### Accessibility Increase Findability

Accessibility increases findability for the foreseeable future by increasing the accessibility of web pages and making content more easily discoverable by search engines. This can improve search engine rankings and bring more organic traffic to your website.

#### 3.2 Reasons to ACT!

- People spend a considerable portion of their lives using digital technologies.
- Digital technologies are an increasingly important aspect of daily life.

#### 3 Reasons to ACT!

1. A checklist for your company
2. A delivery system for your website
3. A checklist for your website

### Accessibility to Websites

Accessibility of websites is a crucial aspect of digital technologies. Websites that are accessible are more likely to be found by search engines, which can increase traffic and lead to more opportunities for businesses.

### Proactive Preparation

#### Benefits of Proactive Preparation

- Improved findability
- Increased accessibility
- Enhanced SEO benefits

### Reactive Response

#### Benefits of Reactive Response

- Reduced risk and maximized opportunity
- Higher awareness with key stakeholders
- Increased focus and investment

### Digital Accessibility

Digital accessibility is about creating content that is easy to use for everyone, regardless of their abilities. This includes people with disabilities, older adults, and others who may face challenges using digital technologies.

### 57 Million Americans

- 10.7% have a disability
- 10.7% have limited mobility
- 10.7% have a vision impairment
- 10.7% have a hearing impairment
- 10.7% have a cognitive impairment

### 2022

- Estimated 10.7% of 318.8 million visitors to your site?
- Are you willing to lock out 20% of the potential visitors to your site?

### How to Approach Accessible Compliance

1. Assess your site now
2. Identify what needs to be fixed
3. Plan your budget
4. Choose a solution
5. Develop a plan

### Website Accessibility

Accessibility is not just about meeting legal requirements, it's about creating a better user experience for everyone. Websites that are accessible are more likely to be found by search engines, which can increase traffic and lead to more opportunities for businesses.

### Assistance Technology Can Help!

- Assistive technologies can help people with disabilities access web content more easily.
- Many people with disabilities use assistive technology to access digital content.

### What Makes a Website Accessible?

- A website is considered accessible if it can be accessed by people with disabilities.
- Accessibility can be achieved through a variety of methods, including using screen readers, captions, and alt text.

### Accessibility Benefits

- Increased visibility
- Improved reputation

### How to Approach Accessible Compliance

1. Assess your site and capabilities
2. Identify what needs to be fixed
3. Plan your budget
4. Choose a solution
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### 9 Billion a Year

- The cost of compliance with the ADA is estimated to be 9 billion dollars per year.