

# Building and Remediating Accessible Websites - Event Transcript

Computer Voice

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## Opening

*Lori Litz*

Hi, everyone. Welcome to today's Accessibility.com's event, "Building and Remediating Accessible Websites." My name is Lori and I'm the Director of Conferences here Accessibility.com. We're so happy to have you here with us today. We have a great event lined up for you ahead. To kick it off, we're going to have our president, Mark Shapiro, interviewing adigital marketing consultant named Daniel Lassman.

So Daniel's going to tie in the how and why accessibility is not only a legal requirement, but good for marketing and SEO purposes as well. And then we also have deep dives into four different companies today that provide building and remediating accessible website services. We have iMedia, Monsido powered by Acquia, WebArc Technologies, and Unity Web Agency.

So we'll be hearing from leaders within those organizations such as Tom Legens, Alisa Herr, Sterling Rose, and John Huffstutler. So look forward to that today. Our event is recorded and will be available later this evening for viewing on demand. Not only this first presentation, but the subsequent breakout sessions from today's sponsors. Don't forget to head on out to the Expo floor and stop in and visit each of these companies, because you never know what you might find there, including some really cool free opportunities for you and your organization.

So here we go. Kicking it off Mark and Daniel on building and remediating accessible websites.

# Event

*Mark Shapiro*

We're pleased to have with us Daniel Lassman. Over the past two decades, Daniel has worked as a digital expert with enterprise and mid-market companies helping them through the selection and implementation process of digital accessibility. Each of companies he's worked with have seen significant growth in their digital marketing results from having an accessible website. Daniel, thanks for joining us today.

*Daniel Lassman*

Yeah, thank you for having me.

*Mark Shapiro*

Most of the people that we talked to focus on digital accessibility because it's a legal requirement, but you've seen some incredible benefits to companies on their digital marketing results. Can you tell us about that?

*Daniel Lassman*

Yeah, definitely. So it's my personal opinion that good SEO includes accessibility. And it's a it's a requirement. If you think about it. It's all about the user experience and who you serve. So to include accessibility in your SEO and your marketing campaigns and anything that you're doing is just it's great business. It's what you need to do.

*Mark Shapiro*

The companies that provide these type of services, do you see them focusing on specific platforms or do most sort of focus, you know, cross platform?

*Daniel Lassman*

I think they they focus a lot on their own website. And that's the- I think that's where I see the most attention being paid. So whether you're on WordPress or you have a Wix website or any other website that you have, that's I see the most action being taken. But I think I do think it's important to look into the platforms that you do marketing on.

So making sure your ads have the proper colors in them, that they're all visible to everybody. You know, there are some limitations there. There's only certain things that you can do in some platforms like Facebook, or Google or or anything like that. But you've got to control what you can control. And you know, that starts with your marketing assets or your website.

*Mark Shapiro*

What services do you see most of these companies offering?

*Daniel Lassman*

Sure. I see them offering a lot of SEO and I see them offering a lot of digital marketing. But there's, you know, when you when you get more into the nitty gritty of it, they and, directly with

accessibility, they start offering audits and they will- people will build your website. They'll do app development and strategy for you.

I think a really important one is training and education. Because it's not just for the digital marketing thing. One thing that I've really noticed is that once you start teaching the team, it becomes part of the culture. So to, to, to get that training and education from your accessibility company is really important. And it's, you know, it changes the culture of your of your organization.

*Mark Shapiro*

Do the companies that build the remediate the websites offer some, typically offer some sort of proof or guarantee that your website is going to be accessible or meet the test?

*Daniel Lassman*

Yes. Yes, they do. You need to get yourself a letter of accessibility of of conformance that you are compliant. That is one of the most important things that you can have. You need to save that, you need to frame it. You need to make sure you never lose that. And you also need to make sure you have everything associated with that letter documented.

You, you know, if you ever do get called into question, you have your proof. And I think one of the important things behind accessibility, is the intent behind the accessibility. So by having that letter and, you know, doing your best. Not everybody is perfect, but the intent to go along with it is very, very important.

*Mark Shapiro*

What should you look for when you're selecting a company that builds and remediates websites?

*Daniel Lassman*

Sure. So one of the first things that I look for is the social proof. So look at all the reviews that they have, both good and bad, and try to understand why someone might be writing something like that. You know, people leave reviews when they're a little maybe, maybe a little more emotional. So you gotta take that with a grain of salt.

That's why I say look at the good and the bad. You also need to take a look at the services they offer. Do they offer more than accessibility? And I think that's really important to look at. I wouldn't hire a handyman to go wash my car. I'd hire a guy that washes cars. So I think it's really important to look for specialists, people who do this one path, and they do it really well.

And they focus on that, on that area. I think communication is incredibly important. How often they're going to speak with you. But that's very personal to the business. How much do you need? How much? How much assistance do you need? When when finding these companies, I think it's really important to see what other people in your industry are doing.

So look for a personal reference from someone you trust. Someone- someone you know. And then I think also important is how long have they been doing this? So nothing wrong with someone who's just starting out in their career. But if you find a company that got 20, 30 years of experience, that's a big deal. That means something.

*Mark Shapiro*

What's. What's a reasonable budget for these types of services?

*Daniel Lassman*

So I'm going to give you the classic SEO slash marketing agency response with that. And that is It depends. You know, you can have something very low level where you're you're getting some basic services for maybe a few thousand dollars. But then if you have you add monitoring on to that. And you add these real time things, it can add up very quickly.

Apple has more accessibility needs on their website and their platforms than Joe's Crab Shack might have. So I think it's it all kind of depends. You know, I've seen services range anywhere from the \$50 an hour to up to \$225 or so per hour. You know, really kind of depends on the services you need. But, you know, when you look at hourly, it's definitely in the \$50s to the \$200 per hour.

And then, you know, the more specialized they are, the more they may cost you, you know.

*Mark Shapiro*

Makes sense. Daniel, thanks for enlightening us about all of this. Appreciate it.

*Daniel Lassman*

You're welcome. Thank you for having me.

*Mark Shapiro*

Now we're going to take a closer look at several companies that provide services for building and remediating accessible websites. I'd like to welcome John Huffstutler, Partner at iMedia. John, thanks for letting us take a deep dive into iMedia's accessibility remediation services.

*John Huffstutler*

My pleasure.

*Mark Shapiro*

To start with, can you tell us about your company and the remediation services that you offer?

*John Huffstutler*

Absolutely. iMedia was established in 1989, believe it or not. So we go back to just kind of the end of the analog age as digital was starting more and more. And it evolved into more of a full service digital agency. So, we specialize in full service development design, marketing, UX, and of course, accessibility as part of that.

*Mark Shapiro*

Is there a typical vertical or a typical ideal customer that that you go after?

*John Huffstutler*

We operate in multiple verticals. And that's really advantageous because it allows us to bring practices and thinking from one vertical to another. Quite often there are advantages, say that our health care vertical and those customers and what they want to do, their goals and objectives, they actually meet up very well with, say, a financial marketing plan or other technology initiatives, around whether it's security or even accessibility,

*Mark Shapiro*

In your experience, how long does it typically take a customer to become accessible?

*John Huffstutler*

It really depends. So we offer two primary services around accessibility. There is a accessibility as part of a project. So, a customer that wants to redo their website for design, development, UX, we integrate accessibility best practices within that and validate and guarantee a fully accessible site upon the outcome of that project.

And then those are the customers who come to us, that have perhaps been, sought out with legal action. And so those customers come to us and we offer them our our accessibility remediation services. So under those projects, we take the- an initial scan, advanced scan of their site to get an output of the, of the, defects and we remediate and then we validate and then we rescan.

Subsequent to that, we also offer ongoing accessibility maintenance services. So we have that full picture of accessibility each month. So essentially what that entails is it's a weekly automated scan of the customer site. We document those defects, any defects, we document the fix. And then we report to the customer so that customer has evidence and ongoing paper trail as part of, you know, their, you know, ability to demonstrate that they pay close attention and take accessibility very seriously.

*Mark Shapiro*

What's the entry price point for your customers?

*John Huffstutler*

You know, it really varies, based on, you know, the level of defects. Typically we don't see, for example, a remediation effort that is less than say, \$15,000. So, if you're planning, you know, a remediation or even just a review and remediation, you should budget at least that from a from a project budget perspective. If you want to stay current with your accessibility maintenance, you would you should plan, you know, we, we roll our accessibility maintenance for our customers into our other website maintenance services.

So typically accessibility maintenance, that should just be planned for in your operating budget.

*Mark Shapiro*

What really sets you apart from your competitors?

*John Huffstutler*

I think there's a few things. We're we're based in the US. A lot of our competitors run with a lower cost staff over, you know, offshore, which comes with challenges. There are four owners of the company, and each of us stay actively involved in an all of our accounts. So nothing really slides from a quality perspective.

And if it does, we quickly remedy it. So you don't have the disadvantage of, of, say, a typical large firm coming in with their A team. They promise you the world. And then once they win the deal, they hand you off to the B team. The A team stays involved with you throughout. So I think that that's a big differentiator for us.

*Mark Shapiro*

John, thank you for letting us take this deeper dive into, iMedia. I appreciate it.

*John Huffstutler*

Yeah. My pleasure. Thank you.

*Mark Shapiro*

I'd like to welcome Tom Legens, the CEO and Founder of WebArc Technologies. Tom, thanks for letting us take a deep dive into WebArc Technologies accessibility remediation services.

*Tom Legens*

Oh, thank you for having me, Mark. I appreciate you inviting me to be here.

*Mark Shapiro*

To start with, can you tell us a little bit about your company and the accessibility remediation services that you offer?

*Tom Legens*

Sure. So IWebArc Technologies, we started in 2017. I had officially started in 2017, but I've been doing this, at least building website since 2005. So, WebArc came to be in 2017. We started building really big websites for companies like Subway and Wyndham Resorts and, you know, really got a foothold in e-commerce.

And particularly in like the Magento e-commerce platform. And so we, you know, have evolved over the years and we basically mostly focus on WordPress right now, although we do have a lot of other e-commerce platforms under our belt. And so as far as the remediation services, Mark, we provide standard services. We, do web audits, which is heavy on accessibility.

They're very detailed reports. We use another industry partner to help us out with that, with the reporting aspects of it. And so we believe that we need to be very transparent with what the issues are, whether they're critical, you know, just warnings or things that you need to be aware of. And we prioritize and then we provide a full report of remediation, and then we also provide some after the remediation continuing support.

*Mark Shapiro*

Is there an ideal customer size or industry or vertical that you focus on?

*Tom Legens*

Right now we don't have a particular industry vertical. We're really just focus on meeting people's accessibility needs. Now, having said that, you do have to have guidelines. And so we need to have people be able to afford the service, because it does take time. This is something that you can't shortcut. You know, there are a lot of companies that have ended up in lawsuits for shortcuts on accessibility.

And so it does take time. So you have to be able to have the budget. And we're very friendly when it comes to that area. We we believe that this is a service that is a need. And and we do provide that. But I would say that would be where we fall in line. As far as who we want to work with. Just being able to have a budget, for us to work with and then also be, you know, be willing to participate. You know, we can't have it be one sided.

It has to be, you know, dialogue back and forth. We have to understand, you know, your client's needs and all those things. So really this, really it's the budget and the willingness to engage.

*Mark Shapiro*

What's the entry price point for your services?

*Tom Legens*

Our entry price points are we provide a free audit. First of all, to everybody with a report on what they would need to do, but then the services are going to the cost of the service is going to depend on how much needs to be remediated. Like how big is the site? Generally you're going to start probably around \$2,500.

Is going to be about the starting budget. it can be a little bit smaller on smaller sites, but also that can be adjusted because we can do things in steps. Right? You can handle those critical areas first, and then maybe in a few months you handle the other areas when budget opens up.

*Mark Shapiro*

How long does it typically take the customers to become accessible?

*Tom Legens*

Well, that's going to be dependent upon, if, you know, the issues are severe and you know how old the site is. Sometimes we come across sites that were built 2007, 2010. You know, they, you

know, sometimes they just need like a rebuild, in general. But I would say it can be anywhere from a week to six weeks.

It just really depends on, you know, how much time we need to put in.

*Mark Shapiro*

What sets you apart from your competitors?

*Tom Legens*

Well, that's a great question. You know, this is something that I'm always looking for as well, but I believe our dedication to actually solving accessibility issues and not necessarily marketing the sites or, you know, doing any of that other stuff. We're really focused on that need.

*Mark Shapiro*

Great. Tom, thank you for letting us do a bit of a deep dive on your company. Appreciate it.

*Tom Legens*

Sure. Thank you. Mark.

*Mark Shapiro*

Next we have Sterling Rose, the Sales Director at Acquia. Sterling, we appreciate you taking the time to discuss how Acquia addresses website remediation work.

*Sterling Rose*

Yeah. Thank you for having me. Pleasure to be here.

*Mark Shapiro*

Can you tell us how, how you help companies remediate their websites?

*Sterling Rose*

So, Acquia, as a whole will provide, you know, access to open DXP platforms and services. We're all built around Drupal for the most part, but a lot of ,most of our tools, all of them, for the most part, are CMS agnostic. So not, you know, Drupal focused. We ourselves can provide services to launch websites to be accessible. After that, after the launch date, and has been the keys are being handed over to the end client, for example, and then becomes, you know, their responsibility to, to maintain compliance depending on the type of package or service that they have. So typically with vendors, you know, like us, we can launch sites to be accessible. And then after that it's up to the organization to decide their next best step forward.

Do they want to maintain it themselves? Do they want to continue to outsource remediation to us or other third parties? So there's definitely lots of options to consider.



*Mark Shapiro*

Okay. Who is your ideal customer? What is- is there a specific size or is there a specific industry?

*Sterling Rose*

So, answer, no. There's no like one perfect customer. If you have a website and you care about it, a you're a great fit for Monsido. Accessibility is our bread and butter, but we also have a number of other modules that are that are designed to enhance and optimize all the content on your site. But typically clients that would get, I would say, more value out of Monsido are clients that either A) have 1 or 2 websites with hundreds or thousands of pages to manage or they have hundreds of micro sites. Trying to manage 100 micro sites or hundreds or thousands of pages in total manually becomes nearly impossible.

So the more content and the more websites, the better, I think, value you would get being able to manually or sorry, automatically detect issues. But we have clients that even have, you know, 50 paid sites, and maybe a total of 300 pages. So it's kind of all across the board.

*Mark Shapiro*

What's the entry price point for the services?

*Sterling Rose*

So entry price point, you know, our pricing is predominantly going to be based on the volume of pages that you have scanned. We also have different packages. You know, we have, an entry level, mid, and enterprise basically. And so entry level, I'd say lowest barrier to entry be around, you know, the \$10,000 mark. for your really small packages with small web pages.

*Mark Shapiro*

What do you see that really sets you apart from your competitors?

*Sterling Rose*

So I like to usually refer back to our G2 reviews. G2 has been, you know, a great source of truth, not just coming from us, but from our customers that have, you know, taken the time to get feedback. Some of the biggest feedback we receive is that our onboarding and and implementation is extremely quick and easy.

The platform is really intuitive for for broader teams. So, for example, you might have some folks that are really technical savvy, you know, with web design and HTML. You might have some folks that are, you know, once in a blue moon content contributors. And so with those types of orgs, we have found a really good fit because any and all skill sets, can leverage the platform.

*Mark Shapiro*

Yeah. Sterling, this has been really informative. We appreciate you giving us some insight.

*Sterling Rose*

Yeah. Thank you.

*Mark Shapiro*

I'd like to welcome Alisa Herr, the Founder and CEO of Unity Web Agency. Alisa, thanks for giving us a rundown of your accessibility remediation services.

*Alisa Herr*

Yeah, well, thank you so much for having me today, Mark. I'm really excited about this opportunity. At Unity, we offer a range of services from designing and developing accessible websites to auditing and remediating websites for accessibility. We also provide support for WordPress websites and offer hosting and maintenance packages as well.

*Mark Shapiro*

What's your ideal customer?

*Alisa Herr*

Well, we work with a lot of nonprofits and impact driven businesses, but we're not limited to just those types of organizations. Our client base extends from sectors like higher education, architecture to economic development, financial services, just to name a few.

*Mark Shapiro*

Are there different platforms that you, that you specialize in, or are you kind of cross-platform?

*Alisa Herr*

Yeah, we specialize in WordPress, but, we are able to help out with pretty much any kind of website for the auditing side of things and work with developers that have other expertise to be able to provide the remediation for those platforms.

*Mark Shapiro*

How long does it typically take for your customers to actually become accessible?

*Alisa Herr*

Well, it's it's it varies a lot. But a typical accessibility audit of an existing website might take a few weeks, but the remediation part could take months, depending on the size of the website. And it's also worth noting that accessibility isn't a one and done kind of an effort. Really it's an ongoing process. So as the content changes and editors come and go, like people editing website come and go, new accessibility issues can be introduced by accident.

So it's really important to work long term with a team that specializes in web accessibility to ensure that ongoing accessibility.

*Mark Shapiro*

What's the entry price point for you?

*Alisa Herr*

Our audits start at \$2,500, and most of our customers spend around 5000 for identifying and addressing accessibility issues. And then the remediation would be estimated as a separate- a separate estimate.

*Mark Shapiro*

What sets you apart from your competitors?

*Alisa Herr*

So one thing that we're really proud of is that we're a certified B corporation. And that's a certification that we've earned after a really rigorous assessment that we we've gone through several times, that reflects our company's dedication to social and environmental impacts. And one of the goals that we have is that we wanted to work with work we love, with people we love.

And so the team at Unity is really built around this mindset as a guiding principle. And because of this, we're we're working closely as a team together, but then also with our clients. And a lot of our clients see us as an extension of their own team, being able to provide the web accessibility expertise that they don't have in-house.

And then the last thing is that our production team holds certifications as accessibility experts. So we have somebody with the Web Accessibility Specialists, the WAS certification. Another person with a Certified Professional in Accessibility Core Competencies, the CPACC certification. And both of those certifications are issued by the International Association of Accessibility Professionals.

*Mark Shapiro*

Right. Alisa, thanks for giving us the rundown of your accessibility remediation services.

*Alisa Herr*

Well, thanks for having me here. I appreciate it.

*Mark Shapiro*

Sure. Okay. So we're going to go into the Q&A portion. Why, why do we need a company that builds and remediates accessible websites? Can't we do it ourselves? Tom, you want to take this?

*Tom Legens*

Sure. I'll think that the answer is you can do it yourself. You know, there are a lot of self-help things out there for you to use. But one of the things that we find is people come back to us and say, thank you so much for that 55 page white paper or e-book that you gave us.

But this is overwhelming. We don't. And we want to make sure that we're doing what we need. Because you do have different areas that you need to be concerned with. You have, of course,

legal, you know, responsibilities, but then you also have the community aspect of it. You know, you want to be inclusive, you want to have... If it makes the most sense to have everybody be able to access your site and be able to use your site to its fullest extent.

And so that puts a lot of pressure on you as a business owner. And, that's what we're here to alleviate.

*Mark Shapiro*

What level of access is typically needed to remediate a website? John, you want to take this?

*John Huffstutler*

Certainly. There are various levels of access. So we operate as conveniently for the customer as possible. I'll give you a one quick example. Or two. The first example is a Shopify customer who came to us needing a remediation. They were approached by a law firm. And, and were sued and paid and then were turned around and sued again by a different law firm, when they came to us.

Thankfully, Shopify offers appropriate, three appropriate environments for us to have work done. So for them, it was very simple to work in their development environment, remediate, test, and then deploy, help them deploy to production. Other customers who say or are working with a larger commercial base CMS with various security controls, we either request access to their environment, which can take time.

Their development environment. Or we take a copy of their environment and replicate it into our development environment. Remediate, scan, validate. Not all customers request a a actual physical person to validate with a screen reader. Some of them are okay with a automated scan. Some customers go, some of our performing arts customers, for obvious reasons, they want a human review of of all of the elements of the website.

*Mark Shapiro*

Alisa?

*Alisa Herr*

Well, we wouldn't need backend access, access to do any testing of a website, but if we're helping with remediation, it might be anything from updating the code to updating the content. So it's really helpful for us to have administrative access, which would include access to the website platform itself to edit content, but then also the code base.

And if it's not feasible to have access to the code base, we could always provide updated snippets of code that another dev team would implement.

*Mark Shapiro*

All right. Next question. How are the fixes applied to our website? Tom?

*Tom Legens*

Okay. Yeah. So fixes generally are applied on a staging site. So what we'll do when we first start a remediation is we'll make a copy of the site as it is on the day that we start the project, and then we'll start doing our work over there. It's password protected, so search engines aren't getting into it or prying eyes aren't getting into it.

And, you know, especially if you're like, e-commerce, you don't want, like, you know, subscription emails going out from a staging site or something like that. So we'll perform all those updates on the staging site. That's also where clients will review those updates. And then once they're approved, we can either move those changes over to the live site incrementally or all at once.

And that usually is going to be some sort of a application launch where we will pointing that out. It's just like we want a website just to make sure all mixes are covered.

*Mark Shapiro*

John?

*John Huffstutler*

Fixes from a accessibility perspective can vary. They can be as simple as front end style sheet fixes. It can involve more intensive back end coding fixes that may involve components of the menu that can only be controlled with a back end code, depending on what platform your site is on.

And it could involve, again, like I mentioned, earlier, it could involve color contrast, which depending on your company's brand image could impact, you know, the perception of the site. And so you would really want to make sure that your design team or your brand team reviews the the suggested color changes to meet the color contrast requirements.

*Mark Shapiro*

Do companies that build and remediate accessible websites provide a guarantee and a conformance report that will stop us from being sued? Sterling, you want to take this?

*Sterling Rose*

Yeah. Happy to jump on this one. So this is a very common question. And, the short answer is no. Most of the time. If you outsource remediation to a third party company and they complete their job on June 30th of 2024, and now it is July 1st, and you have updated something on the website, they are no longer going to take responsibility for that. There are companies that work with AI based JavaScript, and machine learning based fixes that do, take some more of the control and responsibility of that. Those are, you know, different types of services than hard coded remediation service, you know, being A) either in the back end of the website or B) with a JavaScript overlay.

So there are a bunch of different challenges that come with overlays. I would encourage anybody to do their research about some of the pros and cons about taking that approach. But in short, a majority of companies are not going to hold themselves liable. But the most important thing at the end of the day is to show progress.

If you can document that, hey, I outsource remediation on this day. This was the conformance level. And this is what we have done to maintain that level of compliance since then. That is your best foot forward. No one's expected to be 100% compliant. There will always be issues. But if you can show you're giving 100% effort, that's the main thing.

*Mark Shapiro*

How do these types of companies handle content that is constantly changing? Alisa?

*Alisa Herr*

I'd recommend regression testing. And usually this is done with something like with an automated tool that would periodically audit your website for any kind of new accessibility issues. Because as the content changes, evolves on a web page, these regression tests can pick up those issues that were recently introduced. One of the things, though, is it won't always pick up because it's automated, any of the possible accessibility issues.

So for example, it wouldn't, it could detect if an image has alt text, but it wouldn't determine if the alt text is accurate or even accessible. So we always recommend following up that with an audit on a regular basis to really identify and resolve those issues as well.

*Mark Shapiro*

John?

*John Huffstutler*

Well, constantly changing and that's really comes with our, our maintenance services. And I'm not trying to push our maintenance services, but it could just be within the company department, accessibility department, let's say,. You have to have a process and set of procedures for your content management. Meaning, when we publish content, not only does it have to be reviewed editorially, but it has to be reviewed for accessibility.

I can't tell you how many universities I see out there that are non-compliant. Not so much with the web pages, but the attachments that they offer to students. A lot of times that's an oversight. So word document attachments or PDF type attachments, don't meet accessibility requirements. So they're exposed there. So that's one of the important things that, whether you're with under a maintenance plan with a, with a company or you have your own internal team, there needs to be a formalized process around editing.

*Mark Shapiro*

Okay. All right. Next question. Aren't all web designers trained in accessibility standards? Tom, you want to take this?

*Tom Legens*

Yeah. Mark, thanks for the question. The answer is no. We we don't, like, if you go to school or to do this for a living, like in college, it might be something that's covered in a chapter or, you know, it's kind of like an ancillary type topic. But it really hasn't reached the stage of what responsive websites were like in 2012, 2013.

It was when everybody said, hey, if you're not building responsive websites, you're not building them right. Right? Well, accessibility hasn't quite gotten to there. And so the focus on training hasn't been there. So that's one of the things that you really have to make sure that if you're hiring a team or if you have a team yourself.

So if you're a business owner hiring a developer, you want to make sure that they have had accessibility training. Doesn't necessarily have to be formal training like at a university or, you know, like certification or something. Although I would recommend, you know, doing those kind of things. But, hopefully, the industry will catch up.

*Mark Shapiro*

Okay. Great.

*Mark Shapiro*

All right. Next question. Why would an accessible site rank higher on Google? Daniel?

*Daniel Lassman*

That's a fantastic question. As I mentioned before, a good SEO plan includes accessibility. And Google is able to understand whether a website is accessible or not. When you think about your the headers on a website, it's kind of like the structure of how your website should be. But that's important for screen readers and tabbing through content.

That's a that's a major element of SEO. If you think about colors. So if you have, I don't know, orange on blue or something like that might not be accessible, or certain greens. Google's got to understand that this, this color may not work well for certain people. So they're able to understand all the different accessibility elements, and it all falls into their usability.

And if the website's not usable, in fact doesn't work for everybody, I wouldn't say you'll get penalized, but a site that that does those things better would certainly rank higher.

*Mark Shapiro*

All right. That's all the time we have for today. I'd like to thank Tom, John, Elisa, Sterling and Daniel for sharing their insights on accessible websites.

## Closing

*Lori Litz*

Thank you Sterling, John, Alisa, Tom, Daniel and Mark for such an informative presentation today on building and remediating accessible websites. The day is not over. We have four breakout sessions today. The next one up is "From Training to Transformation: Educating Teams on Accessibility," presented by WebArc Technologies. And then after that, we have "5 Quick Ways to Make Your Website More Accessible," presented by Unity Web Agency. We have "Digital Accessibility Compliance," presented by iMedia. And then, we're going to wrap up today with the "Intersection of Digital Accessibility and Trust," presented by Monsido powered by Acquia. All of these events are recorded and will be available later this evening for viewing on demand. You'll receive an email from me when those presentations are ready and the transcripts are ready.

So look for that later on this evening. It is a full day, so it might take a little bit of extra time to get everything all set and up and running. We're going to take the remainder of the summer off, and we'll see you back here in the Fall. So, continue to check [Accessibility.com/events](https://www.accessibility.com/events) out to see when our next events are.

Thank you so much for your time. We really appreciate it. Have a great rest of your day.