# Supporting Online Inclusivity

## MAKING YOUR DIGITAL CONTENT ACCESSIBLE FOR ALL PEOPLE, REGARDLESS OF AGE OR ABILITY

WebKeyIT

UNLOCKING THE WEB

"We are passionate about supporting online inclusivity. Together, let's unlock the web"

WEB KEY IT

# We are a digital accessibility consultancy

Web Key IT ensures clients' online content is readily available to the elderly and people with disabilities including: blindness and low vision; deafness and hearing loss; learning disabilities; cognitive limitations; limited movement; speech disabilities; photosensitivity; and combinations of these, who require assistive technologies to access this information. In simple terms, we strive to make our clients' digital content user-friendly and functional for all people – whatever their age or ability.

Approximately 20% of people worldwide are impacted by a disability and 1 in 10 men globally are colour blind. Build access, not barriers.
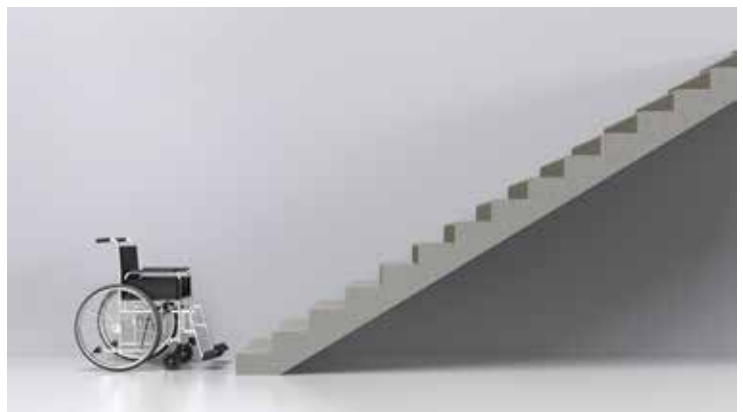
## Our Services

- Technical auditing and accreditation;
- Document accessibility testing and remediation;
- Advice on preparing tenders for digital services;
- Support and advice during development of new or revised digital resources;
- Policy writing;
- User testing – undertaken by our team of experienced usability testers, who all have a disability such as blindness or autism and are assistive technology users; and
- Customised training in all aspects of digital accessibility.

## Our Training

Our core training modules include:

- Website Accessibility for Content Managers, Testers and Developers;
- Creating Accessible Documents and Interactive Forms
- Using Screen Readers.

We also offer a detailed Digital Accessibility Theory and Practice course run over five weeks. Participants prepare a digital accessibility action plan using a chosen organisation's digital resources under the guidance of our accessibility experts.

For more customised training, we can tailor lunchtime learning sessions or flexible training courses for your personal or organisational needs.

## Client Benefits

- Content reaches a larger audience
- Improved visitor perception and customer loyalty
- Increased online revenue
- Reduced operating costs associated with telephone and in-person enquires
- Legal compliance
- All users – not just assistive technology users – typically prefer the functionality of accessible websites
- Search engine optimisation – accessible websites have a higher natural ranking in search engines such as Google or YouTube™.

"Web Key IT has held several learning sessions at our premises, which were all received with incredible optimism. I would go on to say that these sessions have caused a seismic shift in the thinking across the City' staff, especially for members of our Executive team, who are on board with this strategy."

KEITH FITZPATRICK, MANAGER INFORMATION SERVICES - CITY OF COCKBURN

## Our Clients

We support a diverse range of clients including local and state government agencies, together with large multi-national corporations. We are proud to acknowledge that our new business is principally based on referrals and we have a portfolio of long-term clients. For longer-term clients we can provide an Accessibility Partnership Plan, which facilitates cost effective ongoing support for your organisation.

## Our Team

Web Key IT founder and director, Dr Vivienne Conway, leads her team of specialist consultants and user testers - she is also a regular presenter at international conferences and forums regarding digital accessibility.

As a member of the W3C and its task force that created the Web Content Accessibility Guidelines Evaluation Methodology, Dr Conway has a pivotal role in future accessibility best practice.

"When we truly embrace digital accessibility, not only do we meet our local legislative and International human rights obligations, but we also reduce costs, and build our internal capacity for design and innovation. Our clients become our partners in building for universal design and they in turn build partnerships with their customers, continually creating delightful user experiences."

**DR VIVIENNE CONWAY – DIRECTOR WEB KEY IT**

## Our Vision

"Website accessibility is the digital equivalent of the wheelchair ramp. We are very careful to design our physical shopfronts to be fully accessible by people with disabilities. You'd never dream of trying to open a building without meeting current building codes. We need to continue to expand the vision of creating digital shopfronts to include people with disabilities.

The mission of Web Key IT, as an agency for change, is to facilitate full access to digital content to every one. We want to see greater social compassion and understanding to address the needs of people with disabilities. At Web Key IT, this is the reason we get up in the morning. It is our dream to promote a more inclusive digital world."