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How can small businesses contribute to **diversity, equity, and inclusion** using website design?



“Reflect diversity in videos and photographs—when creating videos or photographs, make sure to include people from diverse backgrounds and perspectives. Highlight the stories of real people.”

- Therese Walker, Owner & Graphic Designer, T Walker Designs



How Website Design Can Foster an Inclusive Atmosphere

In the age of the internet, web design plays a crucial role in promoting diversity, equity, and inclusion (DEI). It is important to understand how web design can be used to create an environment of inclusivity and accessibility. To help, we have compiled a list of tips that can help you optimize your website so that it better reflects DEI principles.

What is Diversity, Equity and Inclusion?

Diversity involves recognizing, valuing, and respecting differences among individuals. Equity means giving everyone the [same opportunities and access](#) to resources regardless of race, gender, or any other characteristic. Inclusion is the participation of everyone in activities or processes without feeling excluded due to their identity or background. These three core values are essential for creating an equitable environment both online and offline.

As you [develop your limited liability company](#), make sure that these values are at the heart of your documents, from your mission statement to your marketing strategy.

The Relationship Between Web Design and DEI

Web design plays a vital role in building an equitable digital environment for all users. By using DEI principles when designing a website, organizations can [create an inclusive space](#) where all users feel respected regardless of their identity or background. Additionally, designing with accessibility features in mind can go a long way toward making websites accessible for those with disabilities or impairments.

Accessibility Features to Help Users Navigate Website

When creating a website, it's important to consider user experience as well as how easy it is for people with disabilities or impairments to navigate your content. Utilizing features such as [alt text on images and subtitles](#) or captioning on videos creates an inclusive experience that allows everyone to access content. Also, utilizing navigation bars with clear headings makes content easier to find while also improving the overall user experience.

Utilizing Diversity in Images to Create Inclusivity

Using diverse images throughout your website is another great way to promote DEI. Therese Walker, Owner & Graphic Designer of T Walker Designs explains, "Incorporate diverse imagery—use imagery that reflects the diversity of your audience. Avoid using stereotypes and focus on representing real people. The stock image industry is undergoing a transformation. Many stock photography companies are now focusing on creating more authentic and relatable images, as well as creating images that are more tailored to specific industries, such as health care and technology.

Additionally, many companies are now using technology to make it easier to find the perfect image and using analytics to help create better images. These changes have made the stock image industry more competitive and dynamic, and have enabled companies to remain relevant in the ever-changing digital landscape."

Representing different identities on your page demonstrates that there is [no one "correct" type of person](#) who should be present in any given space. Instead, you are showing that everyone is welcome. When selecting stock photos for your website, try searching terms such as "inclusive" or "diverse" so you know you are getting images that reflect a variety of identities.

Make Content Available In Multiple Languages

Making sure content on your site is [available in multiple languages](#) helps ensure that everyone has equal access regardless of their language capabilities. Utilizing translation plugins can make this process easier while also helping ensure accuracy. If possible, try providing content written by native speakers from each language group, as this will further demonstrate your commitment to equity and inclusion online.

Optimize Videos and Images for a Range of Viewers

Optimizing images and videos for your website can create a better experience for viewers of all types. Starting with the basics, it's important to ensure that [photos and videos are properly sized](#), compressed, and formatted to display effectively on different devices. Making use of photo captions, alternative text, and other attributes can also increase accessibility and usability. In addition, providing a range of video formats along with transcripts can help accommodate a range of viewing needs.

Embrace DEI Practices for the Good of All

By embracing the concept of DEI in your website design, you can come one step closer to creating an equitable and welcoming atmosphere for all users. Prioritizing diverse content and images, incorporating accessibility features, using respectful language, ensuring secure user data collection, and [conducting regular audits can help](#) ensure that your website is inclusive for everyone. Creating an atmosphere of inclusivity with your website design is essential when it comes to promoting DEI and building a foundation for a more equitable world.

Are you looking for help to improve, develop or be seen with a stellar website for your business? Look no further. Contact me today

Thank you

Therese Walker

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