

# Digital Accessibility and Quality



Quality, compliance and performance of digital assets

## Expand your reach

Ensure you have a more inclusive digital experience for everyone, especially those one billion people living with a disability globally.

## Stay compliant

Deliver digital experiences that meet the Web Content Accessibility Guidelines (WCAG) and laws and regulations such as the Americans with Disabilities Act (ADA) and the European Accessibility Act (EAA).

## Improve web performance

Combine the power of automation with expert manual testing and remediation so you can find and fix problems fast, create more accessible digital experiences, optimize your SEO and drive brand trust.



There is a balance between making quality management as simple and centralized as possible and catering to every market's specific needs. We needed a solution with the power and flexibility to do both, which is why we selected Crownpeak DQM.



Emanuela Tasinato, Digital Experience, Toyota Motor Europe

### MONITORING



SITE VISITOR



Automated scans uncover issues with underlying code

### DASHBOARDS



Prioritize fixes across websites and teams

### MANUAL TESTING AND REMEDIATION



Expert services to address the human element of web accessibility



YOUR TEAM



**END-TO-END ACCESSIBILITY COMPLIANCE**



### **Easily monitor your site**

Automated scans for HTML and JavaScript websites to identify ongoing issues pre and post-publication. Scans also check for SEO, brand, usability and custom requirements issues.



### **Get detailed reporting**

Monitor the progress you've made and make data-driven decisions to improve your website performance. Analyse single pages, full websites or even multiple websites, clusters by vertical, brand, location etc.



### **Manual remediation**

Achieve the best ROI by working with experienced manual testing consultants who can focus on larger, more strategic accessibility issues beyond checklist compliance. The best automation tools cannot detect more than about 30% of WCAG issues, manual testing is needed to test against the remaining 70%.



### **Stay on track with dashboards**

Modern dashboards give you an overview of web performance and accessibility with a prioritized roadmap to resolve issues. You can manage a multi-site, multi-language web presence with ease.



### **Make the most of support**

Get support from a team of accessibility experts, data quality and compliance combined with a dedicated team of customer success managers to support you with best practices in every stage of remediation.

## **Solution use cases**

### **Build inclusive digital experiences**

Remove obstacles that damage the user experience and your brand image while easily complying with Web Content and Accessibility Guidelines (WCAG) through automated checks and manual services from accessibility experts.

### **Improve marketing performance**

Find and eliminate issues with your content and SEO to drive site traffic, and optimize digital touchpoints and conversion.

### **Ensure a consistent brand experience**

Build trust, increase customer loyalty and deliver better customer experiences by maintaining brand consistency. From messaging to design and everything in between, make sure every digital touchpoint tells the same story.

### **Scale your accessibility**

Scale your accessible digital experiences across multiple markets by educating your whole team on best practices and integrating accessibility tools with your Content Management Solution.

**Contact an expert**