Unlock Success with Website Accessibility – The Business Case
Who AM I

Judith Lewis

Obligatory slide!

→ Run DeCabbit Consultancy doing SEO, PPC, Social Media and integrated marketing campaigns
→ Online since 1985, online marketing since 1996
→ Worked in-house within e-Commerce, Publishing & High Tech
→ Have worked with GalaCoral, Google, Vapemate, NatWest/RBS, National Gallery, CIPD, Fidelity, NBC Universal, Readers Digest, Bayer, Amadeus, AMD, AmEx, TotalJobs, Virgin.com, Virgin Startup, Zopa, NSPCC, GE & more
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Globally, laws and guidelines differ. My clients in the US, Canada, UK, EU, Singapore, and elsewhere approach this differently.

If your business wants to go global, you’ll need to have an accessible site – or you’ll face real challenges.
Demographics – Hard to Ignore

- An estimated 1.3 billion people – or 16% of the global population – experience a significant disability today. (WHO)
- The likelihood of living with disability increases with age.
  - More than 46 per cent of older persons – those aged 60 years and over—have disabilities. (UN)
- 470 million people with a disability are of working age and many of them are in employment (ILO)
- For example 35.9% of Australia’s 8.9 million households include a person with disability, while the UK has 25.4%, US has 25.6%, and 24% in the EU. (Various sources)
In fact, you’ll lose a customer for life with a bad website (Aus example)

- People with disability are three times as likely to avoid an organisation and twice as likely to dissuade others because of an organisation’s negative diversity reputation.
- 36% of people with disability are often treated less favourably than customers without disability.
- 28% of people with disability have experienced discrimination by one or more of the organisations they’ve recently interacted with.
- 1 in 3 people with disability report that their customer needs are often unmet.
- 62% of SME’s have not done anything in the past 12 months to make it easier for customers with disability.
  - For almost half of these, there is a perception of not being asked to. “We have received no specific requests.”
- Of the Australians with disability aged 15 and over, almost one-third (33.1%) avoided situations because of their disability. One of the most common situations avoided were going to shops, banks etc. (34.3%)
The purple pound refers to the spending power of disabled households in the UK and globally.
£2 billion – Businesses lose approximately £2 billion a month by ignoring the needs of disabled people.

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

£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.

£274 billion – The spending power of disabled people and their household continues to increase and was in 2020 estimated to be worth £274 billion per year to UK business.

https://wearepurple.org.uk/the-purple-pound-infographic/

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In the US, there is even more money to be made by making your site accessible to people who are differently abled. The disability consumer market, in terms of spending power, controls over $13 trillion in disposable income every year.

Globally, the spending power is massive

- As the world’s largest minority group, disabled people represent 15% of the global population.
  - Add in families and friends and you have over five billion customers who want to buy from brands that serve and include disabled people.
- In terms of spending power, this group of people controls over $13 trillion in disposable income every year. Yet, people with disabilities report 75-80% of their customer experiences are a fail.
- This represents a huge opportunity for businesses to better serve disabled people, making their lives better, while making money in the process.

HOWEVER
You cannot ignore accessibility when it comes to your business website

Does the 2010 Equality Act apply to website accessibility?

Equality Act of 2010

Since the Equality Act came into effect, website owners have been obliged by law to ensure that their websites are accessible to all users, as it is illegal to treat those with disabilities less favourably. The regulations set out in the Equality Act apply to all service providers. 14 Sept 2020

UK

Do all websites have to be ADA compliant?

Although the ADA does not apply to private clubs and religious organizations, it is required for most websites. Based on how courts and the DOJ have interpreted the ADA, compliance is clearly mandatory for websites in two categories: Websites for, or funded by, state or local governments. 3 Feb 2023

US

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Does My Website Have to Be ADA Compliant? - AudioEye
There is a lot of money in making your website accessible — Billions in fact!

Don’t throw away cash simply because you cannot be bothered.
So why isn’t it ALWAYS a consideration?

Hey SEO friends, a quick q, is website accessibility something you consider when working on a sites SEO?

- Always: 58.1%
- Sometimes: 24%
- Not really: 13.3%
- Should I?: 4.6%

1,368 votes · Final results
3:27 PM · Aug 10, 2020

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Is the dev cost really so high you are willing to sacrifice it? Is there no other benefit?
An accessible website is an SEO optimized website.
Accessibility is SEO Friendly

- Image alt attributes
Like a jilted lover, the aggressive sour and bitterness of Ciu Ciu was much like being hit in the face with a Granny Smith apple... hard... repeatedly. The flavour of this sparkling passerina when first opened was too much for me - the intense, eye-watering sourness was like a slightly under-ripe granny smith apple with the bitterness of the skin in the way it finished.
Accessibility is SEO Friendly

- Image alt attributes
- Use headings to structure content
Electronic Accessibility

Use headings appropriately

The Challenge
Many people who use adaptive technology to access Web pages skim through documents by navigating headings. By using heading elements (H1) to (H6) to define the organizational structure of your page, you'll make the content more accessible to people with disabilities. Effective use of headings also promotes good indexing and searching with search engines.

Solutions
- Use header elements for all headings. Don't use font size or bold type to indicate headings visually.
- Order header elements properly. For example, in HTML, (H2) elements should follow (H1) elements, (H3) elements should follow (H2) elements, etc.
- Do not "skip" levels (e.g., (H1) followed by (H3)).
- Use Cascading Style Sheets (CSS) instead of heading elements to change font sizes and/or styles.

Related Resources
- Back to basic tips for web developers
- WebAIM article on content structure
- World Wide Web Consortium Accessibility Techniques for logical headings

Additional Information
- WebAIM article on content structure
- World Wide Web Consortium Accessibility Techniques for logical headings
Accessibility is SEO Friendly

- Image alt attributes
- Use headings to structure content
- Give links unique and descriptive names
The WHO Global report on health equity for persons with disabilities outlines 40 key actions for countries to take to strengthen their health systems and reduce health inequities for persons with disabilities. There are three things that all governments and health sector partners can do. First, they must consider health equity for persons with disabilities in all health sector actions. Second, they can include persons with disabilities in decision-making processes. Third, they can monitor how persons with disabilities are being reached and benefitting from health sector actions.

**Syria**: According to the *Disability Prevalence and Impact Report in Syria (HNAP, 2021)*, persons with disabilities represented 25 percent of the population, which has a high prevalence of internal forced displacement and people on the move.

Finally, the use of CAPTCHA is inaccessible and should not be used to validate submissions. WebAIM has a helpful summary of accessible alternatives to CAPTCHA to keep forms free of spam submissions.
Accessibility is SEO Friendly

- Image alt attributes
- Use headings to structure content
- Give links unique and descriptive names
- Use colour with an eye to contrast and readability
Accessibility is SEO Friendly

- Image alt attributes
- Use headings to structure content
- Give links unique and descriptive names
- Use colour with an eye to contrast and readability
- Include an audio description
Video Transcription

Hi, my name is Crystal Carter. Welcome to my Whiteboard Friday. I am the Head of SEO Communications at Wix, and today I'm going to talk to you about featured snippets. Specifically, I'm going to talk to you about how you can get featured snippets for existing content.

Now, before I get into that, I'd like to talk to you about why we should be thinking about featured snippets for existing content, and that's because featured snippets show up in lots of different parts of the SERP. So they give you lots of good value for organic reach.

If you're not sure what a featured snippet is, if you Google something like, "what is a featured snippet," you actually get a featured snippet, and it's a sort of extract of text from a website. And underneath of it, it'll say that it's a featured snippet, and that's how you know it's a featured snippet.

Now, the content from a featured snippet can show in lots of different parts of search when you're online. So it will show in the neat featured snippet, and it might include an image, it might include a paragraph, it might include some other elements, which I'll go into a little bit later. But it also might show in a featured snippet dropdown. So featured snippets are constantly changing. All of the time.
Accessibility is SEO Friendly

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- Include an audio description
- Use WAVE or similar to check the site
Accessibility is SEO Friendly

- Image alt attributes
- Use headings to structure content
- Give links unique and descriptive names
- Use colour with an eye to contract and readability
- Include an audio description
- Use WAVE or similar to check the site
- Use closed captioning vs subtitles
-[Pua grunts]  
-We're OK, Pua.
Accessible websites are well-optimised websites. It’s an expensive mistake to ignore it.
You Can Find Me Online

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           @Decabbit
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Food Blog: https://MostlyAboutChocolate.com
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SlideShare: https://www.slideshare.net/DeCabbit/
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