

ADA COMPLIANCE

Must-know Requirements for Your Website and Business

What is ADA Compliance?

ADA: Americans with Disabilities Act.

Compliance enforcement falls under the governance of the U.S. Department of Justice, Civil Rights Division.

Why Website Accessibility Matters

Businesses are at risk of being sued.

Inaccessible web content means that people with disabilities are denied equal access to information.

Ensuring web accessibility for people with disabilities is a priority for the Department of Justice.

In recent years, a multitude of services have moved online and people rely on websites like never before for all aspects of daily living.

Which Websites NEED to be ADA Compliant?



State and local governments (Title II)



Businesses open to the public (Title III)







The Department of Justice has consistently taken the position that the ADA's requirements apply to all the goods, services, privileges, or activities offered by public accommodations, including those offered on the web.

Levels of Web Content Accessibility Guidelines (WCAG) Conformance

- **Level A** | Minimum WCAG conformance has been met, with web page and content satisfying all Level A success criteria (or a conforming alternate version is provided)
- **Level AA** | The web page satisfies all WCAG Level A and Level AA Success Criteria (or a Level AA conforming alternate version is provided)
- **Level AAA** | The web page satisfies all the Level A, Level AA and Level AAA Success Criteria (or a Level AAA conforming alternate version is provided)

Most web accessibility legislation requires WCAG 2.0 conformance of Level A or Level AA.

How to Determine if a Website is ADA Compliant

 <p>Poor color contrast</p>	 <p>Use of color alone to give information</p>	 <p>Lack of text alternatives ("alt text") on images</p>
 <p>No captions on videos</p>	 <p>Inaccessible online forms</p>	 <p>Mouse-only navigation (lack of keyboard navigation)</p>

Sources: ADA.gov (homepage)
Guidance on Web Accessibility and the ADA | Beta.ADA.gov
Americans with Disabilities Act (ADA) Compliance | eSSENTIAL Accessibility

Granite Creative Understands the Importance of Your Website. We Will:

- Perform a comprehensive audit of your website
- Identify compliance issues
- Resolve compliance issues
- Provide documentation of WCAG compliance
- Monitor and maintain your compliance level

Resolving compliance issues:

- May require technical and backend coding expertise
- Can be time consuming
- Involves staying up to date on ever-changing technology and regulations

DON'T DO IT YOURSELF. PARTNER WITH EXPERTS — WE CAN HELP!

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