Business Case for Digital Accessibility

Maintaining an accessible digital presence is essential. Accessibility ensures inclusive experiences for all customers, protects your organization from legal risk, and offers a number of additional business advantages.

Accessibility by the Numbers

1.3 Billion
People living with disabilities globally

105 Million
Friends & family with a connection to disability

11,000+
ADA lawsuits filed in Federal Court in 2019

$6 Trillion
Global spending power of people with disabilities

$25,000
Potential cost to fight an ADA lawsuit

Benefits of Digital Accessibility

1. Improve Usability
Accessibility often enhances functionality, layout, flow, style, and design – this increases usability and significantly improves the experience for everyone.

2. Increase Customer Engagement
When people can effectively engage with your content, they spend more time on your site and are more likely to return. Brands that offer a superior CX bring in 5.7x more revenue than competitors who lag behind.

3. Limit Legal Risk
Digital accessibility is mandatory - failure to comply with jurisdictional requirements (e.g., ADA, AODA, Section 508) can result in demand letters, lawsuits, and/or penalties. WCAG 2.1 AA conformance ensures your digital properties are accessible and in compliance with the law.

4. Support Aging Population
The population of people 80 years or over is projected to triple to 426 million by 2050. Without digital accessibility, many will be unable to access essential information, products, and services.

5. Deliver Inclusive Experiences
Creating content that meets digital accessibility standards doesn’t just make you compliant – it extends your brand to serve communities you may have been inadvertently excluding.

6. Improve SEO
A handful of WCAG success criteria align with SEO best practices, which can help your website rank higher in Google.

7. Lower Operating Costs
Technology updates & redesigns that include accessibility have demonstrated reduced costs for maintenance and service.

Ready to make your web, mobile, and product experiences fully accessible and compliant with global regulations? Let’s talk.

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