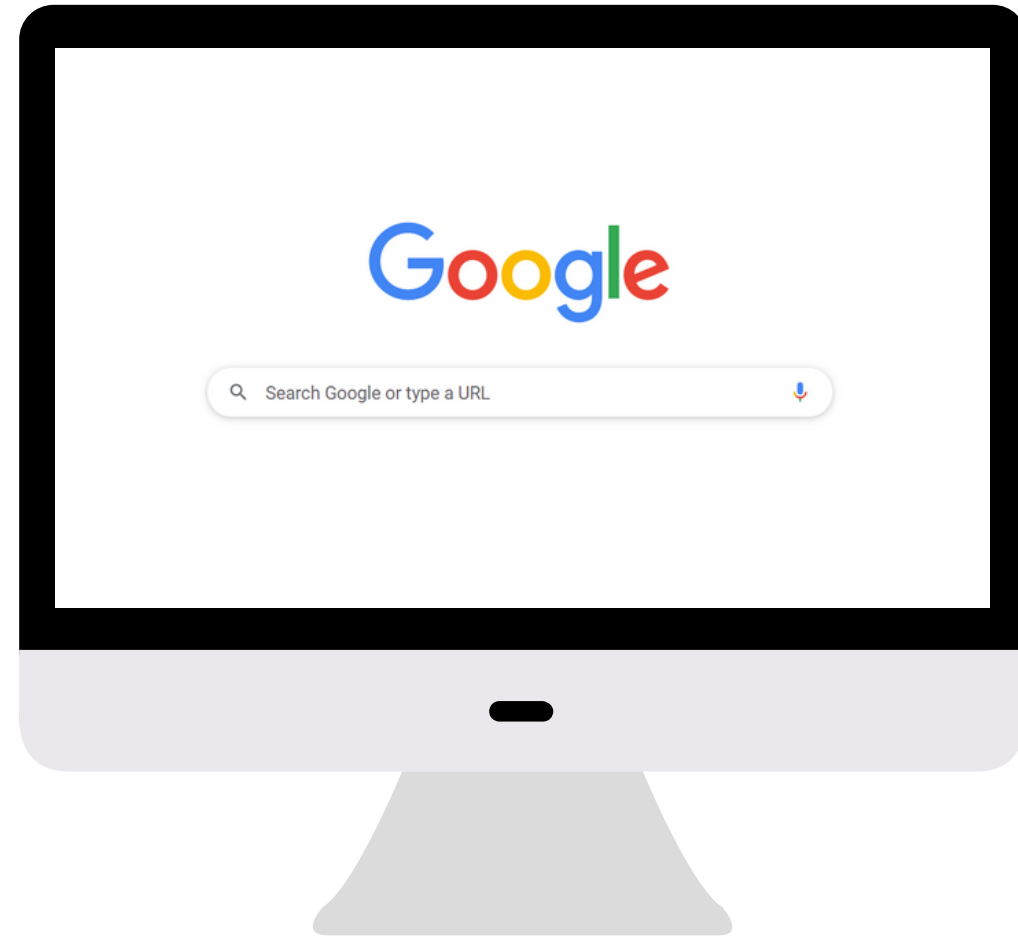




Beyond Getting Sued:

How Hospitality Businesses Can Increase Profits and Client Loyalty with Accessible Websites



Make Your Guests Feel Welcome From The Moment They Google Your Name.

DELIGHT YOUR GUESTS WITH ACCESSIBILITY

Most business owners don't realize they're leaving profits on the table with an inaccessible website.

1 billion people worldwide live with a disability (think ADHD, autism, dyslexia, trembling hands, low vision).

The world of website accessibility is helping hospitality businesses to reach huge markets they're missing out on, increase guest loyalty and avoid lawsuits.



What is Website Accessibility?

“Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them.” - W3C



Which Websites are Required to Be Accessible?

FACT; Businesses or organizations that contract with federal agencies or receive federal funding must meet an even higher level of compliance by law.

ALL





How Do I Make My Site is Accessible?

Sites need to be coded and designed according to official guidelines so that they're accessible to all—with stiff legal penalties for those who don't comply.

Website Content Accessibility Guidelines (WCAG) 2.1 are the standards a site must follow. They are technical and require a certified technician to implement.





The Lack of Website Accessibility Costs U.S. Businesses



**\$100K
IN LEGAL JUDGMENTS**

iLawsuits against businesses with non-accessible websites are rapidly increasing.



**71% OF SITES
UNUSABLE**

71% of U.S. sites are unusable by people with disabilities.



**1 IN 4
CLICK AWAY**

1 in 4 visitors click away from your website due to a lack of accessibility.



Accessibility is About People



It's about dignity and quality of life for real people.

Access to information and communications technologies, including the Web, is defined as a basic human right in the United Nations Convention on the Rights of Persons with Disabilities.

"Accessibility is a core value at Apple and something we view as a basic human right."

SARAH HERRLINGER, DIRECTOR OF GLOBAL ACCESSIBILITY POLICY AND INITIATIVES, APPLE.



Accessibility is Smart Business

An accessible website also opens your business up to a huge number of other consumers that struggle to use the web.

**\$7 TRILLION
SPENDING POWER**

>1 billion people worldwide that live with a disability.

**\$4 TRILLION
SPENDING POWER**

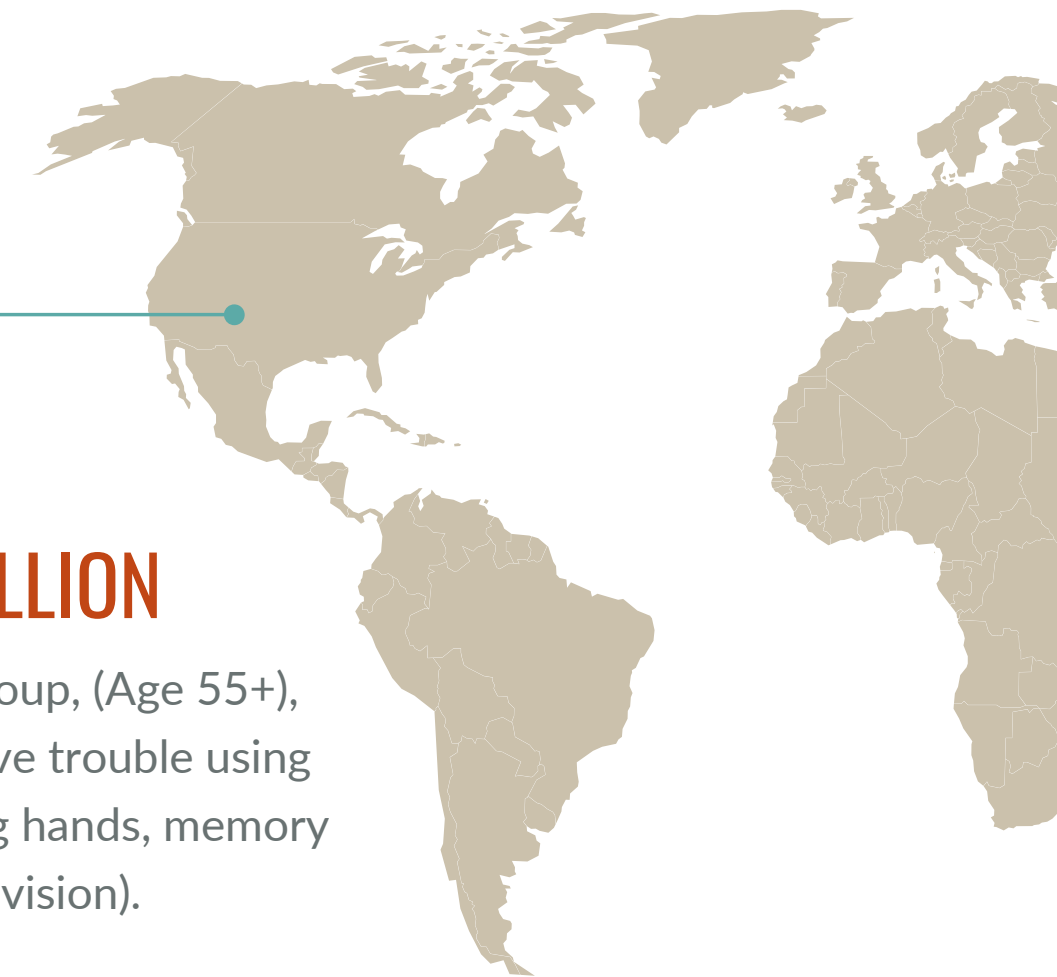
Annual income of Millennials by 2030, 30% or more who are professionals with a disability.

\$9 TRILLION

#1 Consumer Group, (Age 55+), 46% of whom have trouble using the web (trembling hands, memory loss, low vision).

SEO BOOST

Accessible sites rank higher than non-accessible.





What Steps are Necessary for Accessible Compliance?

01

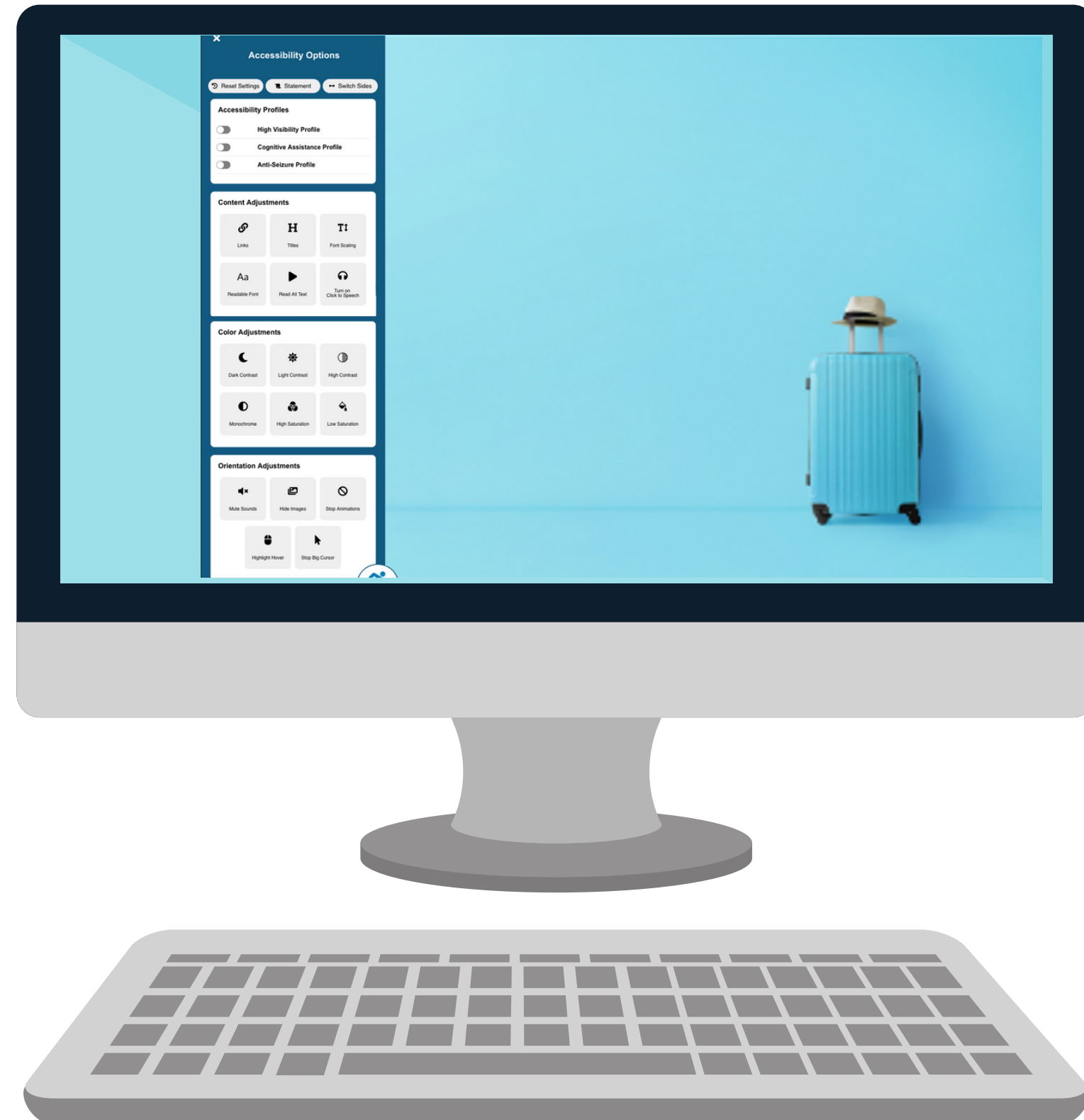
We begin with a Compliance Assessment—a technical scan of your website and how it stack up against legal accessibility standards.

02

Consultation to review your assessment results and our recommended solutions.

03

We fix the problems.
IT'S THAT EASY.



Buyer Beware!

There are companies who advertise a toolbar to make your site compliant. Toolbars can only address 35% of accessibility issues.

Using them can result in continued legal exposure due to unresolved, technical accessibility issues that require an expert technician to resolve.

Resolving compliance issues requires coding and other programming expertise that must be done by a skilled technician.

Experience Matters

ACCESS DESIGN STUDIO IS AN ACCREDITED ACCESSIBILITY FIRM



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SENIOR DEVELOPER



LAURA RODD
DIGITAL CONTENT





Certification Through ADS

Our certified clients are provided a Badge of Accessibility to be used on marketing collateral to show their commitment to accessibility.



ACCESSIBLE WEBSITE COMPLIANCE | ACCESS DESIGN STUDIO



Is Your Website Accessible Compliant? Find Out Now!

[SCHEDULE A FREE ASSESSMENT TODAY!](#)

