



MAKING THE
DIGITAL WORLD
WORK FOR EVERYONE



A Guide to ADA Compliance
and Web Accessibility



Is Your Website Shutting Out Customers?

In a world where so much of our lives happen online, it's time to think beyond physical accessibility. ADA compliance isn't just about wheelchair ramps and bathroom rails anymore – it's about making sure that websites and digital platforms are accessible to everyone, including individuals with disabilities.

Imagine trying to navigate your website as someone who's blind or has limited mobility. Would they be able to easily find the information they need or complete a purchase? More and more businesses are facing lawsuits for failing to make their digital presence inclusive, especially in industries where accessibility is critical, like retail, healthcare, banking, and hospitality.

In this guide, we'll discuss the essential elements of digital accessibility so you can ensure your website is welcoming and functional for all.



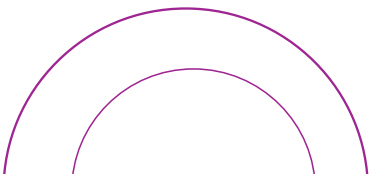
CHAPTER 1:

Why Digital Accessibility Matters Now More Than Ever

The online world has become an essential part of our lives, from shopping to banking to healthcare. With such reliance on the internet, digital accessibility is more important than ever.

Key Points:

- **What Digital Accessibility Means:** Making digital content usable for people with disabilities, including those who are blind, visually impaired, or have motor disabilities.
- **Increasing Legal Risks:** As more businesses face lawsuits for non-compliance, digital accessibility is quickly becoming a requirement rather than a choice.
- **Benefits Beyond Compliance:** Accessible websites are often easier for everyone to use, improving customer experience and SEO.



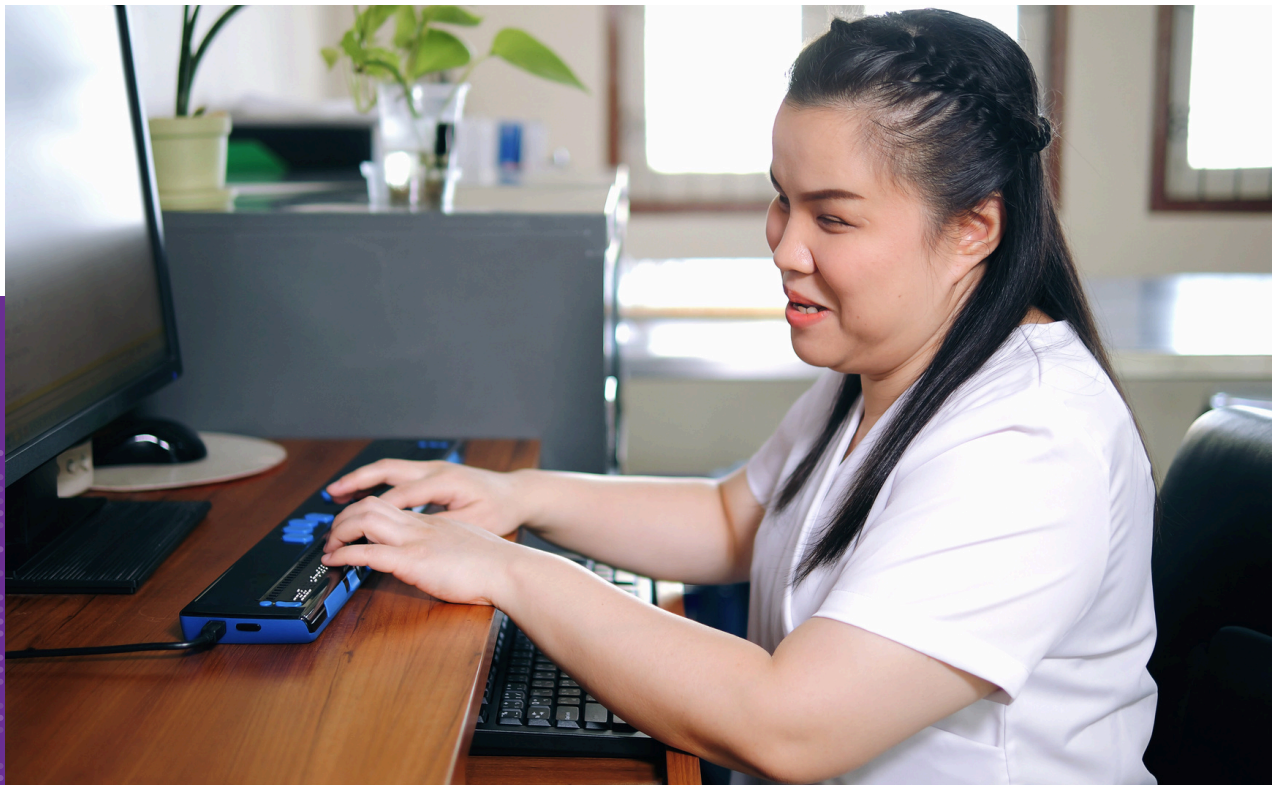
CHAPTER 2:

Industries at Higher Risk of Legal Challenges

While all businesses benefit from ADA compliance, some industries are particularly vulnerable to legal action due to the essential nature of their online services.

Industries Facing Higher Risk:

- **Retail:** From online shopping to digital product catalogs, retailers must make their sites accessible to all.
- **Healthcare:** Patients need access to information and resources, making compliance in this field crucial.
- **Banking:** Many people rely on online banking for essential financial services.
- **Hospitality:** Hotels and travel businesses must ensure booking and service information is available to all users.



CHAPTER 3:

Simple Steps to Make Your Digital Platforms More Inclusive

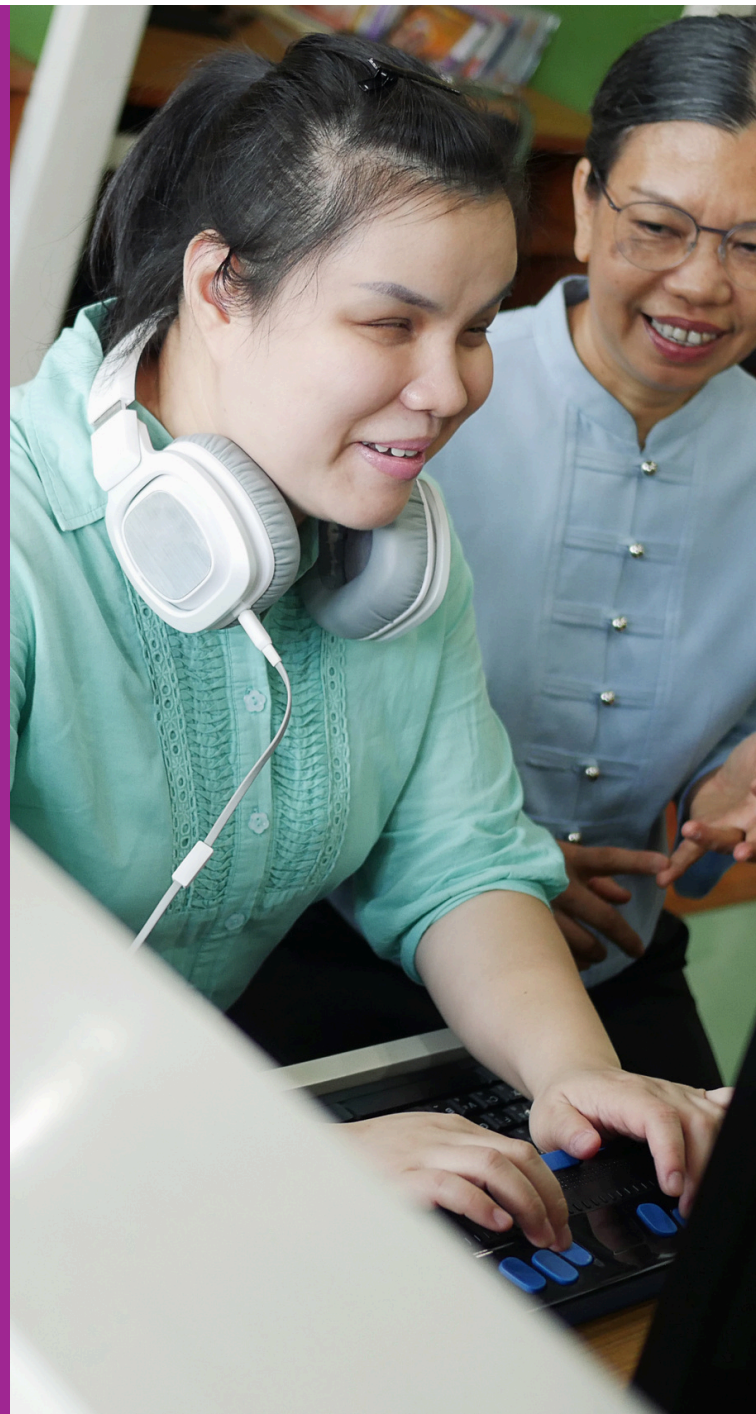
Creating a truly accessible website is a multi-faceted process that involves thoughtful design, careful coding, and a commitment to usability. Whether you're starting from scratch or improving an existing site, here are numerous actionable tips to help make your digital platforms more inclusive and accessible.

Provide Text Alternatives for Non-Text Content

Adding text alternatives ensures that all users, including those who rely on screen readers, can understand your website's content.

Actionable Tips:

- **Alt Text for Images:** Add concise, descriptive alt text for all images to ensure screen readers can convey image content accurately.
- **Transcriptions for Audio and Video:** Provide transcriptions for audio or video content so that users who are deaf or hard of hearing can access information.
- **Closed Captions:** Include closed captions on video content to enhance accessibility for hearing-impaired users.
- **Descriptive File Names:** For downloadable files like PDFs, use descriptive file names for better understanding.



Make Content Operable Using a Keyboard

People with mobility challenges may rely solely on keyboards, so all site functions should be accessible without a mouse.

Actionable Tips:

- **Keyboard Focus Indicators:** Highlight interactive elements, such as buttons, as they're navigated via the keyboard to make it clear which element is in focus.
- **Skip Navigation Links:** Add a "Skip to Main Content" link at the top of pages for users who want to bypass the navigation menu.
- **Tab Order:** Organize your page in a logical tab order for smooth navigation.

Use Clear, Consistent, and Descriptive Language

Clarity in language makes navigation easier for everyone, especially users with cognitive disabilities.

Actionable Tips:

- **Descriptive Links:** Avoid vague links like "click here" and use specific terms like "View Accessibility Guide."
- **Simple, Concise Content:** Keep language simple and avoid jargon, breaking down complex ideas into smaller sections.
- **Consistent Terminology:** Use the same words consistently to avoid confusion.



Ensure Sufficient Color Contrast

Text contrast is vital for readability, especially for visually impaired users.

Actionable Tips:

- **Contrast Ratios:** Ensure a minimum contrast ratio of 4.5:1 for body text and 3:1 for large text. Check with tools like the WebAIM Contrast Checker.
- **Avoid Relying on Color Alone:** Include symbols or text along with color to convey information.

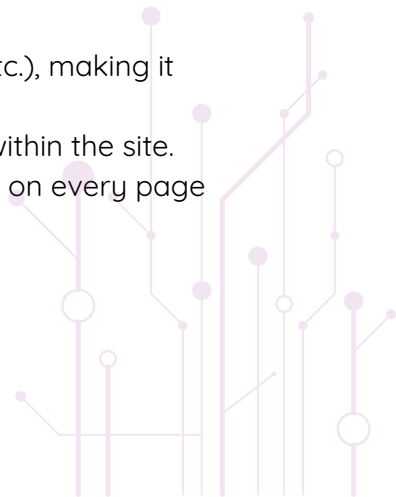


Provide Clear Visual Structure and Navigation

A well-structured layout helps all users find what they need quickly.

Actionable Tips:

- **Use Headings Correctly:** Structure content with proper headings (H1, H2, etc.), making it easy for screen readers to navigate.
- **Breadcrumb Navigation:** Breadcrumbs allow users to track their position within the site.
- **Consistent Layout:** Keep menus, headers, and footers in the same location on every page for consistency.



Use Accessible Forms

Forms can be challenging for people with disabilities if not designed inclusively.

Actionable Tips:

- **Label Each Form Field:** Ensure every form field has a clear label so users know what information is required.
- **Error Messages:** Provide clear, specific error messages.
- **Group Related Fields:** Use fieldsets and legends to group fields, helping screen readers convey relationships between fields.
- **Provide Input Hints:** Add hints or placeholder text for fields requiring specific formats.

Use ARIA (Accessible Rich Internet Applications) Tags Wisely

ARIA tags help screen readers interpret interactive elements, but they should be used sparingly and correctly.

Actionable Tips:

- **ARIA Roles and Labels:** Use ARIA roles to define elements' functions and labels for extra context.
- **Avoid Overuse:** Rely on ARIA only where necessary; often, native HTML tags are accessible by default.

Create a Responsive and Mobile-Friendly Design

A flexible layout ensures all users can access content seamlessly on different devices.

Actionable Tips:

- **Flexible Layouts:** Design layouts that scale across devices, adjusting font sizes and button sizes for easy readability.
- **Accessible Touch Targets:** Make clickable elements easy to tap on mobile devices.
- **Responsive Testing:** Test across various devices for a consistent experience.

Offer Multiple Ways to Access Content

Giving users multiple access options can improve usability for everyone.

Actionable Tips:

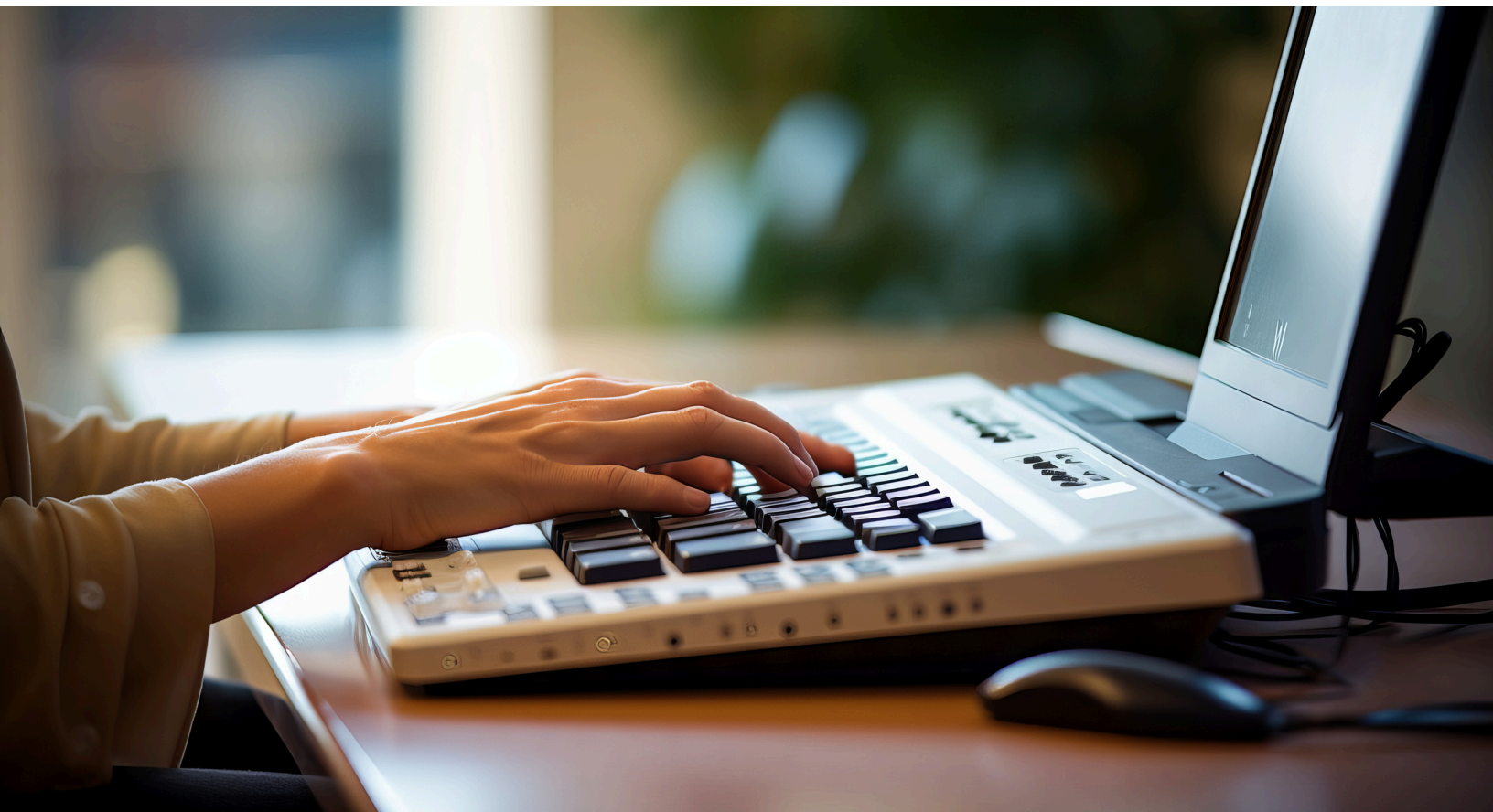
- **Search Functionality:** Include a search bar so users can quickly find content.
- **Text Resizing Options:** Allow users to adjust text size for better readability.
- **Alternative Navigation:** Include a sitemap or table of contents as a navigation aid.

Test Your Website with Accessibility Tools and Real Users

Testing with accessibility tools and real users ensures your site is truly accessible.

Actionable Tips:

- **Automated Testing:** Use tools like WAVE, Axe, or Lighthouse to identify issues.
- **Manual Testing with Screen Readers:** Try screen readers like NVDA or Voice Over to hear how your site sounds.
- **User Testing with Disabled Users:** Conduct usability testing with users who have disabilities for practical insights.






CHAPTER 4:

Protecting Your Business and Enhancing Customer Experience

Digital accessibility isn't just about avoiding lawsuits. It's about providing a better experience for every visitor. Accessible sites are generally more user-friendly and easier to navigate for everyone.

How Accessibility Protects and Benefits You:

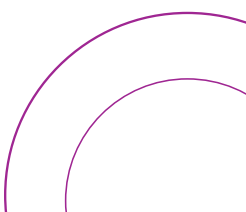
- **Reduces Legal Risk:** ADA compliance helps you avoid lawsuits and demonstrates a commitment to inclusivity.
- **Expands Your Audience:** An accessible website broadens your reach, welcoming more people to engage with your brand.
- **Improves SEO:** Accessibility features often align with SEO best practices, enhancing your visibility in search engines.
- **Boosts Customer Loyalty:** Ensuring all customers can use your website fosters loyalty and a positive brand image.



CHAPTER 5: Unlock Inclusive Access & Compliance with Effortless Accessibility Solutions

Are you ready to make your website accessible to everyone, including the 20% of users with disabilities, while staying fully compliant with ADA, WCAG, and global standards? Our powerful accessibility tool, powered by Darby Digital, makes it simple for you to achieve and maintain compliance—all without impacting your site’s design or performance.

Why Choose Our Accessibility Solution?

- **AI-Powered Compliance:** With Darby Digital’s cutting-edge AI, our tool scans and remediates your site in under 48 hours. This ongoing, automated process ensures your website stays compliant as new content is added—all for a fraction of traditional costs.
 - **User-Centric Interface:** Our accessibility interface allows users to personalize their experience based on specific needs. From visual adjustments to epilepsy-safe settings, the tool provides an inclusive browsing experience while keeping your original design intact.
 - **Complete Litigation Support:** In the rare case of an accessibility-related legal inquiry, our Litigation Support Package offers peace of mind with expert guidance, compliance audits, visual documentation, and more—at no extra cost.
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Simple Setup, Immediate Results

Achieving compliance is now as easy as adding a single line of JavaScript. From that moment, your site will be continually optimized to meet accessibility standards, providing an immediate solution for your visitors' needs and protecting your business from potential legal issues.

Accessible for All. Compliance for You

Make the inclusive choice today and join the hundreds of websites already powered by Darby Digital's industry-leading solution. Contact us to start your journey toward a fully accessible and compliant website.

SPECIAL OFFER

One-time activation fee: \$350 (first month free)

Ongoing license fee: \$125 / month

Don't Wait Until It's Too Late

Creating an accessible digital presence is not only a smart business move but also a responsibility in today's online world. Don't wait for a lawsuit to make changes – take proactive steps to ensure your website or app is accessible to everyone.

Let's work together to make the digital world a more inclusive place. With these steps, you'll be well on your way to ADA compliance, offering a better experience for all and protecting your business in the process.