



# ACCESSIBILITY WORKS

## ▶ Digital Accessibility Services

We help brands ensure their digital properties are accessible to people with disabilities and meet current legal requirements. We follow best practices in delivering ADA and Section 508 digital property compliance services.

- **WCAG 2.1 A, AA Auditing**
- **Remediation**
- **VPAT**
- **Policies and Statements**
- **Training**
- **Monitoring**





# Welcome



*Over the years, the opener to this conversation has shifted from why an organization's digital properties need to be accessible, to one of approach. And determining the appropriate approach starts with understanding the goals, priorities, and budget.*

Digital accessibility is like security. You're never 100%. So it's a question of how much do you want to spend to first clear the "I don't want to get sued hurdle", and then how much do you want to invest to ensure actual people with a wide range of disabilities can effectively use your digital properties and engage on an equal level.

We work with a wide range of businesses and institutions from fortune 100s down to smaller cost-conscious organizations. In each case, we identify immediate and long term goals and establish a path to reach those goals within your budget. For some, that's an all-in-now approach. For others, that's a step by step process.

What we will not do is take short-cuts that fail to decrease risk significantly and fail to meet your goals for accessibility. We closely watch the legal landscape and see what's really happening on the ground. For example we will warn why automated-only solutions are too limited, and why overlay solutions not only fail in their claims, but even attract litigation.

What we will do is provide unfiltered advice from experts in both web development and digital accessibility. And that's something unique about us. In addition to web accessibility, we've been building websites for over 25 years. So we understand how accessibility, web design, and SEO all work together.

I welcome you to learn more, and hope you'll be in touch to discuss how we can help your organization.

Thank you.

**Dave Gibson**, President

- ▶ **Today virtually every website, web application or mobile application falls under the jurisdiction of either the Americans with Disabilities Act or Section 508 of the Rehabilitation Act, plus a growing number of state laws.**
- ▶ In all cases, the Web Content Accessibility Guidelines (WCAG) serve as the standard for digital accessibility.
- ▶ **Unless your website or mobile app was specifically designed and built to meet current WCAG standards, it simply isn't compliant. Guaranteed.**

## Why does accessibility matter?

### **Missed Opportunity**

**26%** of adults in the US have a disability (**61M**).

### **Legal Risk**

Web-related ADA cases were **over 4,000** and **rose 15%** in 2021 - not including demand letters.

### **Brand Risk**

Being labeled as discriminating against our most vulnerable hurts sales, morale, recruiting.

### **SEO**

Google loves proper labeling and clean code structure found on compliant websites.

### **Improved Usability**

Good accessibility guarantees better usability for all. Better usability leads to more conversions.

### **ADA Lawsuit Cost**

- Minimum of **\$50K** for each lawsuit.
- Settlement
- Plaintiff's attorney fees
- Your attorney fees
- Audit
- Remediation



# ▶ WCAG Auditing Services

**Recognizing that even the best automated auditing tools cannot even detect 70% of WCAG 2.1 A, AA issues, means that human testing is a required part of any audit process.**

We start by identifying the number and complexity of the “unique pages” of your property - the templates and components. It’s on these pages that we conduct human testing, and this is the cost factor. Adjusting this number is how we can lower the cost.



## We Follow Best Practices

▶ **Global testing of the property using top industry automated auditing toolsets**

▶ **Human testing by 3 examiners**

Code Review / UX Review / Assistive technology testing

▶ **Delivery of Audit Report**

Comprehensive report that identifies WCAG issues with priority and remediation guidance for every issue.

▶ **Remediation support**

On-call technical support during remediation

▶ **Verification audit**

Once remediation is complete, we verify that all issues are resolved

▶ **Letter of Conformity or VPAT**

Documentation of conformity based on results of verification.

▶ **Periodic audits and on-call support as needed**





# ACCESSIBILITY WORKS

Brands in the US and abroad choose to work with us because of our expertise, our speed, and our cost. We're the partner that avoids shortcuts to ensure you reach compliance without increasing risk. And we're the partner that will stand by your side to ensure compliance as it evolves into the future.

HEAD<sup>®</sup>

NAVY  
FEDERAL  
Credit Union

BEN & JERRY'S



United  
Healthcare

HALO TOP<sup>®</sup>

## ▶ What Sets Us Apart

**We are not a large public company focused on volume, yield, or recurring revenue for shareholders over clients.**

Instead, we've built our reputation by consistently delivering what clients need to reach their accessibility goals, on time and on budget.

Our team of accessibility experts is dedicated to following best-practices to deliver pragmatic guidance and actionable reporting that will reduce the time and cost for your team to reach WCAG conformity.

And when we say "expert", everyone has over 18 years in digital accessibility, and our team lead serves on the WCAG 3.0 group developing the next generation of standards. These are experts who know the legal landscape, the evolving standards, the multitude of user scenarios and assistive technologies, and the frontside web code. They speak geek fluently and will effectively guide your team to compliance.

***No juniors. No interns. No offshoring. Just experts.***

## ▶ What Clients Have Said

**HEAD®**

“

*The Accessibility.Works team has been excellent to work with. They delivered what they promised on time and were very responsive throughout. Their audit reporting was very thorough. And during remediation they worked directly with our development team to iron out the technical nuances. They had both the accessibility and coding expertise to get us into compliance, and that was key.*

”

— Gerhard Spari, CIO, Head



“

*Propeller's Accessibility.Works team was great to work with. The audit of our site was thorough and provided my team the details needed to make our site accessible. Any questions we had were answered quickly and had all the info we needed to move forward.*

*We use some automated tools to monitor our site, but human testing is a key ingredient for an organization that wants to really commit to goals of Web Accessibility.*

”

— Mike Hoefer, Dir. of Web Development,  
King Arthur Baking

**AbleNet®**

“

*I reached out to Accessibility.Works with an urgent request for a manual website audit. The Accessibility.Works team was unbelievably fast in their audit and finished a whole week ahead of their schedule. The detailed audit report provided us with crucial insights into potential accessibility roadblocks for users and how we can overcome them.*

”

— Joe Volp, Marketing Director, AbleNet

▶ **Accessibility.Works** is a brand of **Propeller Media Works Inc**, a web development and digital marketing agency established in 1997. Propeller builds custom accessible marketing and ecommerce websites, and provides remediation for existing sites.

