

## Question

We know our website isn't fully accessible, but is it really that important for our business?

We're worried about the cost of making our site accessible. Is it worth the investment?

Our target audience doesn't include many people with disabilities. Do we still need to focus on accessibility?

How can we trust that your team understands the latest accessibility standards?

We've tried working with other agencies, but they didn't seem to fully understand our accessibility needs. How is Click Here Labs different?

How do you stay current with changing accessibility standards and technologies?

## Answers

Absolutely. Web accessibility is crucial for creating an inclusive digital environment that accommodates individuals with various disabilities, including auditory, cognitive, neurological, physical, speech, and visual impairments. Beyond catering to those with permanent disabilities, an accessible website benefits mobile users, older individuals, and those with temporary limitations. By making your site accessible, you're not only doing the right thing ethically, but you're also expanding your potential customer base and improving user experience for everyone.

While there is an initial investment, making your site accessible is definitely worth it. Not only does it protect you from potential legal issues, but it also opens up your business to a wider audience. People with disabilities have significant spending power, and by making your site accessible, you're tapping into this market. Additionally, many accessibility improvements also enhance the overall user experience, potentially leading to higher conversion rates and customer satisfaction for all users.

Yes, focusing on accessibility is still crucial. First, you might be underestimating the number of people with disabilities in your audience – many disabilities are not visible. Second, accessibility features often benefit all users, not just those with disabilities. For example, clear navigation and well-structured content help everyone use your site more effectively. Lastly, accessibility is increasingly becoming a legal requirement, so implementing these features now can save you from potential legal issues in the future.

Our team of accessibility experts holds certifications from the International Association of Accessibility Professionals (IAAP), demonstrating our deep expertise in this area. We stay up-to-date with the latest standards, including the Web Content Accessibility Guidelines (WCAG) 2.2. This ensures that our practices remain at the forefront of accessibility standards, providing you with the most effective and current solutions.

At Click Here Labs, we don't just apply a one-size-fits-all approach to accessibility. Our IAAP-certified experts take the time to understand your specific business needs and the unique challenges of your website or app. We then apply our deep knowledge of ADA compliance and WCAG 2.2 guidelines to create tailored solutions that work for your specific situation. Our goal is not just to tick boxes, but to genuinely improve the accessibility and usability of your digital presence.

Staying current is a core part of our expertise. We actively participate in industry conferences, engage in ongoing professional development, and closely monitor updates to accessibility standards like WCAG. Our team regularly reviews new assistive technologies and browser updates to ensure our recommendations remain effective. This commitment to continuous learning allows us to provide you with cutting-edge accessibility solutions that not only meet current standards but are also future-proofed as much as possible.

<p>We know our website has accessibility issues, but we're not sure where to start. What services do you offer to help us?</p>	<p>We offer a range of services to help you improve your website's accessibility. We start with thorough web accessibility audits, examining your pages for ADA compliance and overall accessibility. Based on our findings, we provide detailed remediation recommendations to enhance your site's accessibility. We also offer ongoing consultation and support to help you maintain accessibility as your site evolves. Additionally, we provide training and awareness programs to equip your team with the knowledge to maintain accessibility standards independently.</p>
<p>How detailed are your accessibility audits? What exactly do they cover?</p>	<p>Our accessibility audits are comprehensive and thorough. We examine all aspects of your site, from design and navigation to content and multimedia. We use a combination of automated tools and expert manual testing to identify issues. Our audits cover all WCAG 2.2 success criteria and ADA compliance requirements. We look at things like color contrast, keyboard navigation, screen reader compatibility, form accessibility, and much more. The result is a detailed report that clearly outlines any accessibility issues and their impact on users with disabilities.</p>
<p>Once you've identified issues, how do you help us fix them? Do you work with our development team?</p>	<p>After our audit, we provide detailed remediation recommendations tailored to your specific issues. These recommendations are practical and actionable, designed to be easily understood by your development team. We can work closely with your developers, providing guidance and support as they implement the changes. If needed, we can also offer more hands-on support in making the necessary adjustments. Our goal is to make the remediation process as smooth and effective as possible, ensuring that the end result is a truly accessible website.</p>
<p>We've heard about accessibility lawsuits, but are they really a significant risk for our business?</p>	<p>Yes, the risk of accessibility lawsuits is very real and has been increasing in recent years. The Americans with Disabilities Act (ADA) requires that all digital services, including websites, be accessible to individuals with disabilities. Failure to comply can expose your business to legal risks, including costly lawsuits and potential penalties. By ensuring your digital assets are accessible, you're not only doing the right thing for your users, but you're also protecting your business from these legal risks.</p>
<p>How can we be sure that making our site accessible will protect us from legal issues?</p>	<p>While no one can guarantee you'll never face a lawsuit, ensuring your site complies with WCAG 2.2 guidelines and ADA requirements significantly reduces your legal risk. Our services are designed to help you achieve and maintain this compliance. We keep abreast of the latest regulations and accessibility standards to provide you with the most effective and compliant accessibility solutions. This proactive approach not only aids in meeting legal requirements but also positions your business as a responsible and inclusive entity in the digital landscape.</p>
<p>We operate internationally. Do we need to worry about accessibility laws in other countries too?</p>	<p>Absolutely. Many countries have their own accessibility laws and standards. For example, the European Union has the European Accessibility Act, Canada has the Accessible Canada Act, and the UK has the Equality Act. While these laws may have some differences, they generally align with WCAG guidelines. By following WCAG 2.2, which is our standard, you'll be well-positioned to meet accessibility requirements in most countries. However, we can also provide specific guidance for compliance with laws in your target markets if needed.</p>

Besides avoiding lawsuits, are there any other business benefits to making our site accessible?

Absolutely! Investing in web accessibility offers numerous benefits beyond legal compliance. It significantly enhances user satisfaction and broadens your market reach. Accessible websites are typically more user-friendly, with intuitive navigation and faster loading times. This can lead to lower bounce rates and higher conversion rates. Additionally, many accessibility features improve your site's SEO, potentially boosting your search engine rankings. From a branding perspective, demonstrating a commitment to accessibility can enhance your reputation, fostering greater customer loyalty and attracting socially conscious consumers.

We're concerned that making our site accessible might negatively impact its design or functionality. Is this a valid concern?

This is a common concern, but it's largely unfounded. Good accessibility practices often enhance both design and functionality. For example, ensuring sufficient color contrast and clear navigation benefits all users, not just those with disabilities. Many accessibility features, like proper heading structure and descriptive link text, can actually improve your site's overall usability and SEO. Our approach is to integrate accessibility seamlessly into your existing design, enhancing rather than detracting from your site's look and feel.

How might improving our site's accessibility affect our SEO and online visibility?

Improving your site's accessibility can have a positive impact on your SEO and online visibility. Many accessibility features align with SEO best practices. For example, providing alternative text for images helps both screen reader users and search engines understand your content. Proper heading structure and descriptive link text improve navigation for users and help search engines understand your site's structure. Additionally, accessibility improvements often lead to better site performance, like faster loading times, which is a key factor in search rankings. By making your site more accessible, you're likely to see improvements in your search engine rankings and overall online visibility.