

# WHAT IS: ACCESSIBILITY IN WEB DESIGN

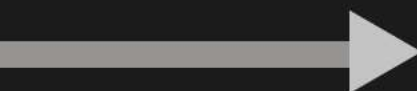


- ▶ Accessibility refers to ensuring that your **website is usable** by as many people as possible.
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→ Although this practice is traditionally viewed as a **benefit for people with disabilities**, it also benefits those with slow Internet connections, mobile devices, and other groups.



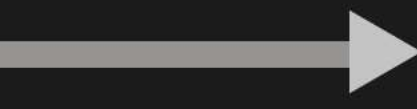


Additionally, accessibility means  
**treating everyone equally,**  
regardless of their ability or  
circumstance.

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Some countries require accessibility on their websites, which may **open up a significant market that otherwise would not have the option** to use or purchase your products.

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Technology will continue to evolve,  
and so will accessibility around the  
world, **providing humanity with  
even more opportunities.**



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