



NORMAL VS. ADA- COMPLIANT WEBSITE



INTRODUCTION

Ensuring website accessibility is not just a best practice but a necessity in today's digital world. An ADA-compliant website ensures inclusivity, allowing all users, including those with disabilities, to engage with online content effectively. Here's a deeper look at the key differences between a normal website and an ADA-compliant one.

NORMAL WEBSITE

A standard website is designed with the average user in mind but may lack critical accessibility features. Such a website generally includes:

- Conventional navigation, content, and visuals.
- Basic design elements without accessibility considerations.
- Limited support for screen readers and assistive technologies. No enforced structure for keyboard-only navigation.
- Poor contrast ratios and unreadable fonts for visually impaired users.
- Lack of closed captions or transcripts for multimedia content.

ADA-COMPLIANT WEBSITE

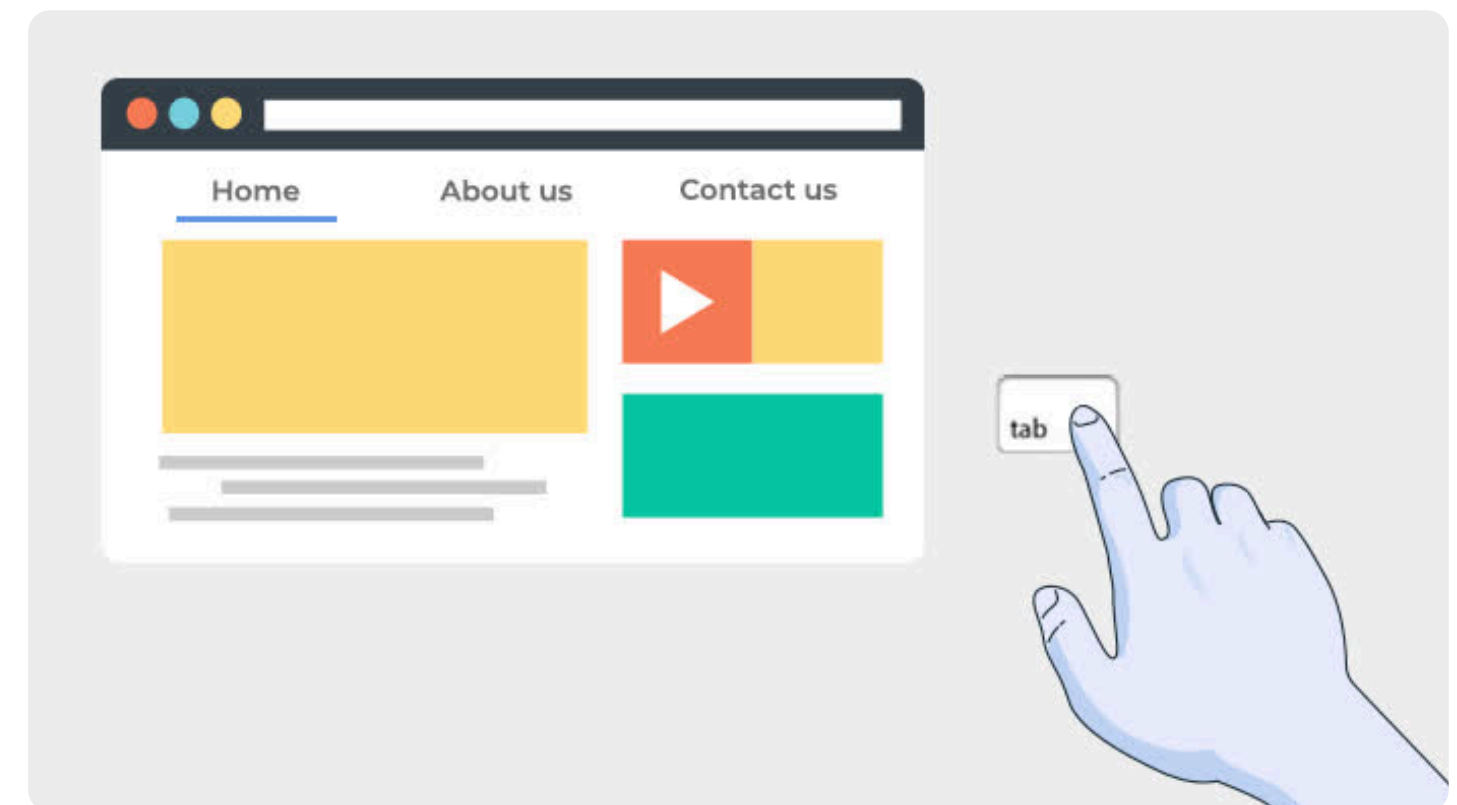
An ADA-compliant website goes beyond standard design to ensure that all users, including those with disabilities, can access and use its content efficiently. Key features include:

1. Screen Reader Compatibility

- Ensures text content is accessible to visually impaired users via text-to-speech technology.
- Uses properly structured HTML with headings and landmarks for better navigation.

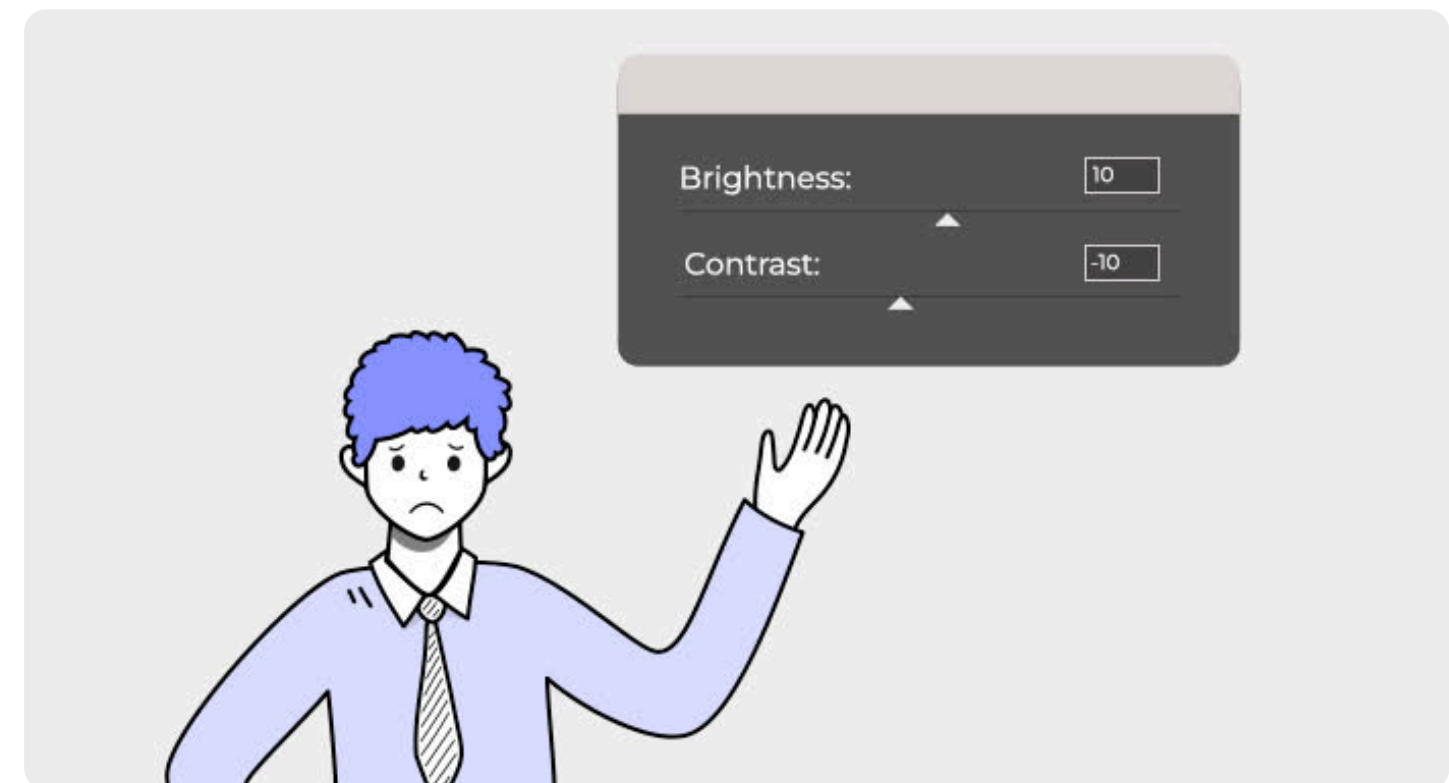
2. KEYBOARD NAVIGATION SUPPORT

- Allows users to navigate entirely with a keyboard (without requiring a mouse).
- Enables proper focus indicators for interactive elements.



3. HIGH CONTRAST & READABLE FONTS

- Uses proper color contrast ratios to improve readability for visually impaired users.
- Avoids decorative fonts and ensures text remains legible on different devices.



4. ALTERNATIVE TEXT FOR IMAGES & VIDEOS

- Provides descriptive text for non-text elements, ensuring screen readers can convey meaning.
- Captions and transcripts for videos to support hearing-impaired users.

Alt text helps screen readers
read visual content



Without Alt Text




 img_1234



With Alt Text



 Airplane landing

5. ERROR IDENTIFICATION & USER-FRIENDLY FORMS

- Ensures clear error messages and suggestions for correction.
- Allows users to complete forms easily without complex interactions.

There were 2 errors found in the information you submitted.

1. Please [enter a valid credit card number.](#)
2. Please [enter your first name.](#)

First Name (required)

*Link to
form element*

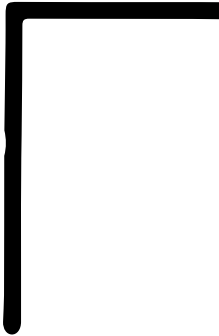
WHY CHOOSE ADA COMPLIANCE?

Investing in an ADA-compliant website offers multiple advantages:

- ✓ **Legal Protection** – Avoids potential lawsuits and ensures compliance with ADA and WCAG guidelines.
- ✓ **Expanded Audience Reach** – Provides accessibility to millions of users with disabilities.



✓ **Improved SEO Rankings** – Search engines prioritize accessible websites, leading to better visibility.



✓ **Better User Experience** – Enhances usability for all users, increasing engagement and conversion rates.



✓ **Future-Proofing** – Ensures your website remains compliant as regulations evolve.



FINAL THOUGHTS

Creating an ADA-compliant website is more than a legal requirement—it's a commitment to inclusivity and user experience. By incorporating accessibility features, you can ensure that your website is usable by everyone, regardless of their abilities.

Do you need help making your website ADA-compliant? Let's work together to create an accessible and user-friendly digital experience!