Barger & Brown

BARGER & BROWN PRESENT

WCAG 2.1 & ADA COMPLIANCE

WEBSITE ACCESSIBILITY A BRIEF HISTORY…

ADA ACT BECOMES LAW

Americans with Disability's Act becomes law.

1990

2008

W3C PUBLISHES WCAG 2.0

The W3C publishes WCAG 2.0 replacing WCAG 1.0

WINN-DIXIE ADA LAWSUIT

2017

Juan Carlos Gil, who has a vision disability, had sued supermarket chain Winn-Dixie because its website could not be used with a screen reader. On June 12, 2017, the plaintiff won.

2018

ADA LAWSUITS SEE A 200% INCREASE

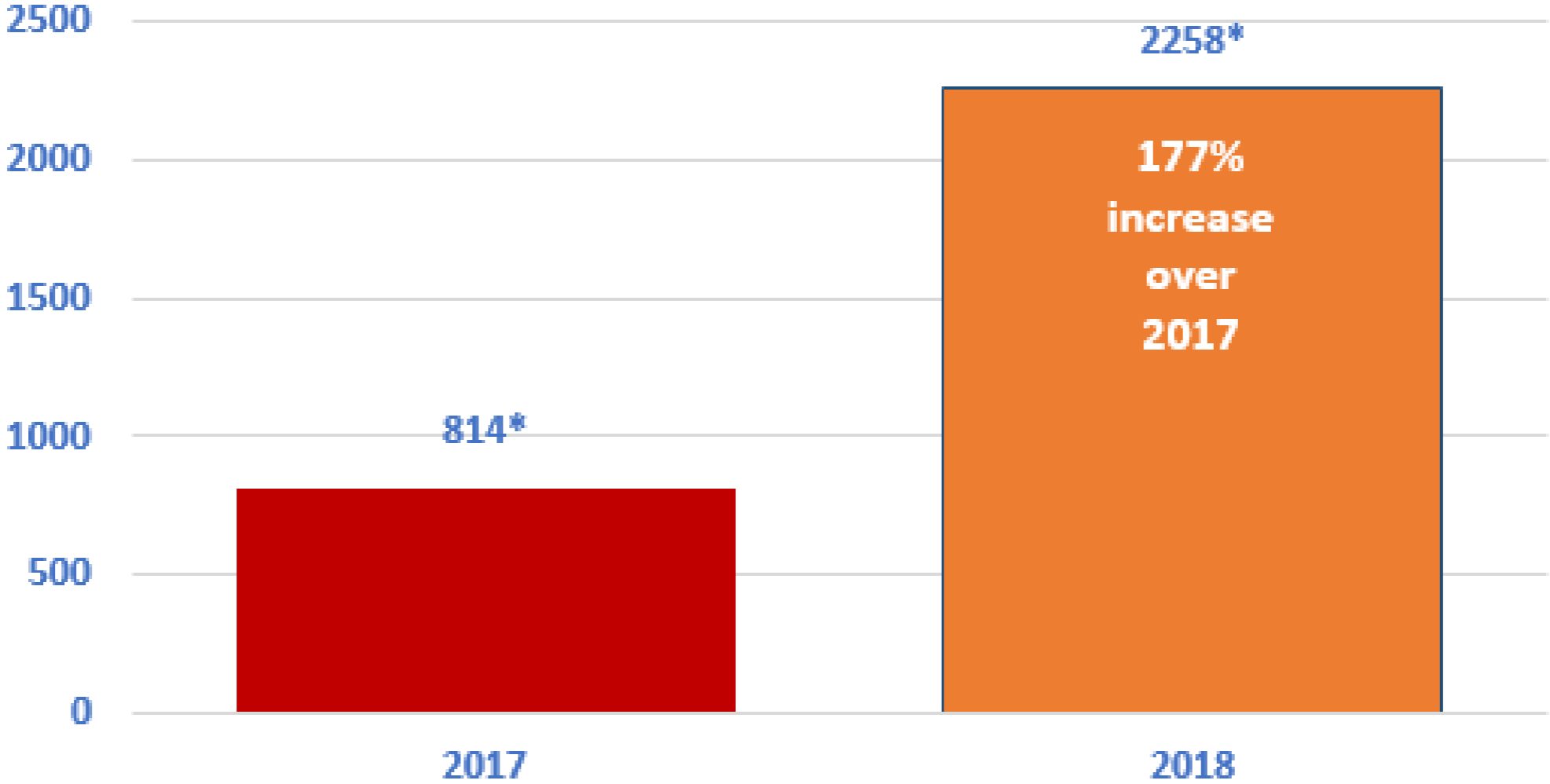Attorney's expect to see this trend continue as awareness spreads

SUPREME COURT RULES AGAINST DOMINO'S

Supreme Court hands victory to blind man who sued Domino's over site accessibility
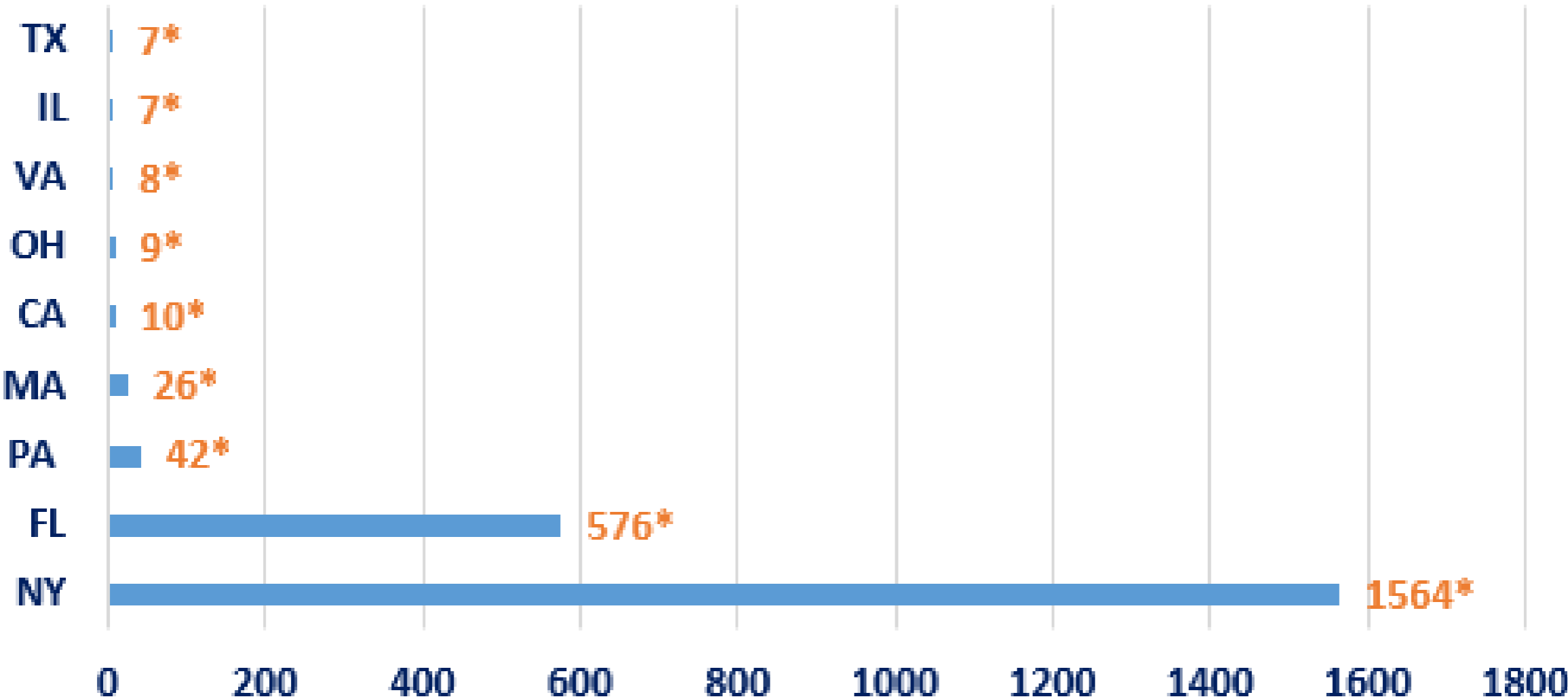
2019

LAWSUITS EXPLODED IN 2018 AND INTO 2019

ADA Title III Website Accessibility Lawsuits in Federal
Court (2017-2018)

2258*

177% increase over 2017

814*

2017

2018

2016-2017 NUMBERS BY STATE LAWSUITS

Top 10 States for ADA Title III Website Accessibility Lawsuits

State	Lawsuits
TX	7*
IL	7*
VA	8*
OH	9*
CA	10*
MA	26*
PA	42*
FL	576*
NY	1564*

OUR MISSION

We firmly believe that the internet should be available and accessible to anyone, and are committed to providing a website that is accessible to the widest possible audience, regardless of circumstance and ability.

WHAT WE HANDLE…

Font handling:

Users can adjust the text type, size, spacing, alignment, line height, and more.

Color handling:

Users can select color contrast profiles (light/dark), inverted and monochrome. They can also swap color schemes with over 7 different coloring options.

Animations:

Epileptic users can stop all running animations in an instant, at the click of a button.

Content highlighting:

Users can emphasize elements such as links and titles. They can also chose to highlight focused or hovered elements specifically.

Audio muting:

Users with hearing devices can mute the entire website instantly.

Cognitive disorders:

We utilize a search engine that is linked to Wikipedia and Wiktionary, allowing users with cognitive disorders to decipher meanings of phrases, initials, slang, and others.

OTHER OPTIONS WE COVER...

Other options:

We provide users with the option to change cursor color and sizing, use a printing mode, enable a virtual keyboard and much more.

Screen-reader optimization:

The AI runs in the background and learns the websites components top to bottom, thereby providing screen-readers with meaningful data using the ARIA set of attributes.

Keyboard navigation optimization:

The AI adjust the website's HTML as well as adding various behaviors using JavaScript code to make the website fully operable by a keyboard.

SO, WHAT ARE MY OPTIONS?

▸ 1. DIY, if you're into code and have the time it's a great learning experience. (just your time and costs for various plugins/tools)

▸ 2. Hire a web development firm to handle this for you. (average costs 15k-30k with a 6-8/mo wait list, currently)

▸ 3. Have us do it for you. 1k per year and we will guarantee AA ADA Compliance within 72hrs after receiving access to your site.

ADDITIONAL TAX BENEFITS FOR BECOMING ADA COMPLIANT

"To assist businesses with complying with the ADA, Section 44 of the IRS Code allows a tax credit for small businesses and Section 190 of the IRS Code allows a tax deduction for all businesses.

The tax credit is available to businesses that have total revenues of $1,000,000 or less in the previous tax year or 30 or fewer full-time employees. This credit can cover 50% of the eligible access expenditures in a year up to $10,250 (maximum credit of $5000). The tax credit can be used to offset the cost of undertaking barrier removal and alterations to improve accessibility; providing accessible formats such as Braille, large print and audio tape; making available a sign language interpreter or a reader for customers or employees, and for purchasing certain adaptive equipment.

The tax deduction is available to all businesses with a maximum deduction of $15,000 per year. The tax deduction can be claimed for expenses incurred in barrier removal and alterations."

*Source https://www.ada.gov/taxcred.htm

OUR SOLUTION…

AI - We use AI to get your site to AA (single A = a score of 90, AA= 95, and AAA=100) within 72hrs of access to your site. Our techs will implement the code and test it before sending you a report showing it's completion. Also our AI will crawl your site every day to look for changes or updates and make sure that you stay in the AA rating.

The cost is 1k per yr. There are no pressure sales here… we wanted to educate you, answer any questions you might have so that we can better serve our clients and implement the entire product so that you can rest easy knowing that you're not a sitting duck for an ADA lawsuit and you're not potentially missing out on a market segment that is worth a staggering 490Billion per year after taxes.

You can sign up here https://neo1seo.com/ada-compliance-signup