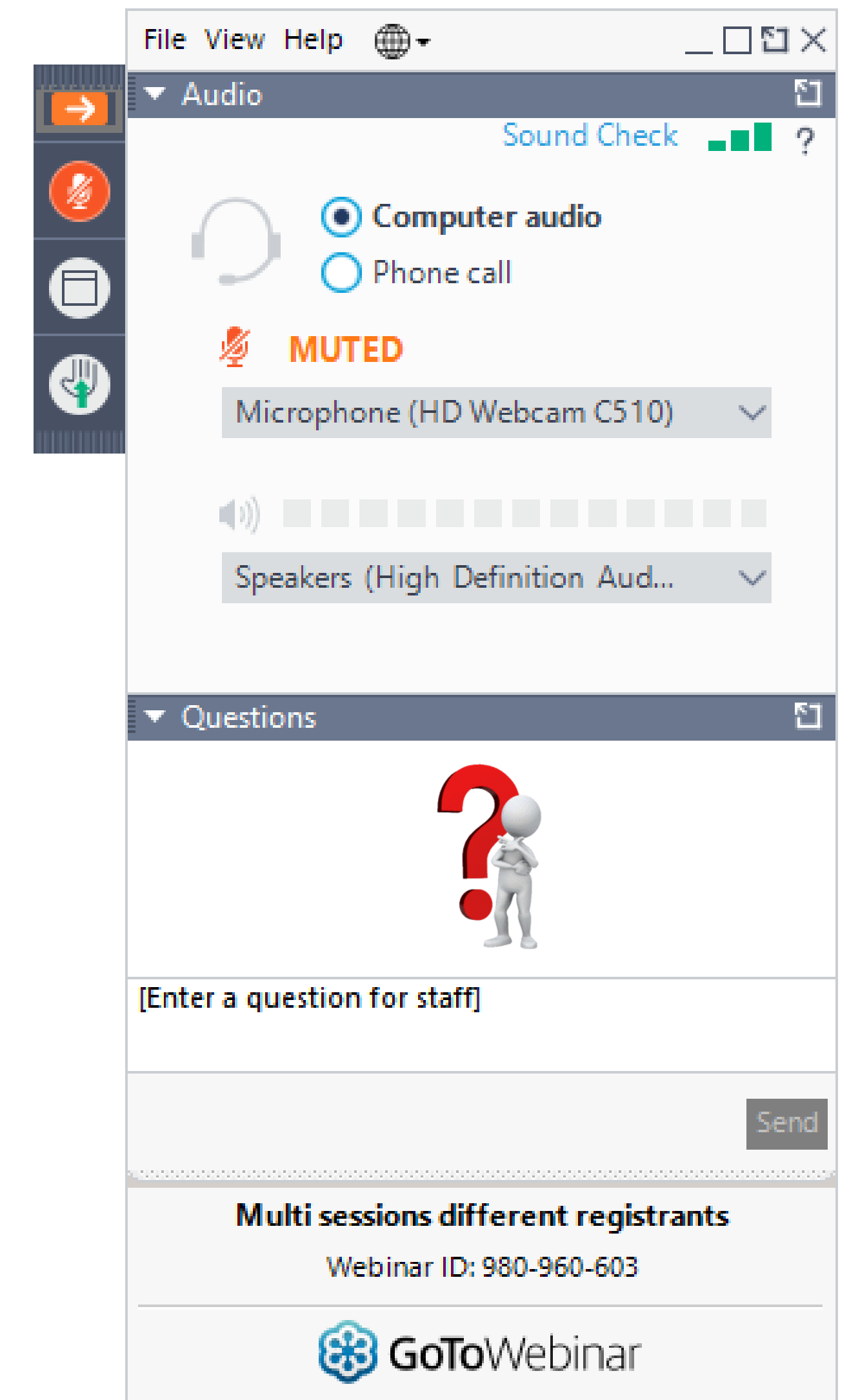




5 Reasons Why Website Accessibility is Good for Your Business AND Customers

A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again





WSI AT A GLANCE

For over 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

TODAY'S PRESENTER



ERIC COOK, MBA

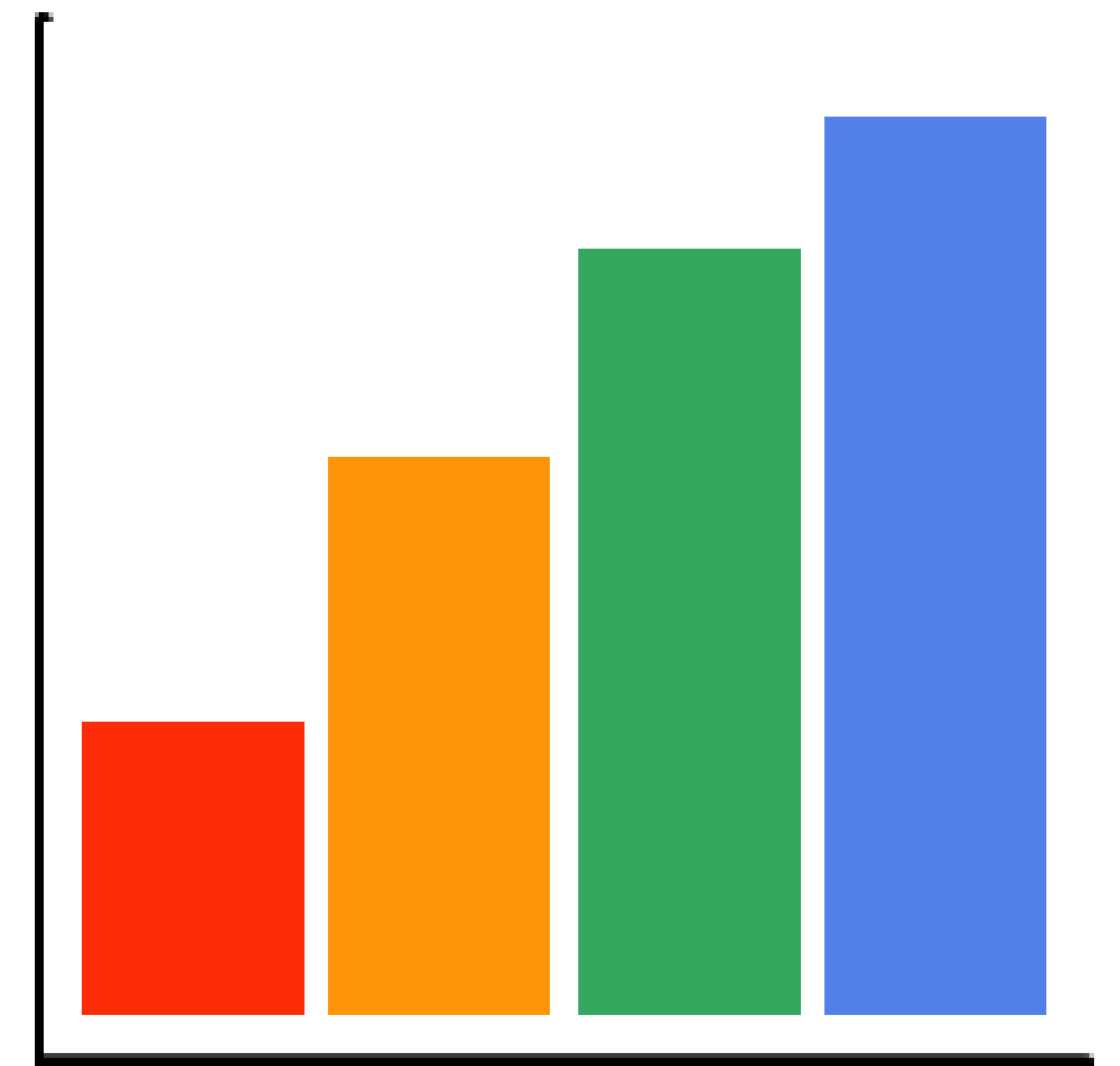
WSI Digital Marketing Consultant

Eric Cook oftentimes refers to himself as a “recovering banker,” spending 15 years as a community banker in Michigan before making the shift to a digital strategist in 2007. An award-winning web designer with WSI, the world’s largest digital agency network, he’s a three-time contributing author of the best-selling book *Digital Minds: A Strategic Approach to Connecting and Engaging with Your Customers Online* and recently launched an online networking and mentorship community exclusively focused on the needs of banking professionals called *TheLinkedBanker.com*.

Let's Take a Quick Poll

How has your organization addressed website accessibility?

1. Just starting to investigate the issue and not sure where to start
2. We've heard about it but need help building a plan
3. We've had our website tested and know where our risks are
4. We've engaged our website partner/internal resources to start remediation
5. We're all set and WCAG 2.1 Level AA compliant!



On the Agenda

1. What is Website Accessibility?

2. Why is Website Accessibility Important?

3. Elements Impacting Website Accessibility

4. Benefits of Having an Accessible Website

5. Recommendations and Next Steps

What is Website Accessibility?

Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them.



Covered Categories of Disability

- Auditory
- Cognitive
- Neurological
- Physical
- Speech
- Visual



Additional Non-Disabled Benefits

- People using mobile phones, smart watches, smart TVs, and other devices with **small screens**, different **input modes**, etc.
- Older people with changing abilities **due to aging**.
- People with “**temporary disabilities**” such as a broken arm or lost glasses.
- People with “**situational limitations**” such as in bright sunlight or in an environment where they cannot listen to audio.
- People using a **slow Internet** connection, or who have limited or **expensive bandwidth**.

Why is Website Accessibility Important?

15%

of the world's population has some sort of disability.

(Source: WHO)

59.6%

of the U.S. population with disabilities were living in a household with internet access.

(Source: Statista)

23%

of disabled respondents say they "never" go online.

(Source: Pew Research)

56.7 million

In the U.S., there are currently about 56.7 million Americans with a disability.

(Source: Census Bureau)

80 million

Around 80 million people in the European Union (EU) currently have a disability.

*(Source
europarl.europa.eu)*

Why is Website Accessibility Important?

**98
million**

By 2060 the number of people 65 or older is expected to double to 98 million.

(Source: APA)

20%

In the APAC region, approximately 20% of Australians have a disability.

(Source: AIHW)

**6.5
million**

Approximately 6.5 million people in the U.S. and 1-3% of the global population has an intellectual disability.

(Source: American Association of Intellectual and Developmental Disabilities)

**74.6
million**

In the U.S., about 74.6 million people have some type of physical disability.

(Source: John Hopkins Medicine. "Statistics of Disability." 2013)

Lawsuits Continue to Increase

*Over the past 2 years, digital accessibility lawsuits are up **more than 50%**, resulting in at least 10 new suits being filed per day.*

Source: UsableNet 2020 Full Year Report ADA Digital Accessibility Lawsuits



Coming Back for a Second Time

Over 20% of lawsuits in 2020 were filed against a company that had already been sued at least once in the past two years.

Source: UsableNet 2020 Full Year Report ADA Digital Accessibility Lawsuits

Elements Impacting Website Accessibility

Content:

The information on a web page or web application, including text, images, sound, code or markup.

User Agents:

Web browsers, media players, and others.

Assistive Technology:

Screen readers, alternative keyboards, switches, scanning software, etc.

The User:

Knowledge, experiences, and in some cases, adaptive strategies using the web.

Developers:

Designers, coders, authors, including developers with disabilities and users who contribute content.

Authoring Tools:

Software that creates websites.

Evaluation Tools:

Web accessibility evaluation tools, HTML validators, CSS validators, etc.

The 5 Benefits Revealed...

1.

- Reduce your **legal risk** of an ADA-related lawsuit

2.

- Improve your **search optimization**

3.

- Improve your overall **user experience**

4.

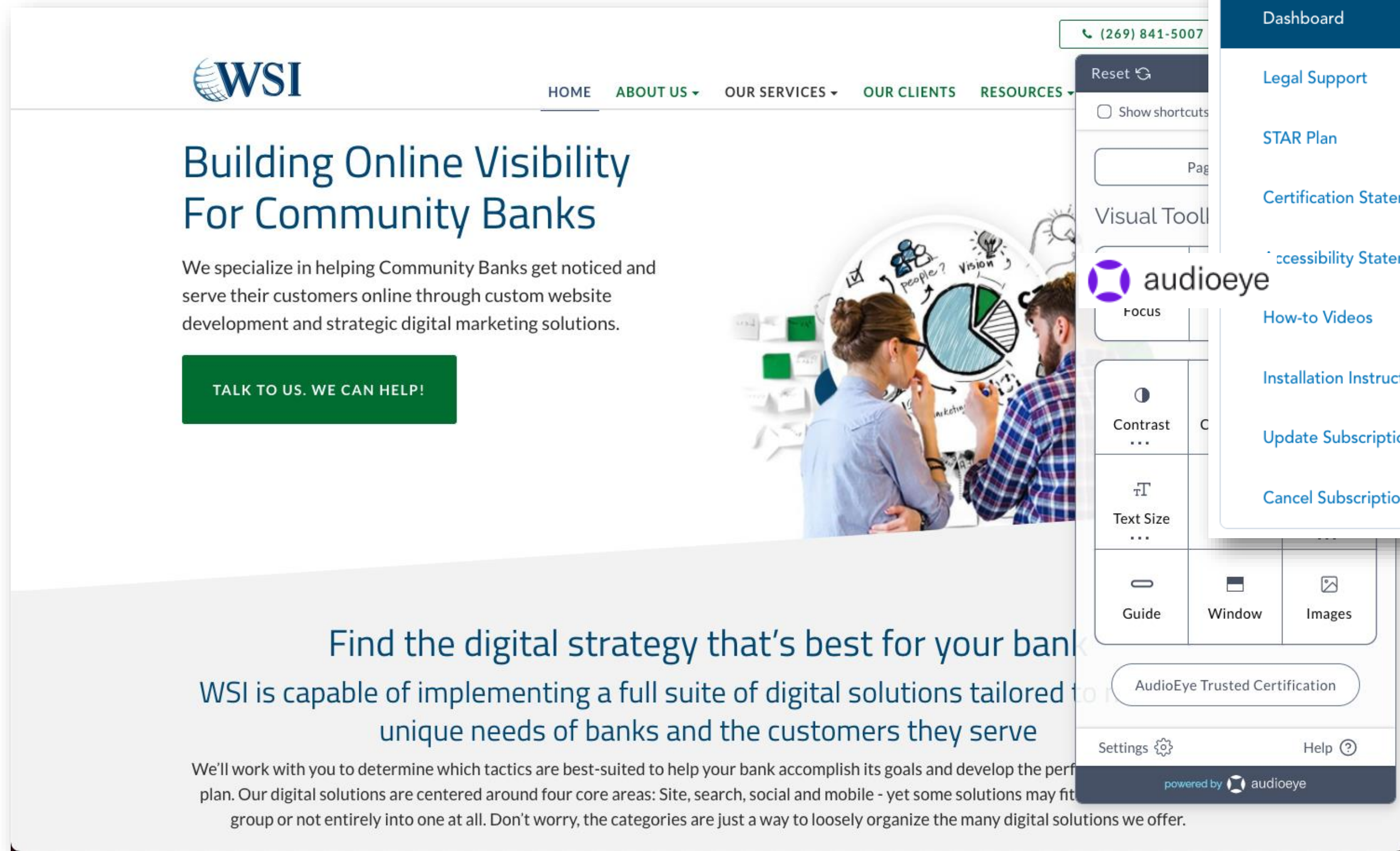
- Position your brand as one that **values inclusivity**

5.

- Reach a **larger consumer audience** representing billions in spending power

Bonus Tip: Don't forget your third-party partners!

Leverage Available Technology



WSI (269) 841-5007

HOME ABOUT US OUR SERVICES OUR CLIENTS RESOURCES

Building Online Visibility For Community Banks

We specialize in helping Community Banks get noticed and serve their customers online through custom website development and strategic digital marketing solutions.

TALK TO US. WE CAN HELP!

Find the digital strategy that's best for your bank
WSI is capable of implementing a full suite of digital solutions tailored to the unique needs of banks and the customers they serve

We'll work with you to determine which tactics are best-suited to help your bank accomplish its goals and develop the performance plan. Our digital solutions are centered around four core areas: Site, search, social and mobile - yet some solutions may fit into one group or not entirely into one at all. Don't worry, the categories are just a way to loosely organize the many digital solutions we offer.

audioeye focus

Contrast ...

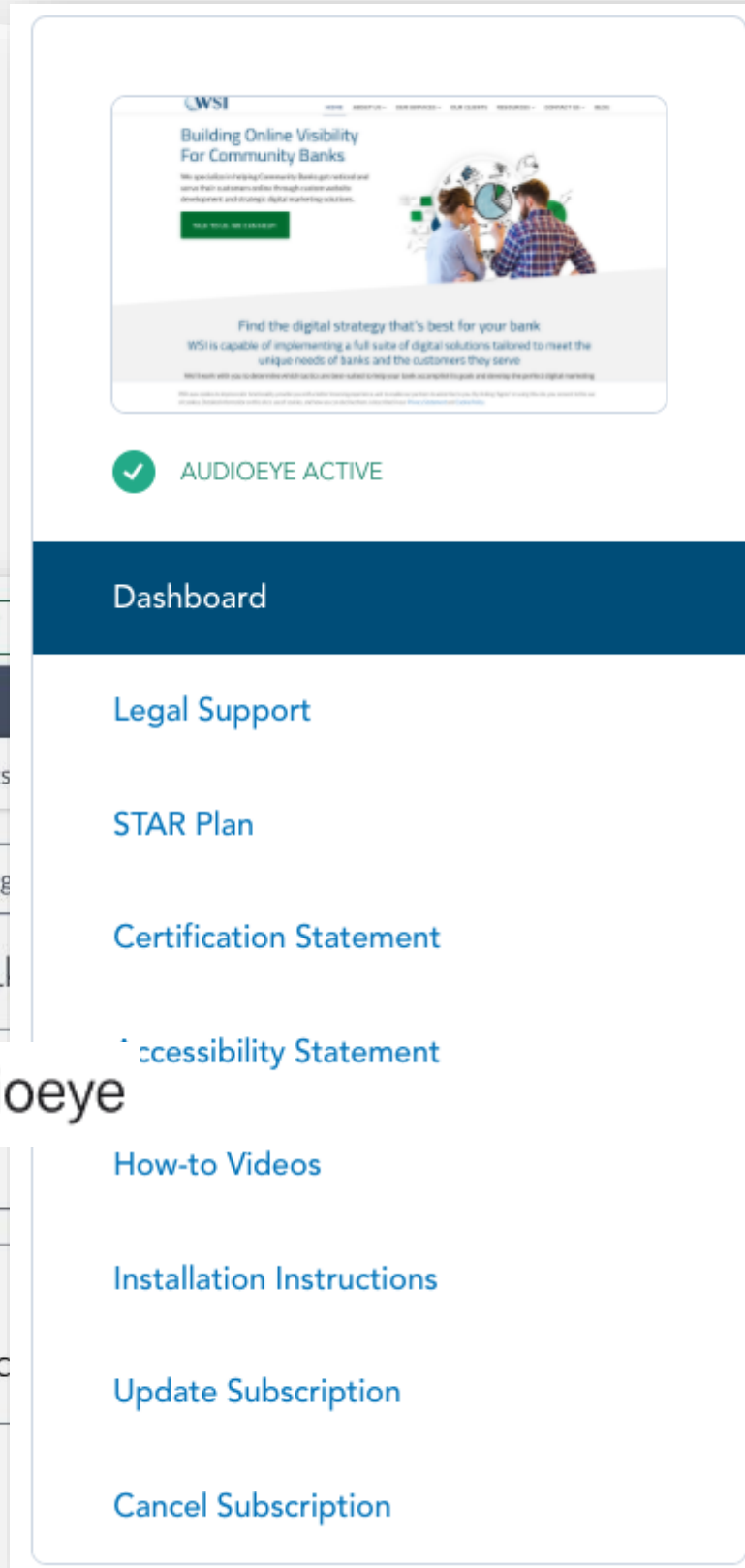
Text Size ...

Guide Window Images

AudioEye Trusted Certification

Settings Help

powered by audioeye



Dashboard

Legal Support

STAR Plan

Certification Statement

Accessibility Statement

How-to Videos

Installation Instructions

Update Subscription

Cancel Subscription

Accessibility Score* Last updated on Today at 1PM

86

*Based on monitoring scans.

4,046
ERRORS REMAINING

55,543
ACTIVE FIXES

Monitoring Results

1,074
TOTAL SCANS

96
PAGES SCANNED

Today at 1PM
LAST SCAN

You are Certified by AudioEye

We certify your compliance and cover you with an accessibility warranty.

View Certification



Recommendations and Next Steps

...WSI's 90-Day Accessibility Checklist

1. Document Research and Conversations
2. Get Your Website Tested
3. Enlist the Help of a Digital Marketing Professional
4. Put a Website Accessibility Plan Together
5. Maintain and Review Periodically

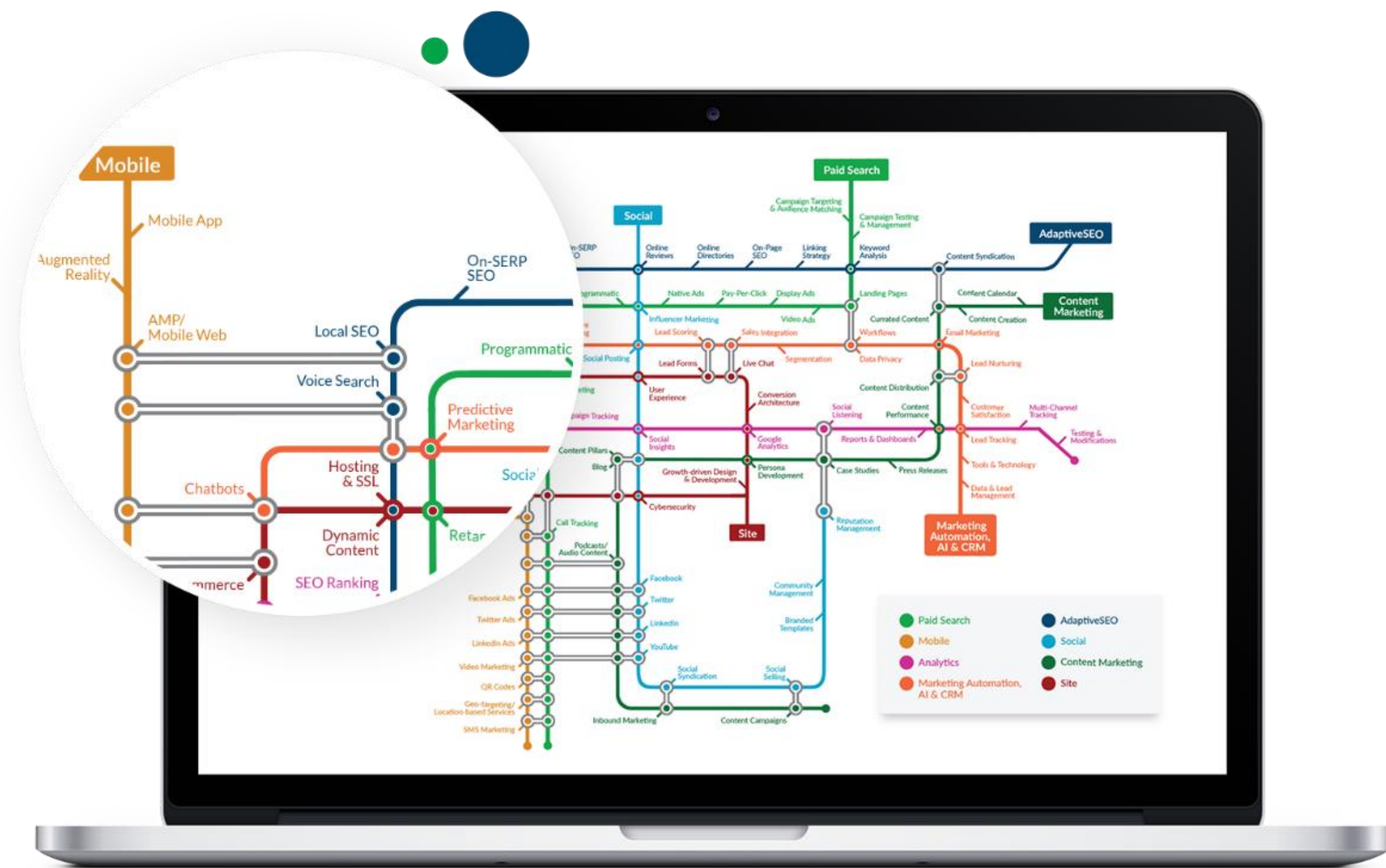


REACH OUT TO YOUR LOCAL WSI CONSULTANT

Talk to us, we can help!

Need help with your website accessibility status or want WSI's 90-Day Accessibility Checklist?

Reach out to your WSI Consultant or email contact@wsiworld.com.





Now it's time for some Q&A

READ MORE ABOUT DIGITAL MARKETING IN OUR 3RD BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>



Thanks for joining us. See you next time!

July 28th webinar is on Facebook Ads