NO ACCESS

The social value of the Web is that it enables human communication, commerce, and opportunities to share knowledge. These benefits should be available to all people, whatever their hardware, software, network infrastructure, native language, culture, geographical location, physical or mental ability.

HAVING AN ACCESSIBLE WEBSITE IS THE ONLY WAY TO ENSURE YOUR WEBSITE IS WELCOMING FOR EVERYONE.

WHY SHOULD YOUR WEBSITE AND DIGITAL CONTENT BE ACCESSIBLE?

Organisations who ensure their website and digital content is accessible to everyone in our society benefit in a number of ways:

- Establishes the company's reputation as being inclusive and non-discriminatory to everyone in society
- Establishes the company as a leader in its field
- Given 20% of the population have a disability, company websites and digital content will reach a much larger audience
- Accessible websites improve the user experience for all users and encourage customers to return to their site
- Accessible websites are favoured by search engines and therefore improve Search Engine Optimisation (SEO)
- Higher search rankings ensure accessible websites receive more traffic than non-accessible competitor sites
- Accessible content maximises employee potential and retention for those with both declared and undeclared disabilities (dyslexia or reading disabilities)
- Higher website traffic and greater customer loyalty to those companies with accessible websites can translate to higher revenues

"The power of the Web is in its universality. Access by everyone, regardless of disability, is an essential aspect."

Tim Berners-Lee
Inventor of the World Wide Web and Director of the W3C

QUICK CHECKS - IS YOUR WEBSITE ACCESSIBLE?

- Are drop menus, videos, controls, online forms, links, buttons, shopping carts and all other inputs functional using the keyboard only?
- Can you see where you are at all times as you tab through the page?
- Can you move in and out of all interactive elements easily and without getting trapped or lost?
- Is the structure of your website and page layouts logical to a new user – do you go where you expect to go and find the information you are looking for?
- Are the colour schemes and visual displays appropiate for people who may be colour blind or suffer from photosensitivity?
- Is your website suitable for all devices, assistive technologies and browser combinations?

WebKey IT

UNLOCKING THE WEB

Contact us at Web Key IT to learn more about website accessibility and how you can unlock your website for all users.

🏠 **www.webkeyit.com**

AUSTRALIA **info@webkeyit.com** | KUWAIT **admin@gcc.webkeyit.com**