

# Use of Lists

## ***Why Web Accessibility is Important (the unordered list)***

Taken from: <http://www.admixweb.com/2010/02/09/web-accessibility-6-reasons-why-its-important/>

### **Its the Way of the Web**

- it follows the principles of the web as a place to provide information to anyone who wants to seek it
  - Your Audience is Important
- estimated that 25% of the world's population has some sort of disability
  - Increases Usability
- web has evolved into a more complex and difficult world
  - Improves your Knowledge and Ability
- the field is constantly changing and improving
  - Increases Web Conversion
- it can considerably affect the overall bounce rate of people coming to and staying on your page
  - Most Importantly, Its the Law
- Americans with Disabilities Acts (ADA)

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