

Who is concerned?

Web accessibility encompasses all disabilities that affect access to the Web, including visual, auditory, physical, speech, cognitive, and neurological disabilities.

WEB ACCESSIBILITY BENEFITS PEOPLE WITH AND *WITHOUT* DISABILITIES

While the main focus of Web accessibility is people with disabilities, providing equal access and equal opportunity also benefits people without disabilities, including:

- older people
- people with low literacy or not fluent in the language
- people with low bandwidth connections or using older technologies
- new and infrequent users
- mobile phone users

BUSINESS CASE FOR ORGANIZATIONS

Organizations with accessible Web sites benefit from search engine optimization (SEO), reduced legal risk, demonstration of corporate social responsibility (CSR), and increased customer loyalty.

Organizations can realize substantial return on investment (ROI) that offset any costs of implementing Web accessibility. In order to be willing to make the initial investment, many organizations need to understand the social, technical, and financial benefits of Web accessibility, and the expected returns. The justification to commit resources to a project is often called a "business case".