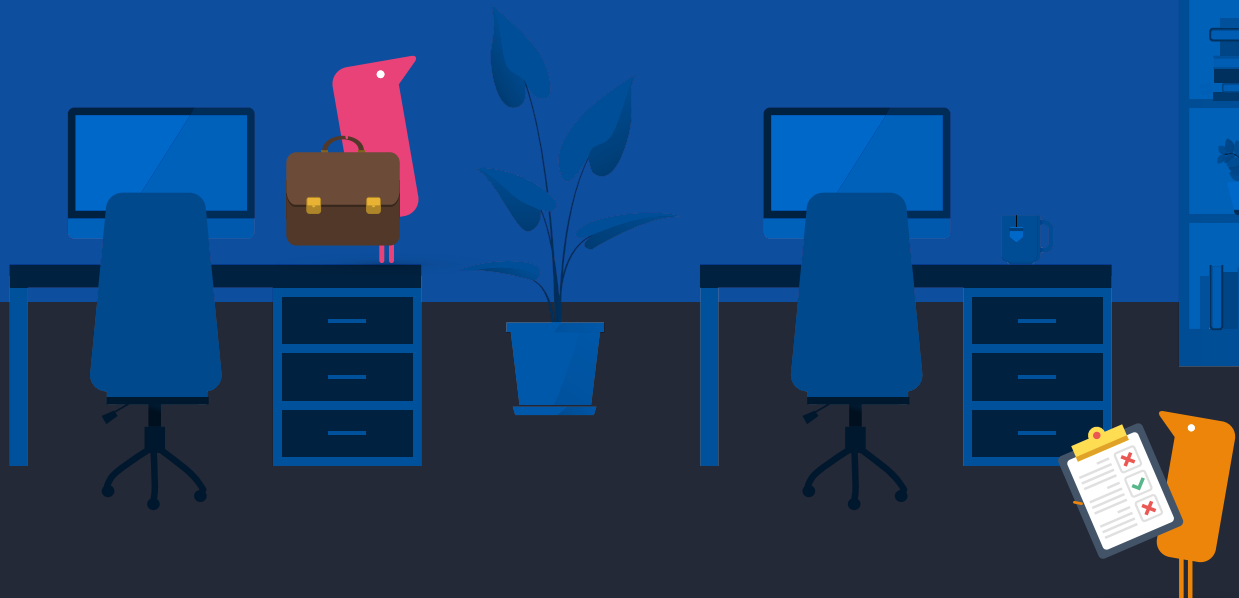




ADA compliance: are you covered?

1 in 5 Americans has a disability. For many, the digital world isn't welcoming. Online barriers can make it hard for people with disabilities to browse, buy and access digital content.

To make sure every US citizen has equal access to 'all areas of public life', legislation exists. This is the Americans with Disabilities Act (ADA). Under Title III, businesses must make their "place of public accommodation" accessible to people with disabilities. Since a website is a place of public accommodation, to meet ADA compliance your website must be accessible.



What can you do to become more accessible?

Meeting ADA compliance means making your digital communications accessible to every type of user. To help, the Web Content Accessibility Guidelines (WCAG) exist. They give guidance to help organizations achieve accessible platforms. And, they're considered the international standard for website accessibility. Organizations should comply with WCAG to make sure their websites and apps are inclusive of people with disabilities.

So, where can you begin?

Let's start with understanding the POUR principles...

WCAG is based on the POUR principles. These being, Perceivable, Operable, Understandable and Robust. For a website to be truly accessible, it must meet these principles. So understanding what they mean is a good place to start.

In this guide you'll learn what the POUR principles mean. You'll uncover some actions to take to kick start your efforts in complying with ADA. And, you'll also discover how our tools can help you on your journey.

perceivable


Every part of a website should be able to be perceived by every visitor. This means that content should be available in multiple formats. It also considers accessible design choices. For example, good color contrast and typography. This makes it easier for users to see and hear content.

Your action

Provide content in multiple formats, including downloadable content too


Our solution ReachDeck™


ReachDeck makes it easy to offer your content in multiple formats. The ReachDeck Toolbar has features such as MP3 Maker. It transforms content into an audio file for offline listening.

Your action	Our solution  ReachDeck™
Use metadata to provide text alternatives to images	ReachDeck's Auditor feature scans your website for errors, and identifies missing alt tags. And, helping you go a step beyond, the ReachDeck Toolbar reads alt-tags behind images. Giving oral descriptions to visually impaired visitors.
Minimize visual overload with inclusive design	Web Page Simplifier within the ReachDeck Toolbar removes distracting content. Helping users to focus on what's important.
Use good color contrast between text and background elements	The ReachDeck Auditor highlights WCAG errors on your site, including color contrast. The ReachDeck Toolbar also supports visitors with color sensitivities. Its Screen Mask feature allows visitors to apply a color overlay to their screen.
Use a font size that's easy to read (for example a font size of 12pt/16px)	Users can enlarge text using the Magnifier feature within the ReachDeck Toolbar.

operable


Web content must be able to be accessed by every visitor. This includes people who use adaptive devices, and those who may suffer seizures or physical reactions. It must also be easy to navigate, helping users find content, and decide where they are.

Your action	Our solution  ReachDeck™
Help users to navigate and find content, including visitors using screen readers	The ReachDeck Auditor highlights errors on your website including broken links, empty headings and missing attributes. It also identifies missing field labels, send buttons on forms, and much more. Helping you to quickly identify accessibility problems across the entire user journey.
Help users to determine where they are on screen	<p>The ReachDeck Auditor identifies duplicate IDs. Helping you to make sure users of screen readers aren't directed to the wrong location on the screen.</p> <p>In addition, the ReachDeck Toolbar offers users support. When using the Text-to-speech function, users can follow along with dual color highlighting. The Screen Mask feature also helps users to keep their focus by giving a reading pane.</p>

Your action	Our solution  ReachDeck™
Optimize web code to ensure that all functionality is available from a keyboard	<p>The ReachDeck Auditor highlights obsolete markup. Helping you to use HTML that's accessible to screen readers.</p> <p>The ReachDeck Toolbar is also fully keyboard accessible. Meaning that accessibility support is available to every user.</p>
Do not use content that causes seizures	The Screen Mask feature within the ReachDeck Toolbar allows users to dim the screen. And Web Page Simplifier removes distracting content.


understandable

Content that someone can access is not necessarily accessible. It must be readable and understandable. Factors to consider are the use of language, abbreviations and pronunciations. This principle also considers how intuitive the website is. Meaning whether it acts in a way which users would expect. Additionally, where visitors are asked to input information, support should be in place. So that users can avoid and correct mistakes.

Your action	Our solution  ReachDeck™
Use language that can be understood by all site visitors	<p>With ReachDeck, you can easily improve the readability of your internal and external content. The ReachDeck Editor highlights reading age, jargon words and long sentences as employees type.</p> <p>With the ReachDeck Toolbar, visitors can also translate content into over 100 languages.</p>
Give users enough time to read and use content	When using Text-to-Speech within the ReachDeck Toolbar, users can change the audio speed and voice.
Be transparent, so visitors understand what actions to take on the site	The ReachDeck Toolbar speaks content out loud, including alt tags and hyperlinks. Helping users to understand what actions to take.
Help users to avoid and correct mistakes	<p>The ReachDeck Auditor identifies missing field labels on forms. Helping you to make sure your visitors can understand form requirements.</p> <p>The ReachDeck Toolbar allows users to hear content read out loud, including information typed into forms. This can help them to identify mistakes.</p>

robust

Each individual accesses the web using technology which suits their needs and preferences. That means your website should be compatible for use across different devices and browsers, including assistive technologies.

Your action	Our solution  ReachDeck™
Optimize your website for use with assistive technologies	With the ReachDeck Auditor you can easily check website accessibility. Making it easier to make sure your website is fit for purpose for use with assistive technologies.
Maximize compatibility with current and future user tools	The ReachDeck Toolbar works across all common browsers and platforms, and is regularly updated. Its services are hosted on Amazon, to make sure its features are agile, robust and resilient.

Tell me more about ReachDeck



The ReachDeck Auditor

The ReachDeck Auditor helps to protect you from litigation. It identifies WCAG compliance errors against Level A, AA and AAA. It gives you a readability score, showcases the average reading age and highlights the total number of long sentences and jargon words.



The ReachDeck Editor

The ReachDeck Editor helps to improve the quality and accessibility of written content. As you type, grammar, spelling and readability errors are identified. Helping you to edit your content in line with best practice and achieve the right reading age.



The ReachDeck Toolbar

The ReachDeck Toolbar supports your web visitors to engage with your online content in a way that suits their needs. Features include text-to-speech, reading and translation support.