

Accessibility is a serious issue and shouldn't be ignored by developers. These people want equal access to popular websites to not only communicate with each other (social media) but also settle their things. Focusing on accessibility can enhance SEO and of course traffic on our website. People with disabilities are also consumers, so preparing a suitable site can increase sales and decrease bounce rate.

I feel very strongly about accessibility as my college friend is blind. He often shows me how he and other blind friends navigated the web. Increasingly more sites are fully built based on JavaScript and that is a serious issue for accessibility. These people obviously can't see all the animations on it, and worse often can't navigate using tab button.

Focusing on accessibility is also about making more sales. Imagine, how many users won't use a particular website because they have a problem with conventional navigation. We shouldn't do things because they make us feel good. We should do them because this is a business and business is about making more and more money.