WHAT CAN YOU DO TODAY?

Accessibility isn't about being mobile friendly, although that is a relevant consideration. You really need to think about how people might be able to get your information, whether by touch screen, mouse or some other method.

Put simply, website accessibility is about avoiding discrimination.

"The most important blind visitor to your website is Google! In the same way that creating accessible web pages helps a disabled person access your content,it also helps Google index your pages so that the right people can find your service or product." Jim Byrne, Founder of Guild of Accessible Web Designers

1. WHAT ARE YOUR OBLIGATIONS?

In 2006 Target.com was sued by class action because its website was not compatible with screen reader software used by people with sight problems. It was fined $3,500 per user (US$6m) and required to have an accessible website by February 2009.

☐ Consider your customers – what percentage may have accessibility issues like sight, hearing or mobility?

☐ Consider how many of your customers are ageing and might need additional functionality to access your online services.

☐ Is your website accessible using screen reader software? (ask your developer)

☐ Can people navigate your website easily, even without a mouse?

☐ Is there any technology you can put in place that would make access to your business online easier for people with accessibility issues (hearing, sight, mobility)

YOUR NOTES:

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