



Digital Accessibility and Compliance: Essential for Users Good for SEO

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AIMCLEAR®

#accessibleSEO

#HCAustin2022



HEROCONF is the perfect place
to become a **HERO**.

That is ALL I ask of you.



Today's 3 Objectives

A man in a wheelchair is sitting on a set of wooden stairs. He is wearing a light-colored button-down shirt and has his hand to his face, appearing to be in deep thought or listening intently. The stairs are made of dark wood and have metal railings on both sides. The background shows a building with corrugated metal siding.

Change your perception to:

“People are not disabled. It's bad design around them that is disabling.”

Objective #2

Help you build a data-packed
business case for investing in
#accessibleSEO to become a
#AccessibilityHero.

Objective #3

Provide you with 5 steps to accessible content and share tools, resources, and who-to-follow recommendations.



“We **need to change** the perception so marketers including SEOs, developers, designers, ad and content creators start thinking accessibility is about **people**, not just process.”



Websites not
compliant with
accessibility laws:
70% of UK & US
90% of Globally



Why is it important?

An aerial photograph of a city skyline at sunset. The sky is filled with orange and yellow clouds, transitioning to a darker blue at the top. In the foreground, a wide river flows through the city, with a large stone bridge crossing it. Several boats are visible on the water. The city buildings are illuminated by the setting sun, and some lights are already on. The overall scene is a vibrant and detailed urban landscape.


Web accessibility bridges issues beyond physical disability such as location, socioeconomic status, education, language, age, gender, and more.

Accessibility
focuses on **people
with disabilities**
& greatly benefits
**people without
disabilities.**



Accessible design and development
are **EMPOWERING!**





Ignoring the standards immediately cuts out **10% to 15%** of the global population, your potential audience.

In an age of growing **challenges to driving traffic and revenue**, why would you do that?

We design for mobile-first indexing and Core Web Vitals, because we don't want to miss out on those potential sales... Same applies here.



**What does accessibility heroics
have to do with SEO?**



EVERYTHING





5 Steps to Accessibility & a Better UX

STEP 1: Digital

Accessibility


Statement

Aimclear Accessibility Statement

Website Accessibility Statement

Aimclear has an ongoing commitment to achieving the highest levels of satisfaction for all aspects of our visitor's online experiences. As part of these efforts, Aimclear is dedicated to offering a quality online experience at its website www.aimclear.com to visitors with disabilities that is full and equal to that provided to visitors without disabilities.

To assist in achieving our accessibility goals, Aimclear has committed to our website being operated in substantial conformance with generally-recognized and accepted guidelines and standards for website accessibility (the "Standards"). While these Standards may change and evolve over time, they are currently the World Wide Web Consortium's Web Content Accessibility Guidelines 2.0 at Levels A and AA ("WCAG 2.0"). Aimclear continues to take the steps necessary to achieve substantial conformance with WCAG 2.0. We will continue to assess our website, including the use of assistive technology.

Please be aware that our efforts are ongoing. If at any time, you have any specific questions, feedback, or concerns about the accessibility of any particular Web pages on www.aimclear.com, please contact us at tech@aimclear.com.  If you encounter an accessibility issue, please be sure to specify the Web page/URL in your email, and we will make all reasonable efforts to address your concerns.

STEP 2: Preliminary

WCAG

Tests and Checks

Is everything
focusable and
actionable using
only a keyboard?



While testing, make note of the following

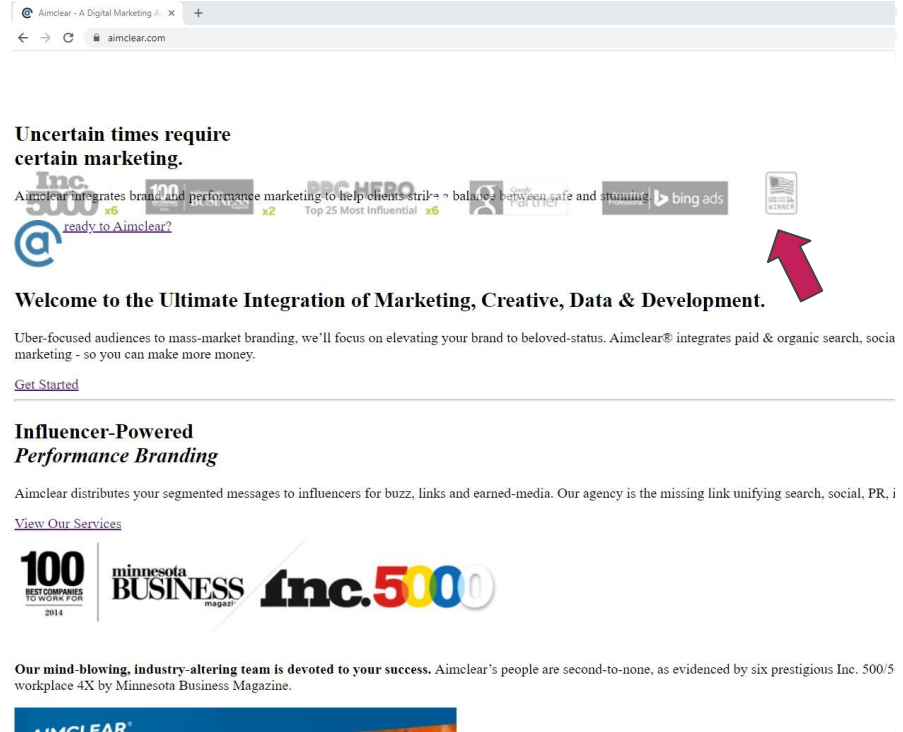
- Page elements or content areas that are skipped
- Ability to focus on and use elements like links, search bars, calendar widgets, etc.
- Navigation elements
 - Are you forced to go through every drop down in the navigation before getting to the page content?

While testing, make note of the following

- Logical focus order
 - Does visual order = focus order
 - Issues can arise after adding page to drop down
 - Does focus go to a popup or modal element ASAP
- Complete an order
- Complete a Contact Us form

My favorite tip

Tip: use a dev tool to turn off all images, CSS styles, etc. to ensure the site appears in the right order.



The screenshot shows a browser window at aimclear.com. The page content is as follows:

- Header: "Uncertain times require certain marketing." followed by a row of image alt-texts: "Aimclear integrates brand and performance marketing to help clients stri...", "ready to Aimclear?", "Top 25 Most Influential", "bing ads", and "ULTIMATE INTEGRATION". A red arrow points to the "ULTIMATE INTEGRATION" alt-text.
- Section: "Welcome to the Ultimate Integration of Marketing, Creative, Data & Development." followed by a paragraph: "Uber-focused audiences to mass-market branding, we'll focus on elevating your brand to beloved-status. Aimclear® integrates paid & organic search, social marketing - so you can make more money." and a link "Get Started".
- Section: "Influencer-Powered Performance Branding" followed by a paragraph: "Aimclear distributes your segmented messages to influencers for buzz, links and earned-media. Our agency is the missing link unifying search, social, PR, i" and a link "View Our Services".
- Image row: "100 BEST COMPANIES TO WORK FOR 2014", "minnesota BUSINESS magazine", and "Inc. 5000".
- Text: "Our mind-blowing, industry-altering team is devoted to your success. Aimclear's people are second-to-none, as evidenced by six prestigious Inc. 500/5 workplace 4X by Minnesota Business Magazine."
- Footer: "AIMCLEAR®" logo.



STEP 3:

Going Mobile

STEP 3: Going Mobile

Grab your tablet or phone, it's time to go for a walk.

- Rotate the screen.
- Review navigation elements.
- Pinch and zoom.
- Go Outside!
 - Can you see everything in the bright sunlight?

STEP 4:

Accessible Off and On-Page Elements

Design

- Meta titles and descriptions
- Alt text (decorative, functional, images of text, navigation complex images like graphs, groups of images, image maps; all have different purposes)
- Proper Headlines order H1, H2, H3
- Text links - avoid repeating (Learn more, read more)

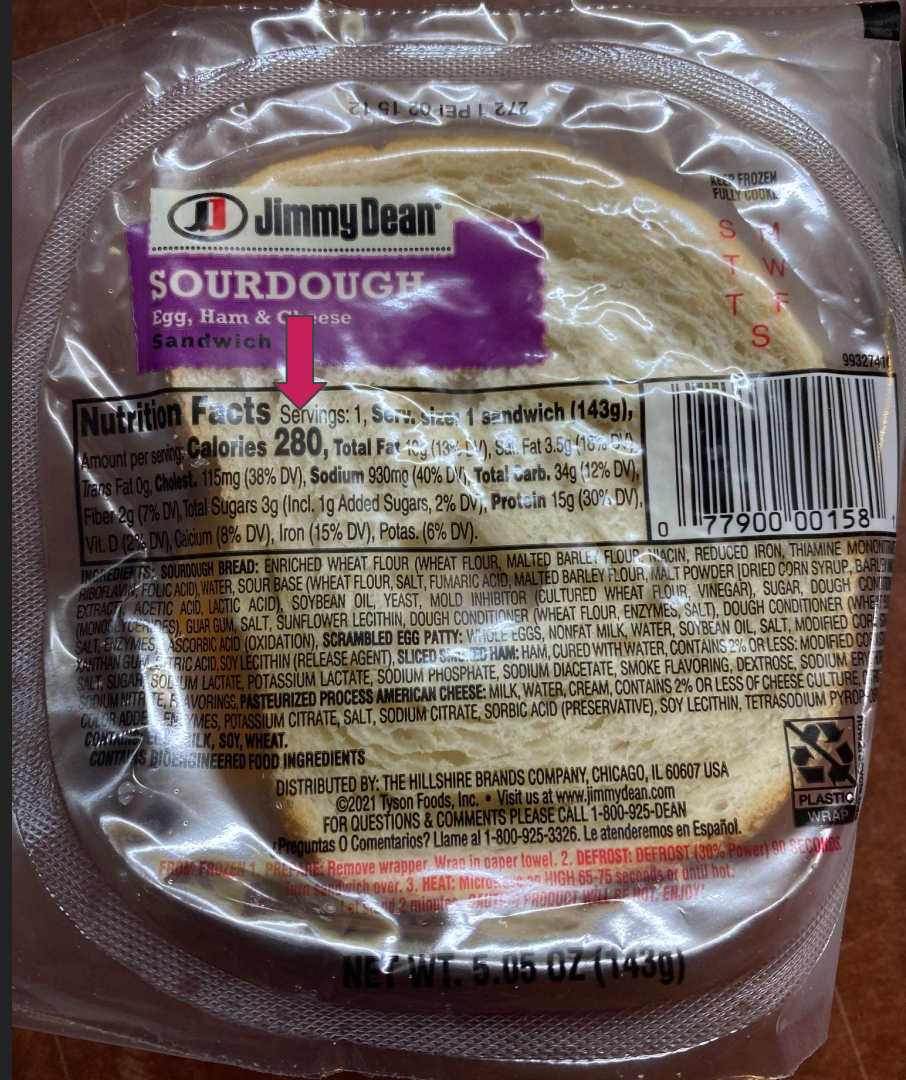
Contrast Detour

<Rant>

Grey and red fonts rarely pass. They are a **COLOR CONTRAST #fail**. Even on Packaging.

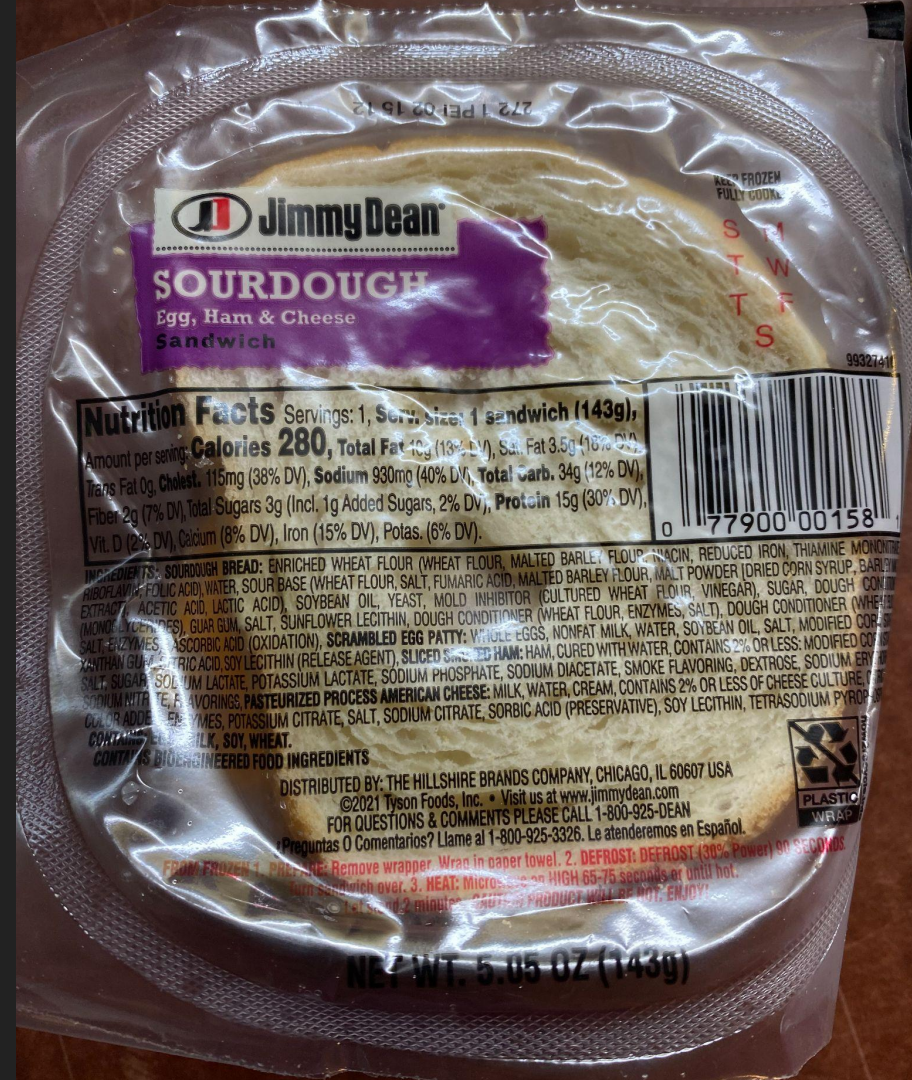
Can ANYONE read the **cooking instructions?**

Did anyone notice them until we started talking about it?



Stop using light grey and red fonts. They are a COLOR CONTRAST #fail. Even on Packaging.

Can ANYONE read the cooking instructions? Did anyone notice them until we started talking about it?



Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
#FFFFFF
Lightness

↔

Background Color
#C3205B
Lightness

Contrast Ratio
5.7:1

[permalink](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**



Text Input

#C32058



webaim.org/resources/contrastchecker/

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
#000000 
Lightness


↔

Background Color
#C3205B 
Lightness


Contrast Ratio
3.67:1

[permalink](#)

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input 

Does NOT work on
with black font

webaim.org/resources/contrastchecker/

Create a Spreadsheet Font Vs Background Colors

- Brand Hex Numbers
- Black
- White

Use Contrast Checker to Fill In The

AAA Scores

Font Colors vs Background Colors

Font Colors (across)>>>						
Background Colors (below)						
	Color on Same Color	2.13:1	3.6:1	3.52:1	2.95:1	5.58:1
	2.28:1		7.68:1	1.64:1	1.38:1	2.61:1
	3.36:1	7.68:1		12.67:1	10.64:1	20.11:1
	3.77:1	1.64:1	12.67:1		1.19:1	1.58:1
	3.16:1	1.38:1	10.64:1	1.19:1		1.88:1
	5.98:1	2.16:1	20.11:1	1.58:1	1.88:1	

Ratio should be
4.5:1 for normal text
3:1 for large text



</Rant>

STEP 5:

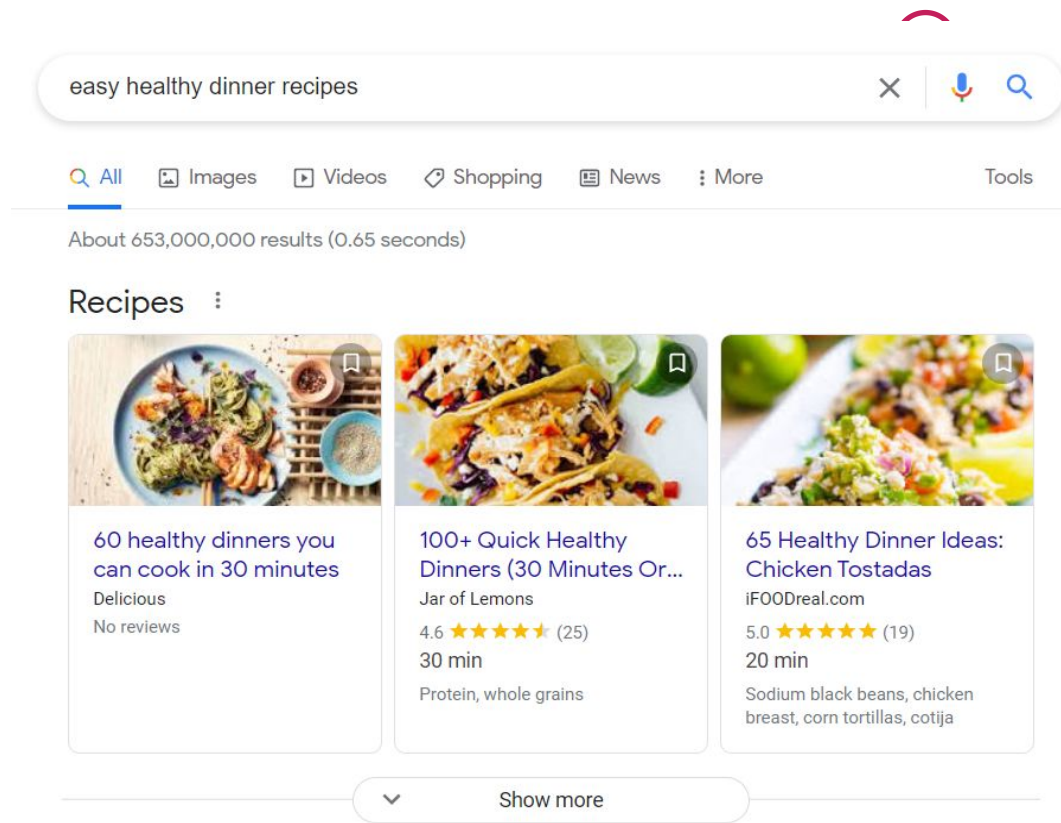
Design, Audio, Video, and Forms

Design

- Fast to load
- Color contrast
- Button spacing
- Font too small
- Pinch and zoom
- It all applies to apps, docs, infographics, PDFs, packaging and Images.

4 Ways Image Search:

- Directly in Google Images
- As relevant results
- In Google Discover Previews
- Additional context to searches





easy healthy dinner recipes


All Images Videos Shopping News More Tools

About 653,000,000 results (0.65 seconds)

Recipes :

- 

60 healthy dinners you can cook in 30 minutes
Delicious
No reviews
- 

100+ Quick Healthy Dinners (30 Minutes Or...
Jar of Lemons
4.6 ★★★★★ (25)
30 min
Protein, whole grains
- 

65 Healthy Dinner Ideas: Chicken Tostadas
iFOODreal.com
5.0 ★★★★★ (19)
20 min
Sodium black beans, chicken breast, corn tortillas, cotija

Show more

<https://www.delicious.com.au> > ... > Recipe Collections

60 healthy dinners you can cook in 30 minutes - Delicious

60 healthy dinners you can cook in 30 minutes · Green tea noodles with sticky sweet chilli salmon · Sesame beef with gochujang udon noodles · Silverbeet fatteh ...



What we expect = Map



best shops in austin texas

All Maps Images Shopping News More Tools

About 148,000,000 results (0.68 seconds)

Best Shops : 4.0+ rating Hours



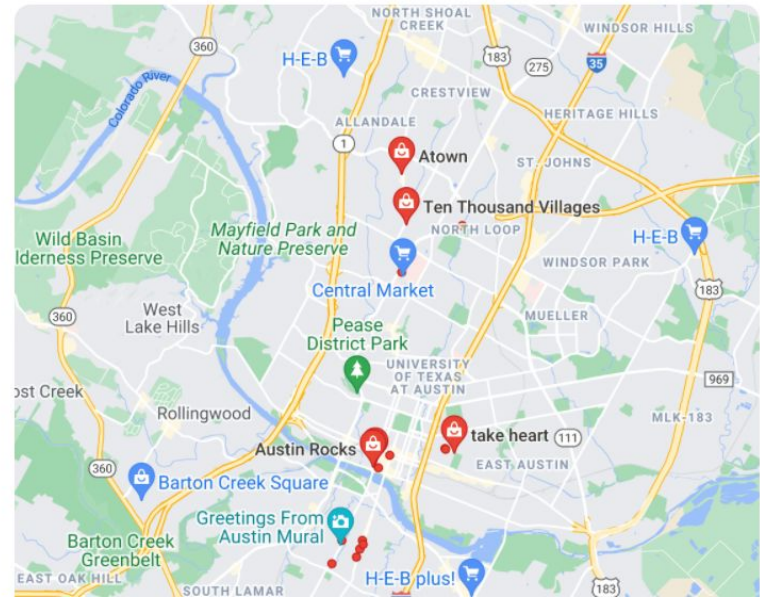
2nd Street District
4.4 ★★★★★ (2.5K) · Shopping mall
214 Guadalupe St · (512) 745-8413
Open · Closes 10PM
Their website mentions **best boutiques**



Austin Rocks
4.4 ★★★★★ (74) · Boutique
301 W 2nd St · In 2nd Street District · (512) 983-0929
Open · Closes 6PM
In-store shopping



Atown
4.6 ★★★★★ (435) · Boutique
5502 Burnet Rd · (512) 323-2533
Open · Closes 8PM
"Best store for gifts anywhere."



What we've seen = Opinion Pieces

shops in london



Settings

Tools

About 2,790,000,000 results (0.89 seconds)

www.timeout.com › london › shopping › the-100-best-... ⋮

100 Best Shops In London | Amazing London Shops ...



Jun 15, 2020 – The 100 best **shops in London**. Shopping in London? Plan your spending spree with our guide to the capital's best shops, including department ...

People also ask ⋮

What is famous in London for shopping? ▾

What is the most popular shop in London? ▾

Before starting, consider ...

- Do users search visually for your content?
- If so, how might they be searching?
- What preview of your site's content would they find compelling?
- Do your pages have an image that's particularly relevant for that page?



<https://www.youtube.com/watch?v=SfC27XgelgE&vl=es-419>

Forms

- Fields label clearly (No disappearing requirements or color-only indicators)
- No grey font spam.
- Time limits: extended or turned off
- Break long forms up
- Make sure users know when a form is completed.

Audio

- Record high quality audio in a quiet place
- Keep background sounds like music or people talking to a minimum
- Speak clearly and slowly.
- Include describing what you are demonstrating

Video

- Avoid causing seizures with flashes
- Ensure speaker's face is visible
- Consider the font family, size, and contrast between the text and the background
- Provide audio description of visual information

Brain Break

Plain



<https://youtu.be/XB4cjbYywqg>

Audio Description



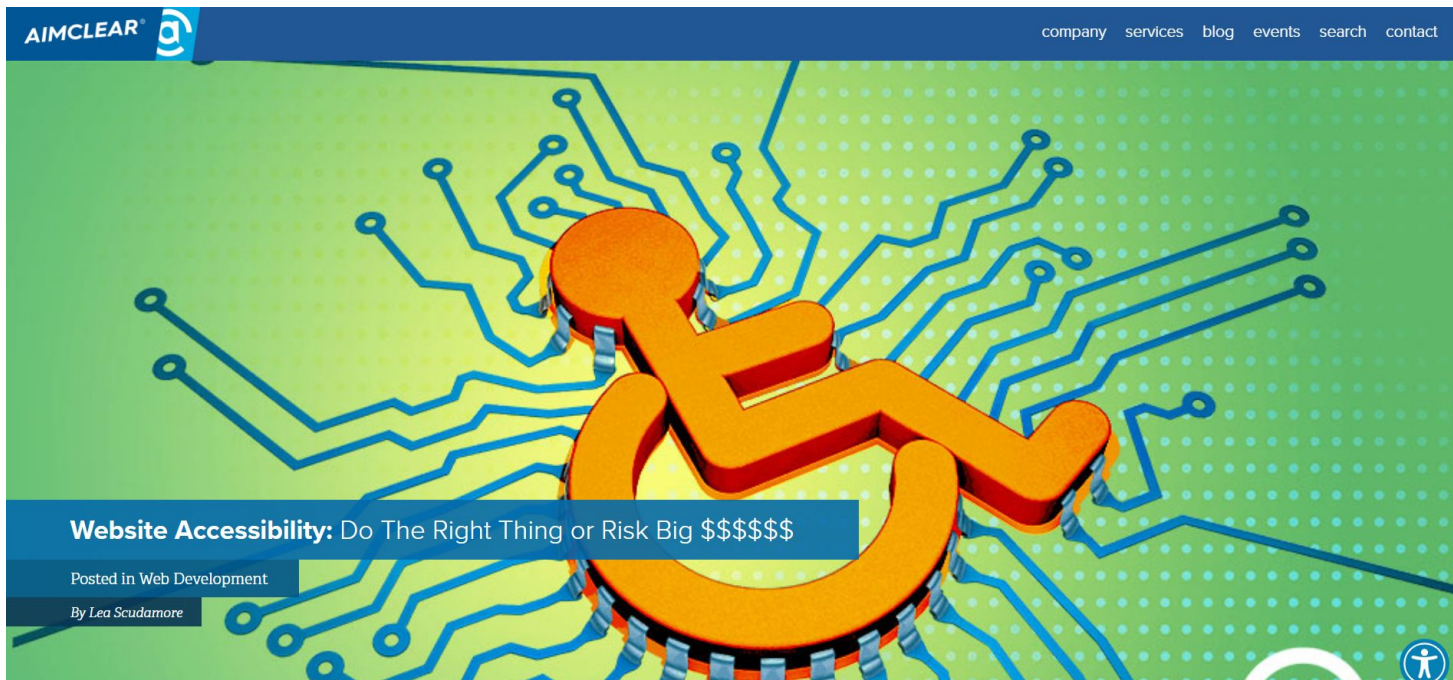
<https://youtu.be/SL7YSqIEd8k>



Everything can be found on

w3.org

Has Google rolled accessibility into the algorithm?



Recent blog posts

Latest documentation updates

Archive

2021

2020

December

November

New and improved crawl stats for your site

We moved! Introducing the new Search Central for the Google Webmasters blogs

Goodbye Google Webmasters, hello Google Search Central

Timing for bringing page experience to Google Search

PES@Home 2020: Google's first virtual summit for Product Experts

October

September

August

July

June

May

April

March

February

January

2019

2018

2017

2016

2015

2014

2013

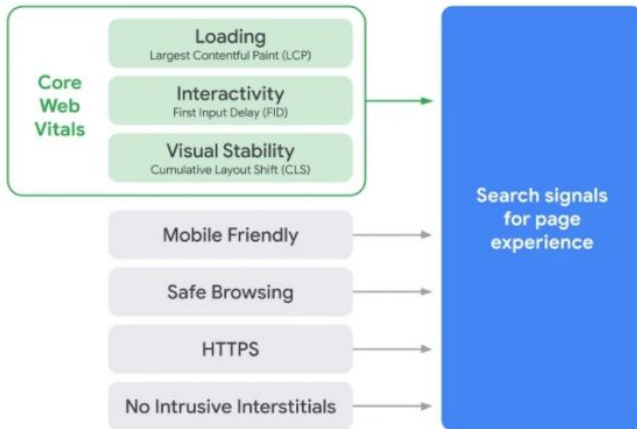
Timing for bringing page experience to Google Search

Send feedback

Tuesday, November 10, 2020

This past May, we announced that [page experience](#) signals would be included in Google Search ranking. These signals measure how users perceive the experience of interacting with a web page and contribute to our ongoing work to ensure people get the most helpful and enjoyable experiences from the web. In the past several months, we've seen a median 70% increase in the number of users engaging with Lighthouse and PageSpeed Insights, and many site owners using Search Console's Core Web Vitals report to identify opportunities for improvement.

Today we're announcing that the page experience signals in ranking will roll out in May 2021. The new page experience signals combine Core Web Vitals with our existing search signals including [mobile-friendliness](#), [safe-browsing](#), [HTTPS-security](#), and [intrusive interstitial guidelines](#).



A hand holding a glowing orange sphere against a background of blue circuit lines.

If we look at Page Experience requirements today,
**Digital Accessibility is the next logical
step in Google's evolution.**

Website Accessibility: Do The Right Thing or Risk Big \$\$\$\$\$

and in Web Development

by Scudamore

“As brands recover from Google’s Page Experience and Core Web Vitals updates, it’s the perfect time to **start with Accessibility at the foundation.** You’ll avoid the risk of costly development to try to retrofit your website or even worse, scrap it to start over again.”



Heroes and Not So Heroes



Heroes work really hard at accessibility



WAVE powered by [WebAIM](#)
web accessibility evaluation tool

Styles: OFF ON

Summary

Summary Details Reference Structure Contrast

0 Errors	3 Contrast Errors
45 Alerts	57 Features
74 Structural Elements	186 ARIA

[View details](#)

How we'll help build a more equitable and inclusive society

improve the experience for you, enabling you to benefit from social sharing functionality (for content that are relevant to you (on our site, and others). They also help us understand how our site is being used.

[Cookie Preferences](#) (you can do this anytime). By clicking "Accept" you consent to our use of cookies.

[Cookie Preferences](#)

Brand #2: AstraZeneca

WAVE powered by WebAIM
web accessibility evaluation tool

Styles: OFF ON

Details

- Summary
- Details
- References
- Structure
- Contrast

7 Errors

- 1 X Empty heading
- 3 X Empty link
- 3 X Empty table header

9 Contrast Errors

9 X Very low contrast

25 Alerts

- 1 X Missing first level heading
- 2 X Possible heading
- 5 X Broken same-page link
- 1 X Suspicious link text
- 6 X Redundant link

1 rule following apply to the entire page:

- en
- h1

AstraZeneca logo

AstraZeneca Websites Global site

What science can do R&D Our therapy areas Our company Careers Investors Media Sustainability Partnering

aria-label="main navigation"

Annual Report 2020

Read more

Sustainability Report 2020

Advancing the health of people, our planet and business

Full-year 2020 results - Webcast and investor information

Brand #3: Coca-Cola

Styles: OFF ON

Details

Summary Details Reference Structure Contrast

26 Errors

7 X Linked image missing alternative text



5 X Empty link



14 X Broken ARIA reference



9 Contrast Errors

9 X Very low contrast



14 Alerts

1 X Missing first level heading



2 X Suspicious link text



1 X Redundant link



1 X Noscript element



The following apply to the entire page:



THE *Coca-Cola* COMPANY

Our Company Brands Sustainable Business Better Shared Future Careers News Investors



We use cookies to provide a personalized site experience. By continuing to use & browse this site, you agree to our [Privacy Policy](#).



aria-labelledby="alert-box-title"



aria-describedby="alert-box-message"



Code

Brand #4: ABC News

The screenshot shows the ABC News website with the WAVE web accessibility evaluation tool overlaid on the left side. The tool displays a list of 74 errors and 38 contrast errors. The main content area features a navigation menu with 'VIDEO', 'LIVE', 'SHOWS', and 'CORONAVIRUS'. A central video player shows a man speaking. Below the video is a list of news items, each with an 'h1' icon and a title. A large grey arrow points from the 'h1' icon in the first news item to the video player. The right side of the page shows a 'LOG IN' button and a 'View all live streams' link.

WAVE powered by WebAIM

Styles: OFF ON

Details

- 74 Errors
- 1 X Missing alternative text
- 6 X Missing form label
- 1 X Empty heading
- 11 X Empty button
- 27 X Empty link
- 28 X Broken ARIA reference
- 38 Contrast Errors

VIDEO LIVE SHOWS CORONAVIRUS

- Frozen conditions in migrant camp at US border
- US to 'respond' to attack that injured Americans
- Utah GOP accepts Romney's vote to convict Tr...
- Senate sets 1st hearing into Capitol assault
- LA elementary schools to reopen as cases fall
- 90-year-old woman walks miles in snow for vac...
- Police seek Fenway Park TikTok trespassers
- About 100 animals killed in fire at pet store
- Boy escapes trash truck blade thanks to driver
- Racist Central Park bird-watching case dropped
- GameStop's saga may be over; its effect isn't

h1 Biden's 1st 100 days live updates: Biden makes his case for COVID relief at town hall

Biden continues his pitch to Americans when he travels to Michigan on Thursday.

- Biden takes push for COVID relief plan outside Washington
- Highlights of COVID-19 relief bill progressing in House

LOG IN

ABC News Live

View all live streams >

State's top COVID-19 official latest to step down during pandemic

Code

“If a person with disabilities visits and leaves your site, app, PDF, etc. because it’s a garbage UX, there is only a 12% chance they will ever return.”

**That’s an
88% failure.**

The Global Data



Old news - Globally

One billion people, or 15% of the world's population, experience some form of disability, and disability prevalence is higher for developing countries.

Source: worldbank.org



Globally - Updated

There are **2 billion people with disabilities (PWD)**, an emerging market the size of **China**.

Source: giftabled.org/what-is-accessibility/

Globally - Updated

Add the friends and family

- 2.3 billion potential consumers who act on their emotional connection to a PWD.

Source: giftabled.org/what-is-accessibility/

Globally - Updated

Totalled

- Constitutes of 37.5% of the world population. Out of that population, 1.75 billion people suffer a disability that concerns vision.

Source: giftabled.org/what-is-accessibility/



The spending power of disabled people and their household **worldwide** is currently estimated to be worth **\$8 trillion**, increasing by **14% per annum**. Only **10%** of businesses have a targeted strategy for this huge market.

US Data

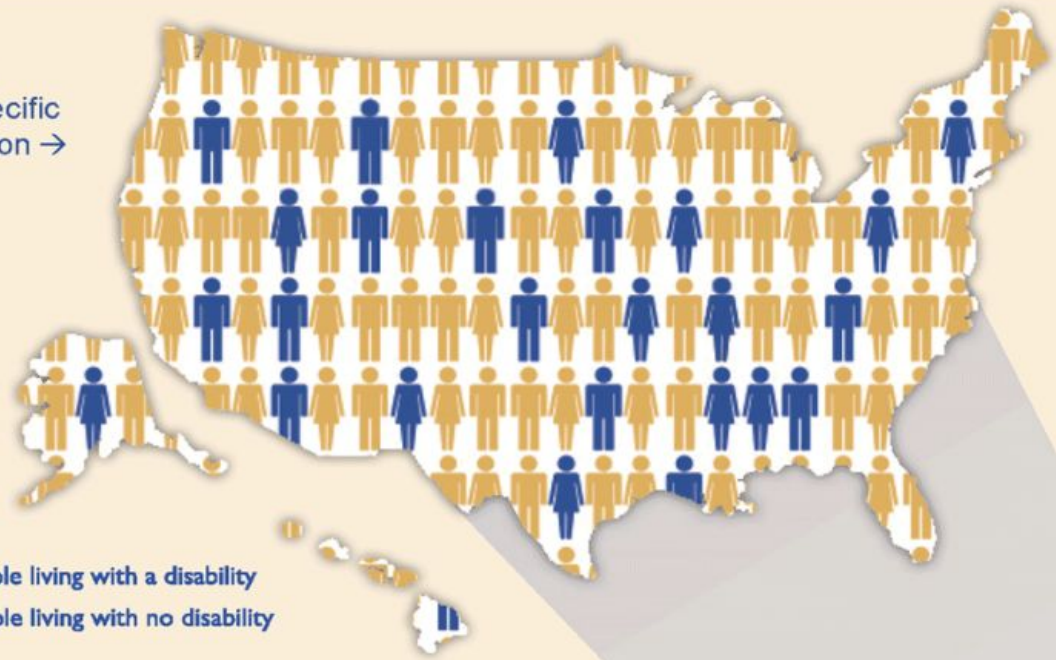




What we know

61 million adults in the United States live with a disability



Click for
state-specific
information →



 People living with a disability
 People living with no disability

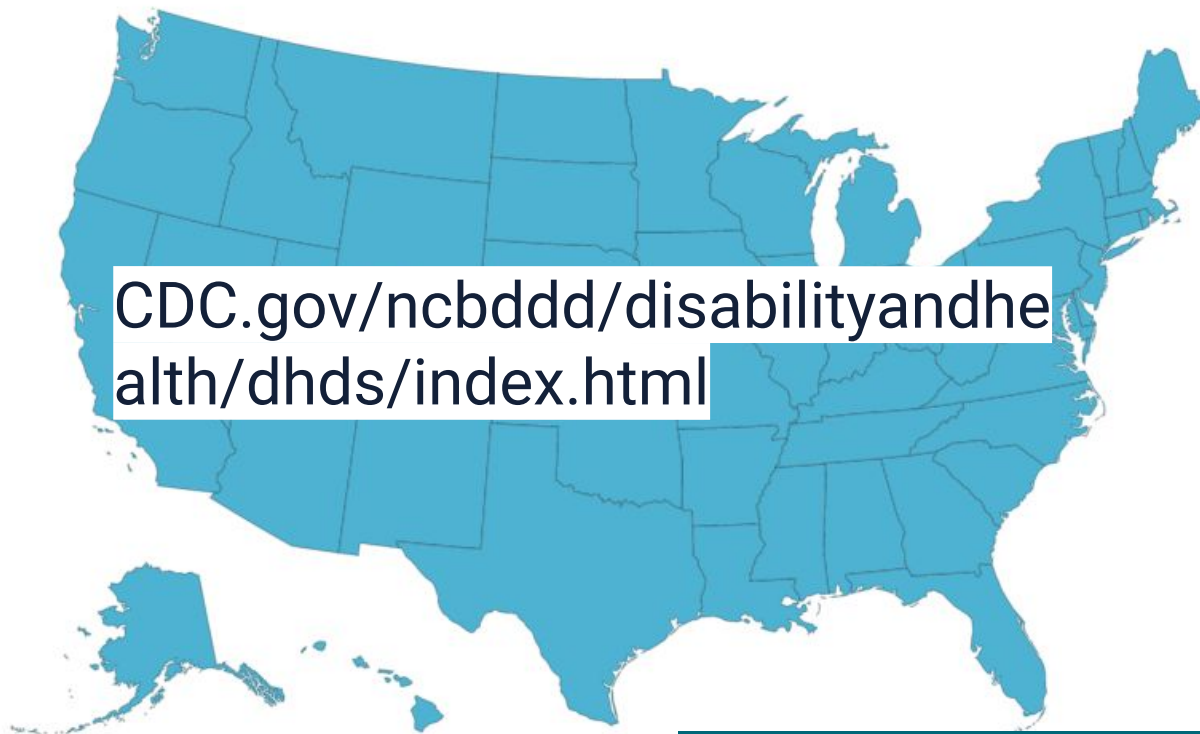
26% of adults in
the United States
have some type
of disability
(1 in 4)

The percentage of people
living with disabilities is
highest in the South



Disability and Health Data System (DHDS)

DHDS data for **all** indicators for **one** location.



[CDC.gov/ncbddd/disabilityandhealth/dhds/index.html](https://www.cdc.gov/ncbddd/disabilityandhealth/dhds/index.html)

Territories

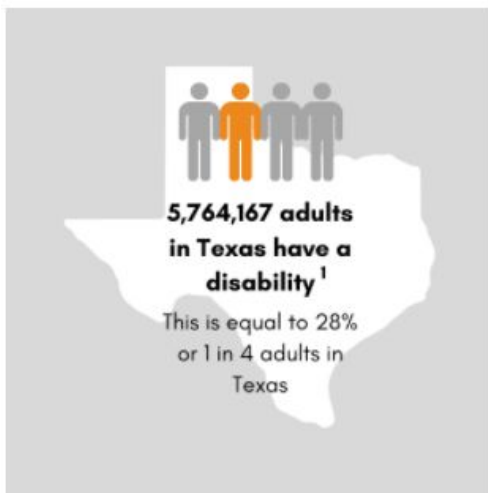
GU

PR

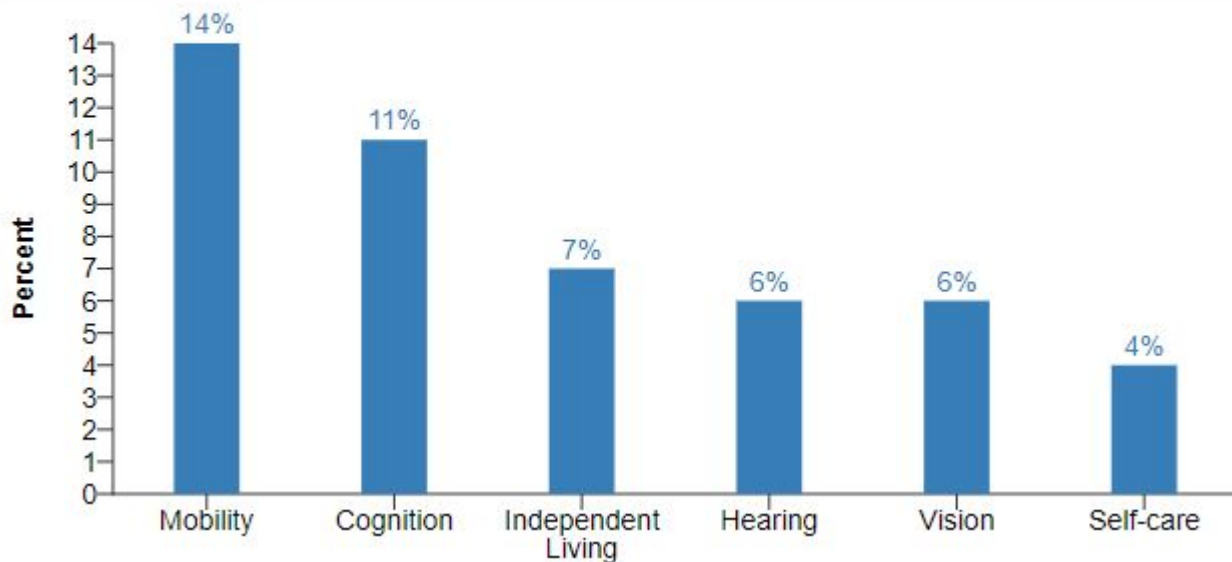
VI

National Center on Birth Defects and
Developmental Disabilities (NCBDDD)

Texas



Percentage of adults in Texas with select functional disability types



Percentage of adults with functional disability types

13.7%

MOBILITY

Serious difficulty walking or climbing stairs



10.8%

COGNITION

Serious difficulty concentrating, remembering, or making decisions



6.8%

INDEPENDENT LIVING

Difficulty doing errands alone



5.9%

HEARING

Deafness or serious difficulty hearing



4.6%

VISION

Blindness or serious difficulty seeing



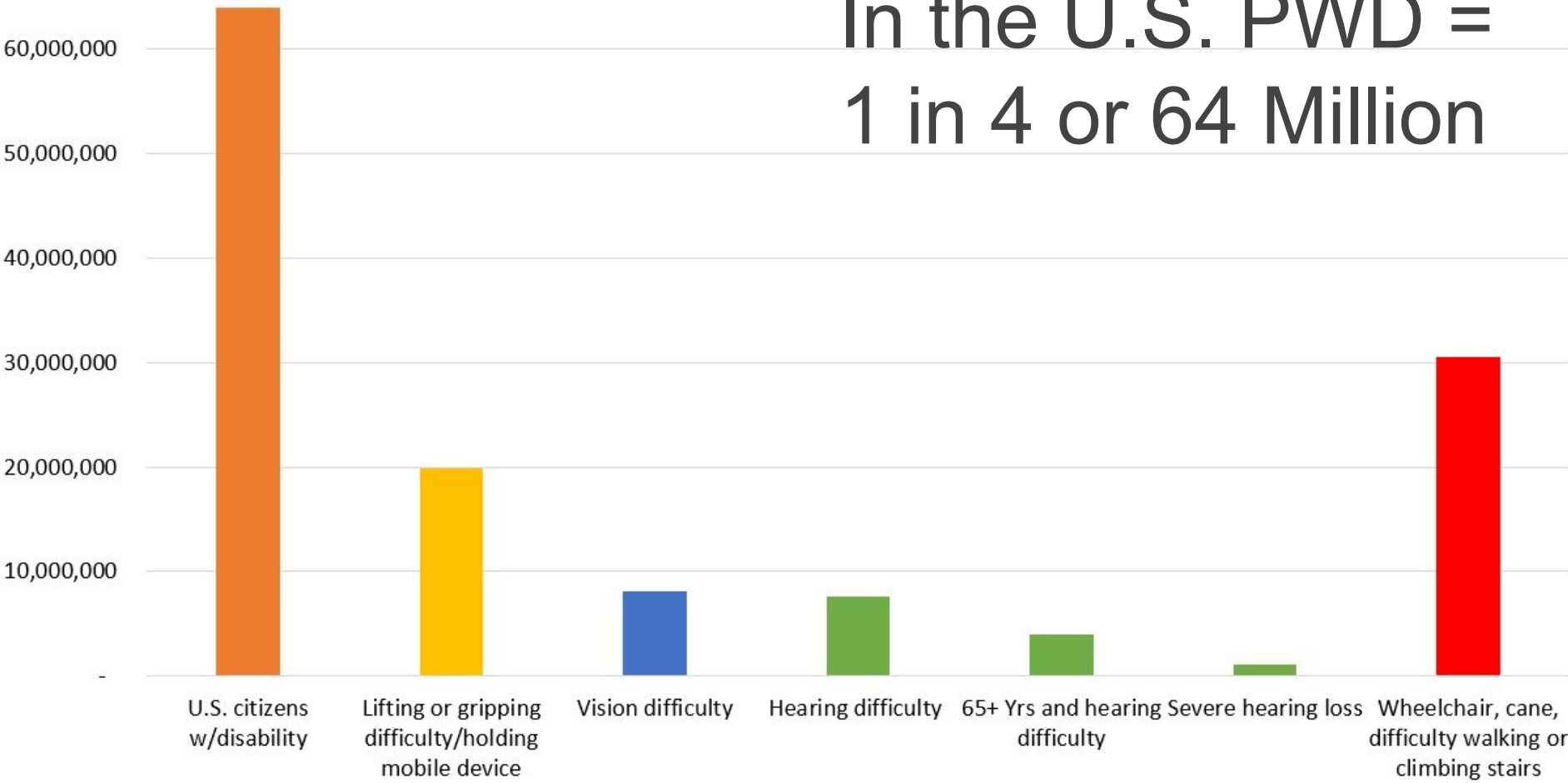
3.7%

SELF-CARE

Difficulty dressing or bathing

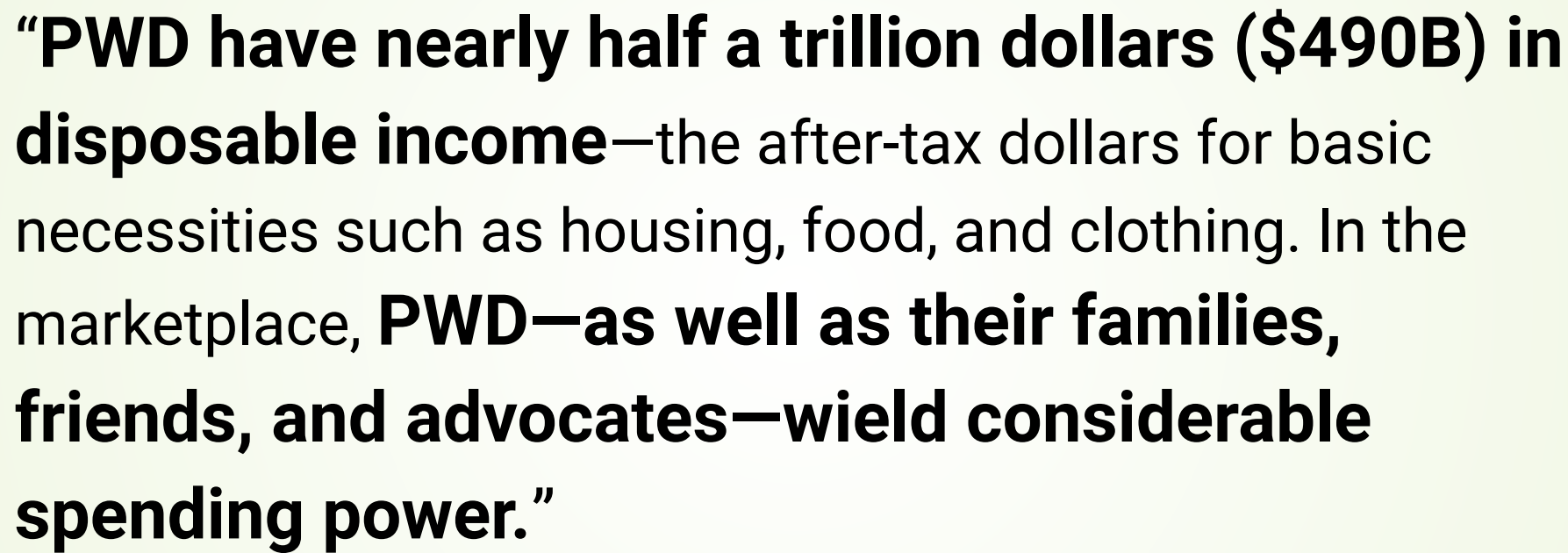


In the U.S. PWD =
1 in 4 or 64 Million





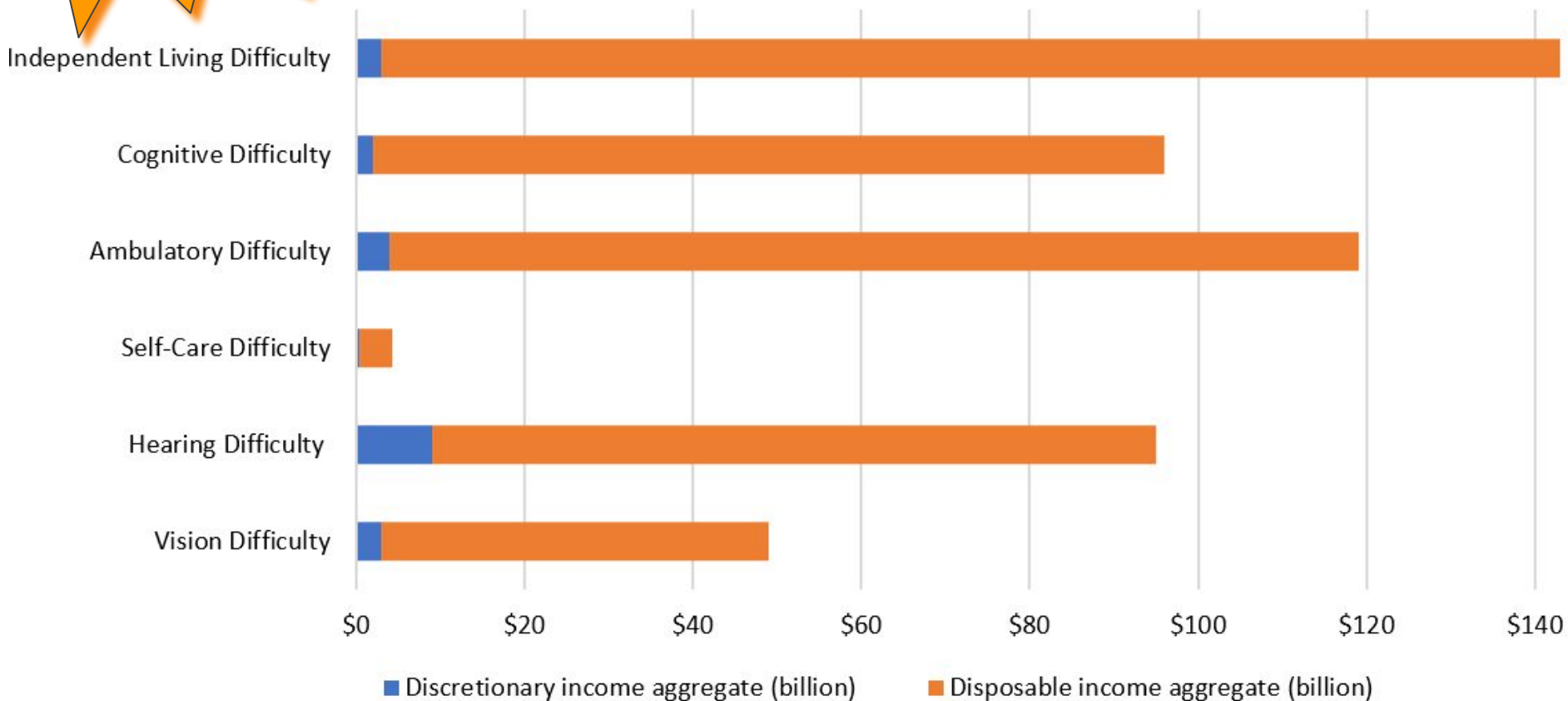
**Give it to me
in Benjamins**



“PWD have nearly half a trillion dollars (\$490B) in disposable income—the after-tax dollars for basic necessities such as housing, food, and clothing. In the marketplace, PWD—as well as their families, friends, and advocates—wield considerable spending power.”

\$490B

Spending power of Disabled U.S. People (billion)

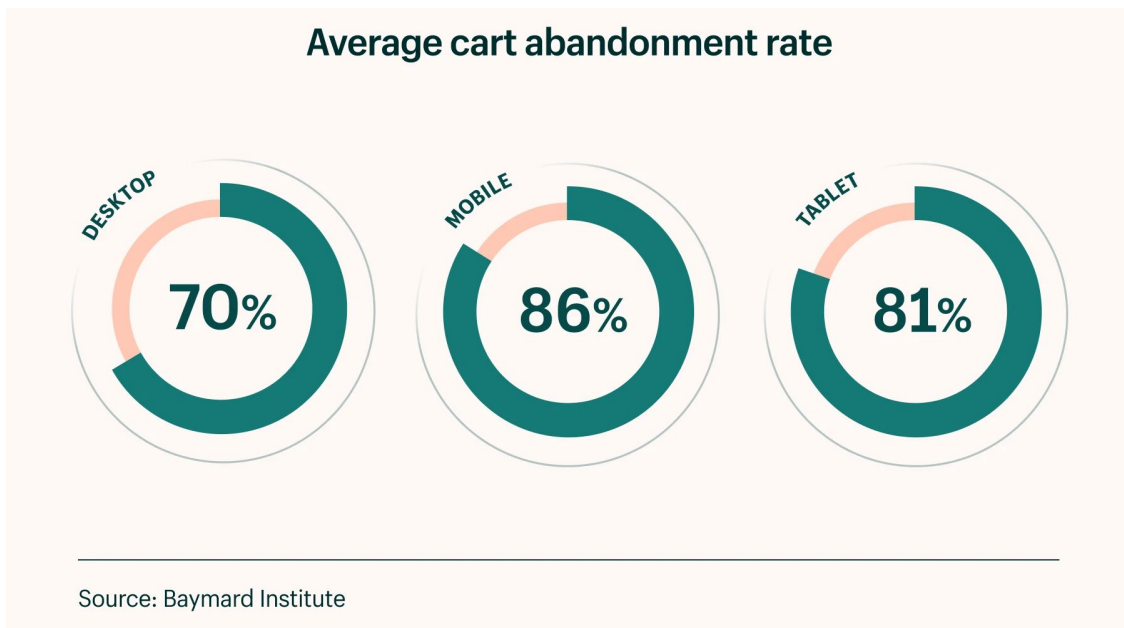


Show of hands...

How many of you track the revenue left
in abandoned shopping carts?

Cart Abandonment in the US

- According to Baymard Institute, **69.57% of desktop online shopping carts are abandoned.**



- **\$18 Billion** in yearly sales revenue, according to Forrester research.

UK Data



We Are Purple. Who's Purple?

Purple Tuesday is a group of people in the UK fighting the good fight, through Purple Tuesday.



WeArePurple.org.uk/



PurpleTuesday.org.uk/

Purple Tuesday

Improving the
customer experience
for disabled people

PurpleTuesday.org.uk
#ThumbsUp for #PurpleTuesday

"We are your customers"

Purple Tuesday is Going Global!

Launching 3rd December 2021

From the UK Pavilion EXPO 2020

<https://purpletuesday.org.uk/>

The Purple Pound

The Purple Pound refers to the spending power of disabled households. A disabled household, is a household in which at least one of the members has a disability. Organisations are missing out on the business of disabled consumers due to poor accessibility (both physical and digital) and not being disability confident in their customer services approach.

1 in 5

More than 1 in 5 potential UK consumers have a disability

£2 billion

Businesses lose approximately £2 billion a month by ignoring the needs of disabled people

73%

of potential disabled customers experienced barriers on more than a quarter of websites they visited

£

£16 billion

Taking averages per head, the online spending power of disabled people is estimated at over £16 billion

Loss of money for business per month



£17.1 billion

Estimates show that the 4.3 million disabled online shoppers, who click away from inaccessible websites, have a combined spending power of £17.1 billion in the UK



14.1 million

The number of disabled people is increasing: From 11.9 million (2014) to 14.1 million (2019)



75%

75% of disabled people and their families have walked away from a UK business because of poor accessibility or customer service



1 in 5

Nearly 1 in 5 working adults have a disability



£274 billion

The spending power of disabled people and their household continues to increase and is currently estimated to be worth £274 billion per year to UK businesses

What we know

- 1 in 4 or 26% UK Consumers
 - 80% of disabled people have hidden impairments
- £2 Billion Lost/Month
- 4.3 Million Disabled Shoppers
- £11.75 Billion **Lost** Online Shoppers
- £274 Billion Spending  Power

What we know

31% of the UK workforce have been formally diagnosed with a mental health issue. Yet **only 13%** of staff felt able to disclose a mental health issue to their workplace.

What we know

75% of potential disabled customers experience barriers like poor accessibility or customer service according to Purple.

What we know (UK)

- In 2016, a survey found that more than **4 million people abandoned a retail website because of the barriers they found**, taking with them an estimated spend or ‘Click-Away-Pound’ of **£11.75 billion**.
- In 2019 the ‘Click-Away Pound’ has **grown to £17.1 billion**.

Millions Lost Each Month Due to Inaccessibility

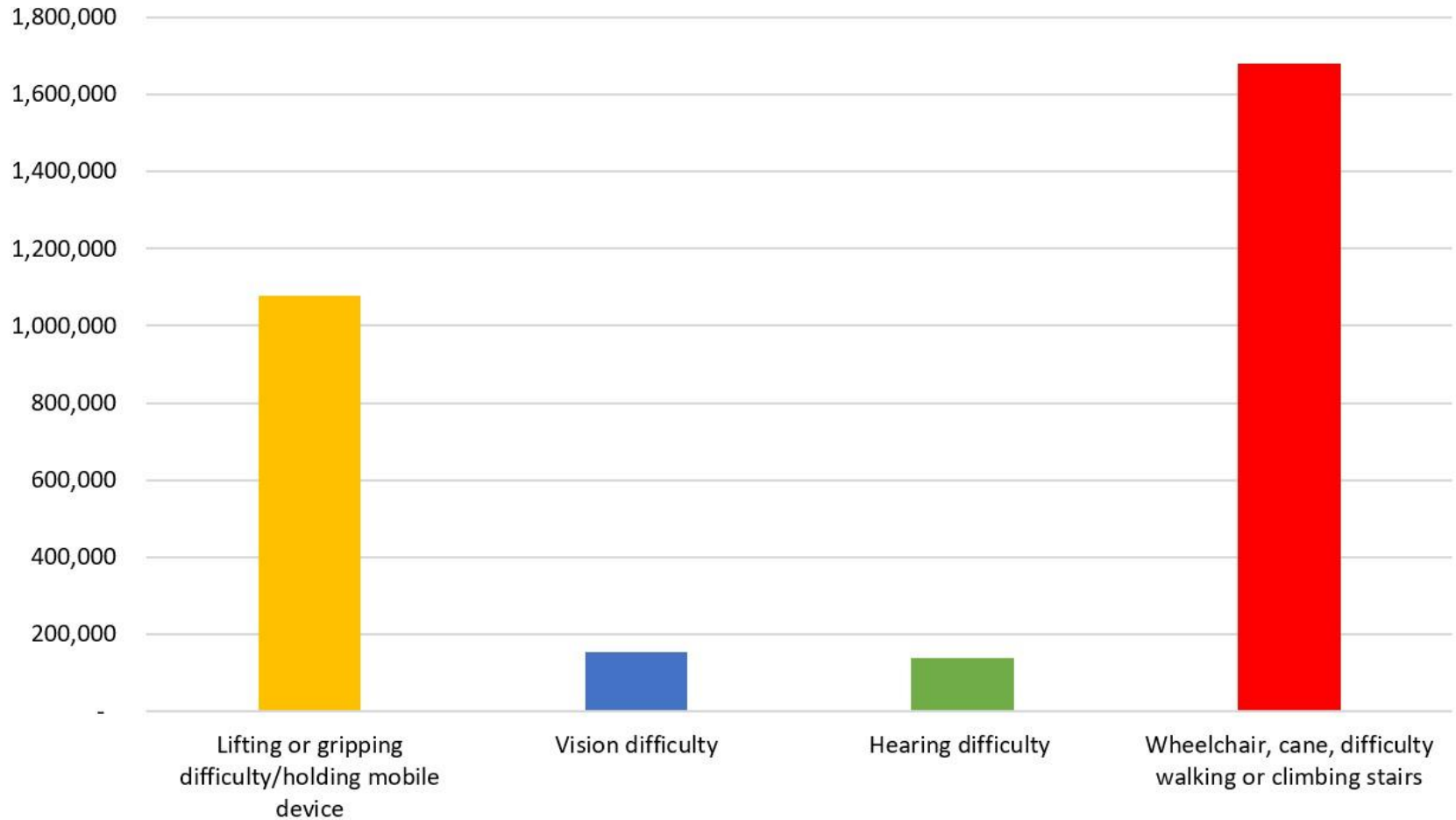
High Street Shops – **£267M**

Restaurants/Pubs/Clubs – **£163M**

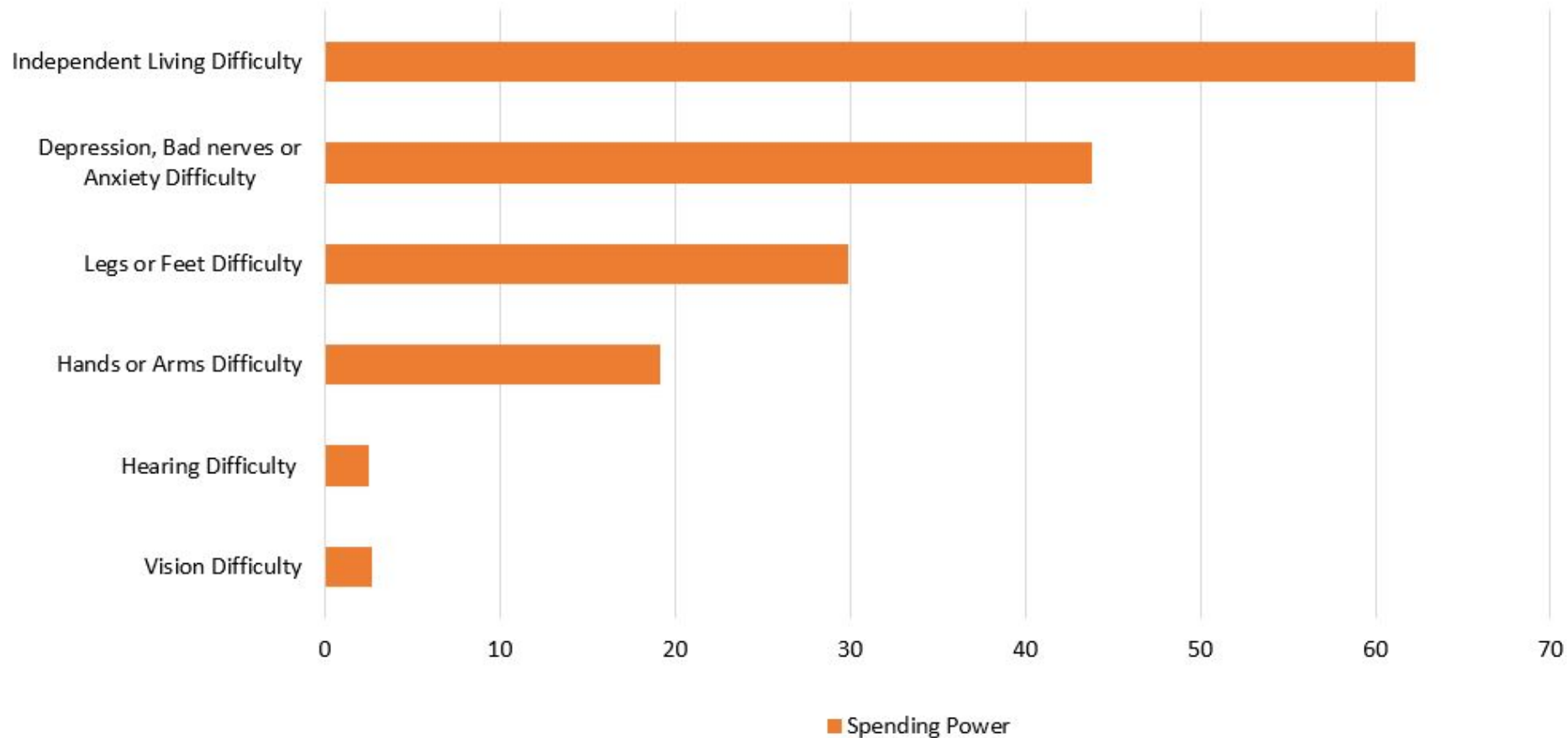
Supermarkets – **£501M**

Banks or Building Societies – **£935M**

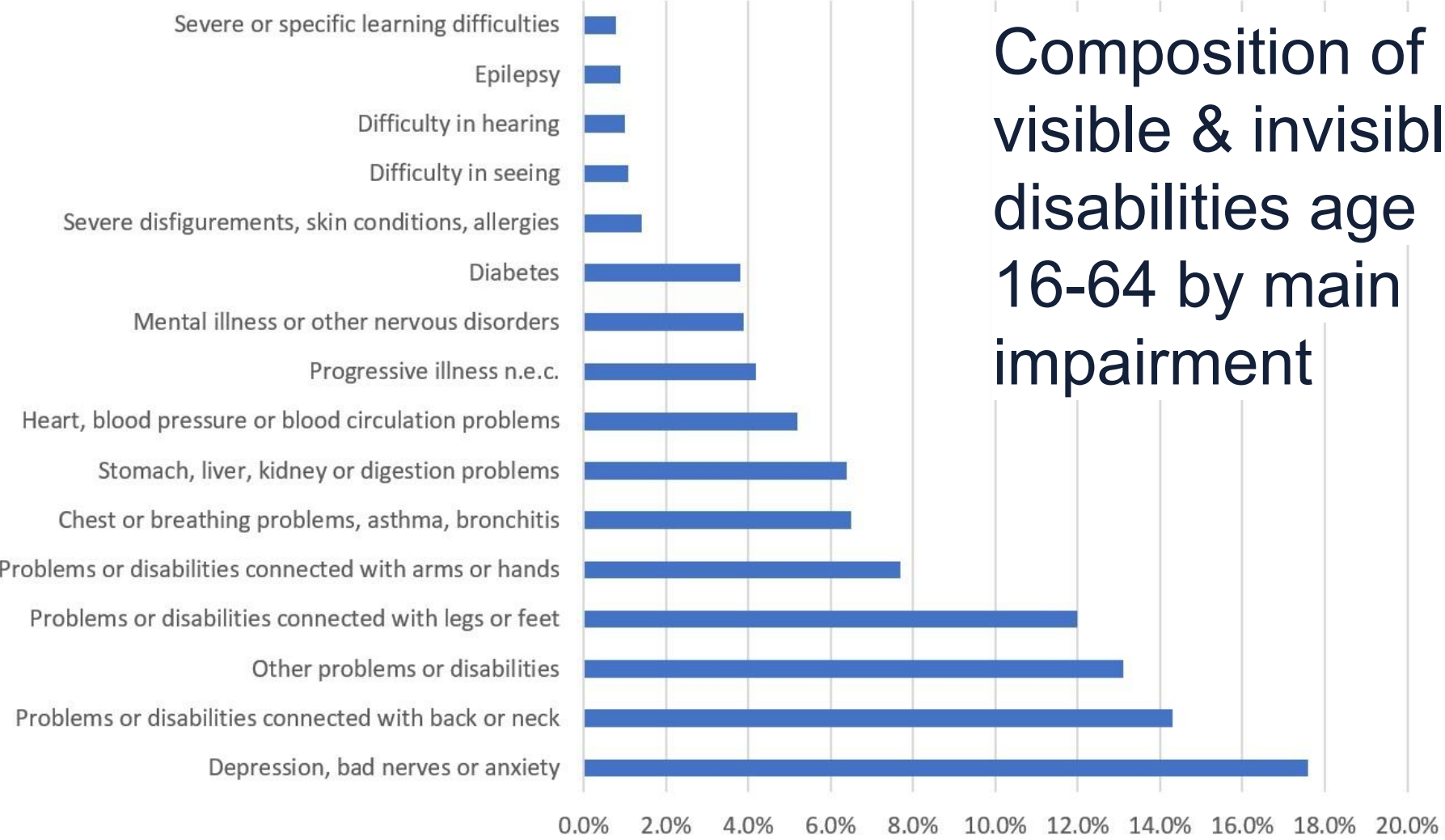
U.K. Citizens with a Disability



Spending power of Disabled U.K. People (billion)



Composition of visible & invisible disabilities age 16-64 by main impairment



Digital Accessibility is about People





We don't think about web accessibility until

we need it

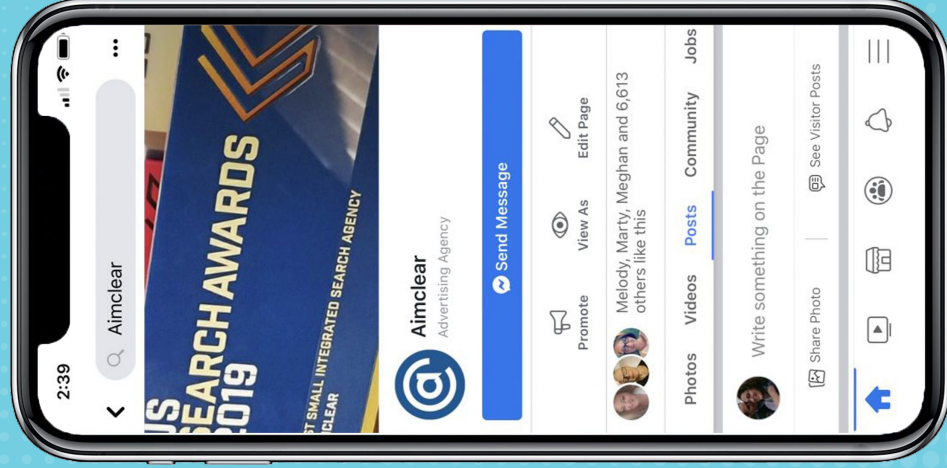
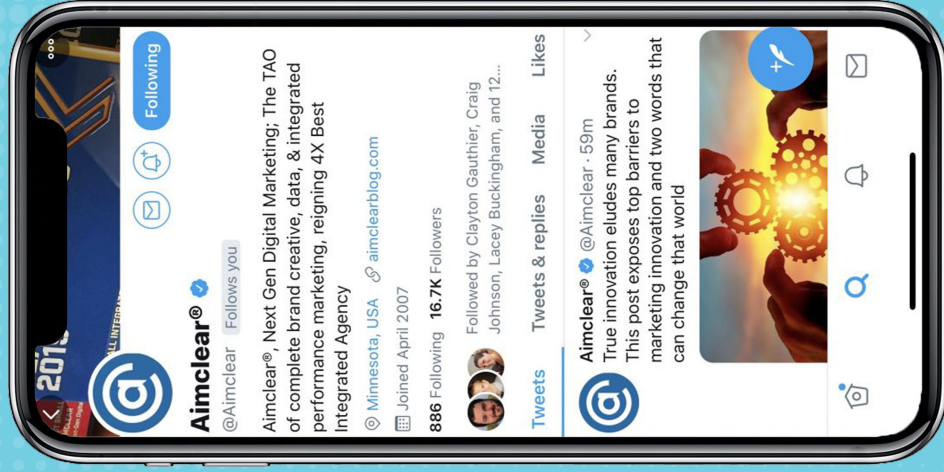
or someone we care for needs better accessibility; like clearer fonts, bigger buttons, closed captioning, etc.



Amyotrophic
Lateral Sclerosis

A L S

ALS



This
shouldn't
be a thing.

Search terms that **shouldn't** be search terms

Facebook + horizontal

- 873 keywords/ 145,000
Global Search Volume (GSV)

Snapchat + horizontal

- 87 kws / 160 GSV

Instagram

- 464 kws /3,620 GSV

Twitter + horizontal

- 78 kws / 80 GSV

Tiktok + horizontal

- 2 kws / 70 GSV

= 1,504 Keywords

= 148,930 Searches People Each Month



Happy Kids and Teacher




What do I do

NEXT?

Build your case.

Creating accessible content is good for disabled people but greatly benefits

EVERYONE.



Accessibility has **EVERYTHING** to do with all content from Ads, to SEO to DEV to the platform it's built on to the alt text on the images.

Accessibility is part of Google's

EVOLUTION.

WE KNOW brands big and small are failing at disability inclusion and **every brand is responsible** for fixing this.

Accessibility is NOT a checklist
it's about being an ~~ambassador~~
A HERO for people.



A young girl with brown hair, wearing a red superhero mask and a red cape over a blue shirt, is pointing her right hand directly at the camera. She has a determined expression. The background is a clear, light blue sky. The text "Put On" is overlaid on the left side of the image, and "Your Capes!" is overlaid on the right side.

Put On

**Your
Capes!**

Let's Talk

bit.ly/Time-With-Lea

- No "h" -

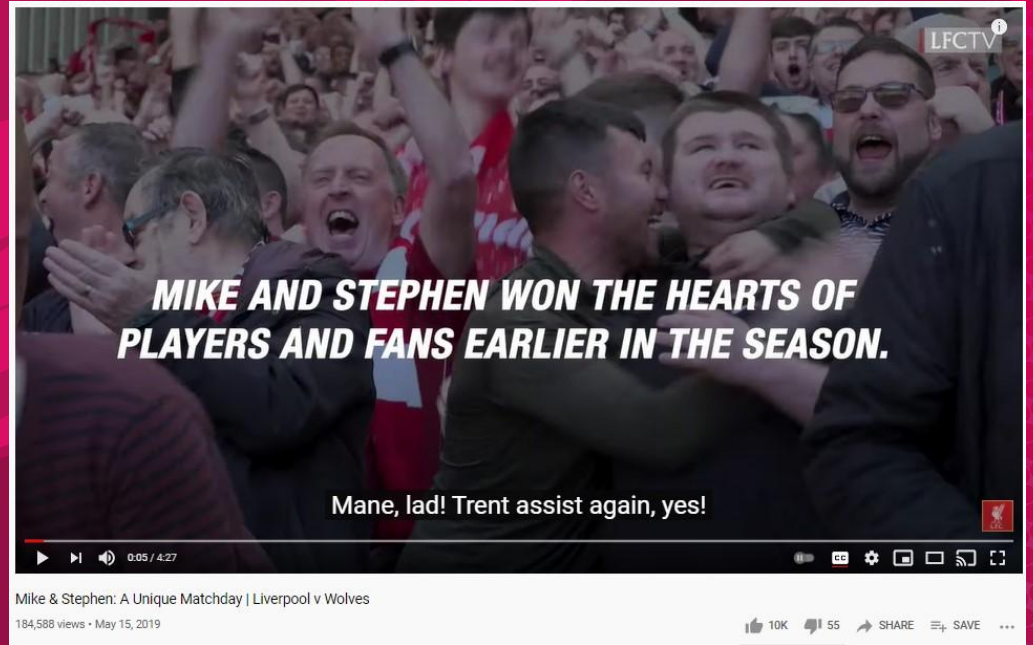
Become a
Digital Accessibility Hero

Thank You



Be a HERO
create a better
UX for
everyone.

[https://www.youtube.com/
watch?v=6HysSJr9-54](https://www.youtube.com/watch?v=6HysSJr9-54)



Resources: Who-to-Follows

@w3c

@shawn_slh

@WeArePurple

@PurpleTuesday

@LeaScudamore

@kmdk (Karen Mardahl)



Resources: Tools/Extensions

- [WCAG Color Contrast](#)
- [Color-pair Contrast Test](#)
- [Accessibilityinsights.io](#)
- [WeArePurple.org.uk/](#)
- [Accessibility Insights for Web](#)
- [WAVE Evaluation Tool](#) - Chrome Extension
- [Web Developer](#) - Chrome Extension

Resources: CDC

Get this data at:

<https://www.cdc.gov/ncbddd/disabilityandhealth/info-graphic-disability-impacts-all.html>

Get it by state:

<https://www.cdc.gov/ncbddd/disabilityandhealth/impacts/index.html>



Links to data

- WeArePurple.org.uk/the-purple-pound-infographic/
- WeArePurple.org.uk/understanding-the-purple-pound-market/
- adatitleiii.com/2019/01/number-of-federal-website-accessibility-lawsuits-nearly-triple-exceeding-2250-in-2018/
- adatitleiii.com/2020/07/ada-30-30-tips-for-30-years-seyfarth-marks-the-adas-anniversary-with-a-3-part-video-series/
- mk-sense.com/accessibility-lawsuits-on-the-rise/
- fedscoop.com/gsa-solicitations-accessibility-compliance/
- section508.gov/manage/laws-and-policies/update-agency-policies

Links to data

- akeaweb.com/learn-about-web-accessibility/resources/accessibility-statistics/
- healthcareweekly.com/ada-compliance-healthcare-websites/
- 3playmedia.com/blog/quick-guide-section-508-504-lawsuits/
- 3playmedia.com/blog/quick-guide-section-508-504-lawsuits/
- justice.gov/crt/information-regarding-section-508-rehabilitation-act
- adatitleiii.com/2019/01/number-of-federal-website-accessibility-lawsuits-nearly-triple-exceeding-2250-in-2018/
- adatitleiii.com/2020/07/ada-30-30-tips-for-30-years-seyfarth-marks-the-adas-anniversary-with-a-3-part-video-series/

Secondary Slide

- Text here

Subsection divider option



You could put a

BIG

statement here.

You could put a

BIG

statement here.

You could put a

BIG

statement here.