG compliance, and we are ready to help.

¹ 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>.

² Compliance and Beyond: 4 Ways Digital Accessibility Gives You a Competitive Advantage, Gartner, 15 June 2020, <https://www.gartner.com/en/documents/3986300>.

³ How Website Accessibility Affects Online Businesses In 2019 And How To Respond, Forbes, 25 Sept. 2019, <https://www.forbes.com/sites/ryanrobinson/2019/09/25/website-accessibility-online-business/>.

⁴ The Ultimate List of Web Accessibility and ADA Statistics, Crownpeak, 20 April. 2021, <https://www.crownpeak.com/blog/accessibility-ada/the-ultimate-list-of-web-accessibility-and-ada-statistics>.

⁵ 43 Web Accessibility Statistics, Don't Do It Yourself, <https://ddiy.co/web-accessibility-statistics/>.

⁷ Nucleus Research Note: The Internet is Unavailable. 3 July 2019, <https://accessibility.deque.com/nucleus-accessibility-research-2019>.