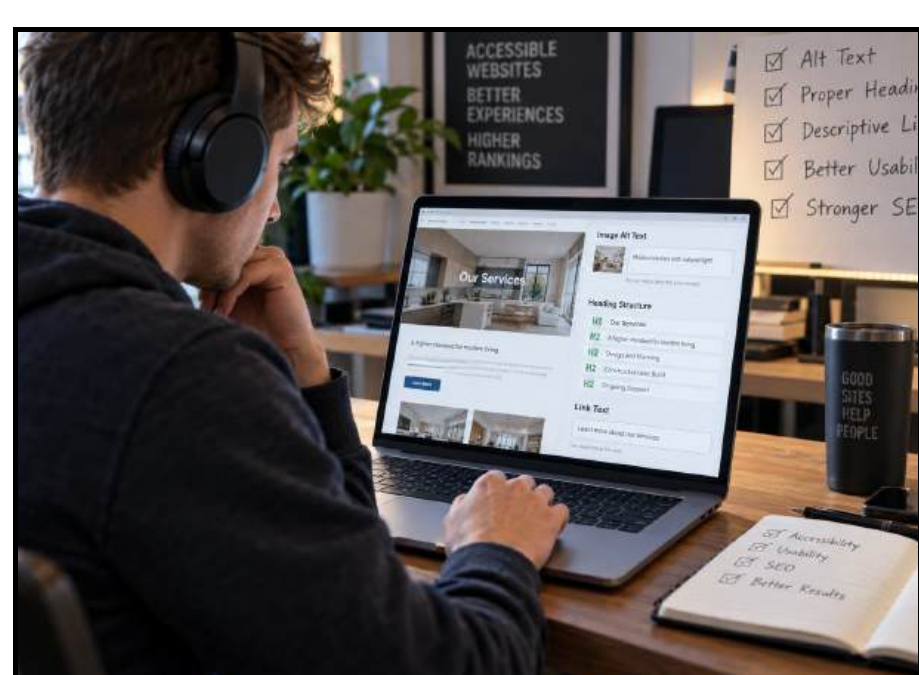


Ways Poor Website Accessibility Costs You Customers

1. What Web Accessibility Standards Cover

WCAG 2.2 sets the requirements designers use for accessible websites, covering form labels connected in code, menus that work without a mouse, popups that can be closed without clicking, text contrast, and captions for video content. AA is the commonly used target level.

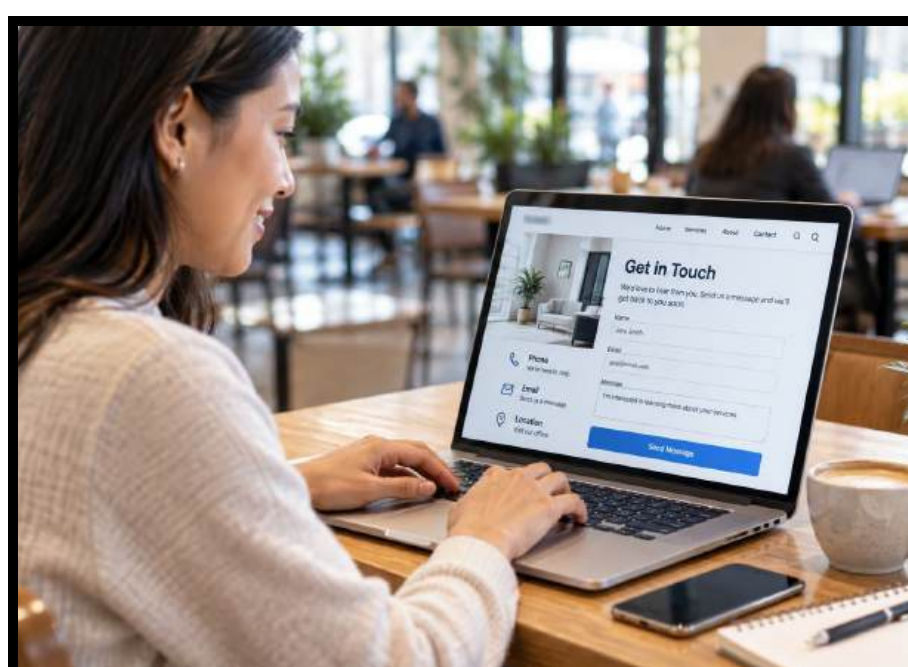


2. Where Accessibility and SEO Overlap

Alt text on images helps screen reader users and gives Google better information about what's shown. A clear heading structure helps customers find information and helps Google understand page content. Descriptive link text tells both users and search engines where a link leads.

3. Accessibility Makes Sites Better for Everyone

Captions help someone follow a video when audio isn't possible. Good contrast makes text readable on difficult screens. Keyboard controls give users another way to navigate. Clear form labels help customers complete quote requests, bookings, and other actions that drive business.

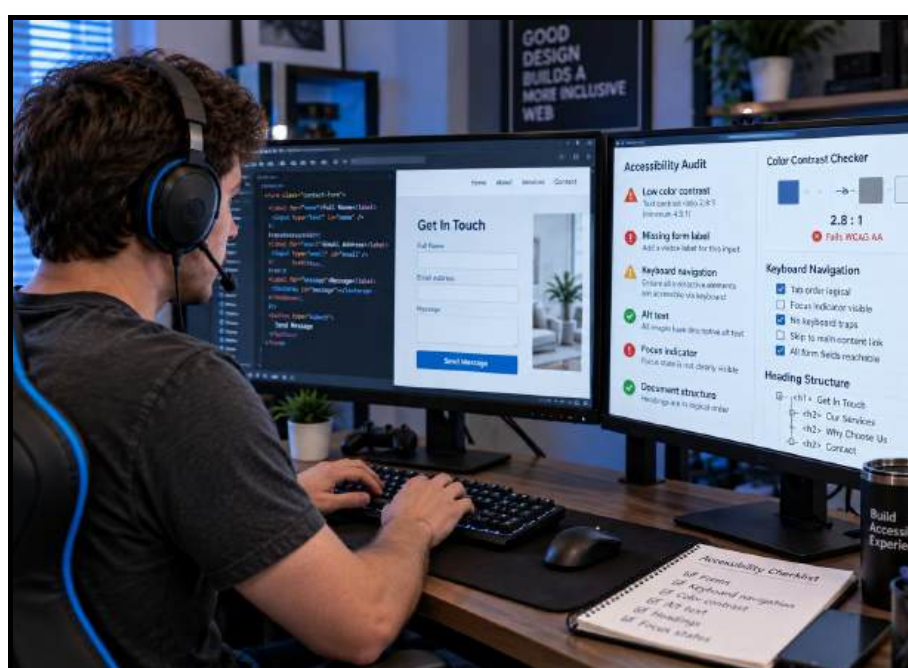


4. The Legal and Reputational Stakes

The ADA requires businesses serving the public to provide equal access through their websites. Businesses have faced lawsuits and enforcement over inaccessible sites. WCAG isn't federally mandated for every private business, but it gives designers specific requirements to work from for ADA compliance.

5. The Case for Building Accessibility From Day 1

Accessibility is easier to address while the website is still being built; problems can be fixed as they're found rather than discovered after customers are already using the site. A plugin alone can't guarantee full accessibility; ask how your web design agency checks before going live.



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