



**WE BUILD ADA
COMPLIANT
WEBSITES**



ADA COMPLIANCE FACT SHEET

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What Is ADA?

The Americans with Disabilities Act (ADA) was developed in 1990 and is meant to ensure that people with disabilities have the same opportunities as anyone else. This means any businesses that serve the public must make sure their building accommodates people with disabilities of various kinds. And now that the internet is so widely used, ADA compliance also applies to websites and even mobile apps. Basically, this means that your website needs to be accessible to people who have disabilities that affect their hearing, vision or physical capacities.

Why is ADA Website Compliance Important?

Recently, a ruling has been passed by the Department of Justice declaring the official standard of website accessibility for businesses. Title III of the ADA has mandated that all “places of public accommodation” are required by law to remove any “access barriers” that would inhibit a person with disabilities from accessing the business’ goods or services.

Reasons Why Your Website Needs to be ADA Compliant

- 1** Increases Your Target Audience
If your website is not already ADA compliant, you are automatically missing out on millions of potential customers who cannot access your site due to their disabilities.
- 2** Improves Your SEO Efforts
A key element to ADA compliance is accessibility to screen readers. Compliant sites appeal to users, search engines and screen readers, ultimately improving your SEO endeavors.
- 3** May Help Your Reputation
Not only will ADA compliance increase your target audience by millions, it will let potential customers know just how important they are to your business.
- 4** Better Website Usability
Creating a more operable and navigable website will ultimately benefit all users. Web pages will be easier to comprehend and will allow everyone (disabled and not) to find what they are looking for quickly.

Reasons Why Your Website Needs to be ADA Compliant

5 YOU CAN AVOID PENALTIES

As of 2018, websites MUST be ADA Compliant. Dozens of brands have been hit with significant lawsuits in recent years for not having ADA Compliant websites (and that was before the DOJ set this requirement in stone), including Fordham University, Foot Locker, Brooks Brothers and even Kylie Jenner. ADA Website Compliance will save you thousands of dollars in potential legal fees and fines!