A GUIDE TO
Bridging the Accessibility Compliance Gap
with Digital Quality Management
The Web Lags Behind in Accessibility

The Web is lagging behind in creating accessible accommodations for various disabilities.

Only 2% of the websites we visit offer an inclusive experience and equal level of functionality for all visitors.¹

And in our modern world, where the internet is just as important as our other utilities, this is a critical disadvantage for both users and businesses.

94% of consumers say they want an easy to navigate website.²

It takes 0.05 seconds for users to form an opinion about whether they like a website enough to stay or leave and 57% say they won’t recommend a business with a poorly designed site.³
Defining Web Accessibility

But what exactly does it mean to have an accessible website?

 Websites, tools, and technologies need to be designed so that people with auditory, cognitive, neurological, physical, speech, visual, and other disabilities can use them.

The World Wide Web Consortium (W3C) was created to help extend the benefits of technology and the Web to everyone, regardless of their abilities.

Through the Web Accessibility Initiative (WAI), they have created the Web Content Accessibility Guidelines (WCAG), intending to provide a single shared standard for web accessibility. Legislation around the globe has adopted the WCAG as the basis for which web accessibility is enforced.⁴
An Accessible Website Boosts Your Bottom Line

Lacking web accessibility eliminates market opportunity.

71% of disabled people say they leave a website immediately if it is not accessible.⁵

Meaning that people with disabilities can perceive, understand, navigate, interact with, and contribute to the web.

The population of disabled people in the U.S. alone represents approximately $500 billion in purchasing power.⁶

When an organization prioritizes the importance of web accessibility, they achieve a level of trust with their users, which positively impacts their brand’s reputation and bottom line.

Plus, with a surge in complaints and ADA lawsuits over the last several years, non-compliance with global accessibility can also be costly.⁷
The Compliance Challenge

Development “teams (for the most part) have zero experience with people of disabilities and very little with older people. They are living in an ‘able-bodied’ bubble,” which leads to a lack of well understood best practices.8

Creating and maintaining a fully inclusive and accessible experience throughout the lifetime of a website is complex.

With every integration of a third-party solution, and every video or audio content upload, you must weigh accessibility.

1 Can all your users, with the abilities and senses that they possess, perceive the information your application presents to them?

2 Can your users, with their specific input device or assistive technology, operate all the controls within your application’s user interface?

3 Can your users understand the information and the user interface controls?
The Website Accessibility Checklist

A great way to ensure accessibility is being met is by giving your content creators/editors a guide to help them stay in compliance.

1. **Is the site’s architecture clear** so that assistive tech, search engines, and users understand the site’s hierarchy?

2. **Are the titles of the pages accurate** to the topic being discussed for improved SEO results and user experience?

3. **Is a link to “Skip Navigation” provided** to allow assistive tech to skip directly to the main content of the page?

4. **Are relevant headings being provided** to give users an easier way to scan content?

5. **Does link text make sense** and are they specific about where they will lead?
   *Avoid vague directions like “read more” or “click here” or using the page URL as linking text.

6. **Are detailed instructions combining location and text being provided?** For example, “in the box to the left, titled News and Resources.”

7. **Is there a clear way** in which to change the language of the text?

8. **Are there clear descriptions** about the graphs, diagrams, and images being used?

9. **Is concise language** being used?

10. **Can shorter words** or paragraphs replace longer ones?

11. **Is alt text being applied** to images to provide accurate descriptions of what the images are?

12. **Are captioning and transcriptions available** for audio video?
An organization can choose to do nothing and accept the associated legal risks and loss of opportunity or conduct time-consuming and expensive audits with consulting firms to identify their websites’ accessibility problems.

A better solution is one that has, at its core, automatic scanning and monitoring to identify web accessibility issues. **However, without a way to quickly fix the issues, an organization still is at high risk of a legal complaint.**

What is needed is human oversight to ensure the automatic fixes applied to the site reconcile with the intended outcomes of those fixes.

That’s why Crownpeak’s Digital Quality Management (DQM) platform with Auto-Fix is the best solution to help achieve an improved website experience for all users.

Not only does Crownpeak’s Digital Quality Management (DQM) platform help customers identify issues across their entire web presence with deep scans, enabling the insights needed to formulate a concrete plan for remediation, **Auto-Fix gives site owners the ability to automatically fix specific accessibility errors on their website without any direct action.**
Crownpeak’s Digital Quality Management (DQM) Platform with Auto-Fix

Crownpeak’s Auto-Fix solution leverages AI-driven IRIS and OCR technology to automatically identify if and where accessibility issues exist on a website. The technology will then insert the fix without altering or adjusting the underlying code.

DQM’s monitoring solution reinforces the efficiency by giving the site operator visibility into where these underlying issues exist, so they take the appropriate action (pre-or post-publishing) to ensure the intended outcome is fully realized.

While this process is happening, DQM Auto-Fix ensures visitors on the site did not have a negative experience and leave the site (or, worse, file a legal complaint) – disaster averted, and issue resolved.
The Crownpeak Advantage

Crownpeak has had the benefit of years of experience helping companies address accessibility on their websites. As a result, we’ve had a unique perspective into the operational and strategic challenges organizations face.

The result is a combined monitoring and Auto-Fix solution that delivers compliance fast while safeguarding against potential gaps and discrepancies, packaged together in the industry’s only end-to-end accessibility compliance platform.

We are excited about the future of web accessibility and believe DQM can play a fundamental role in making the Web a safer and more inclusive place.
About Crownpeak

Crownpeak empowers organizations with the top-rated enterprise web CMS, governance, and privacy platform. Crownpeak’s unique cloud architecture lets organizations build great digital customer experiences with the lowest operating costs and fastest implementation times. On top of its powerful CMS, Crownpeak includes built-in personalization and testing tools, on-site tag and performance monitoring, content governance, and web accessibility. As the leader in customizable, omnichannel privacy experiences, organizations around the world build privacy programs compliant with global regulations like the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). Hundreds of Global 2000 customers – including Toyota, Healthgrades, and Unilever – rely on Crownpeak to deliver privacy-first and high-quality digital experiences with a quicker time to market.

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