

Is Your Website ADA Accessible?

Why it Matters

Title III of the Americans with Disability Act (ADA) requires businesses to make reasonable accommodations for people with disabilities.

- The ADA applies to many businesses, including restaurants, stores, schools, theaters, doctor's offices and more.
- Under the ADA, many spaces that are open to the public should be accessible to people with disabilities.
- The ADA may apply to websites as well as physical locations.

Two Reasons to Ensure Your Website is ADA Accessible



If your website is not ADA accessible, you may lose potential customers who cannot navigate your site.

- More than 3.4 million Americans over the age of 40 are legally blind or visually impaired, according to the [CDC](#).
- Colorblindness impacts more than 300 million people worldwide, according to [Colour Blind Awareness](#).
- Approximately 37.5 million adults in the U.S. report trouble hearing, according to the [National Institutes of Health](#).



Lawsuits over websites that aren't ADA-compliant are on the rise.

- Consumers, including those with disabilities, depend on websites to shop, make reservations and order food.
- Between 2017 and 2018, the number of federal website accessibility lawsuits jumped from 814 to 2258, according to [Seyfarth](#).
- Companies that have been sued over inaccessible websites include Domino's and Winn-Dixie.

How to Make Your Website ADA Accessible

Design your website with disabilities in mind by complying with published standards for website accessibility. For example:



Can visually impaired people navigate your site? Make sure your site works with screen readers and provide alt tags for images.



Can hearing impaired people navigate your site? Provide captions and transcripts.



Can people with colorblindness navigate your site? Pick color combinations carefully.



Is your site confusing? Provide clear menus and avoid distracting elements.

Resources

- The ADA website on Title III: https://www.ada.gov/ada_title_III.htm
- The ADA Best Practices Tool Kit for State and Local Governments, Website Accessibility Under Title II: <https://www.ada.gov/pcatoolkit/chap5toolkit.htm>
- The Web Content Accessibility Guidelines: <https://www.w3.org/WAI/standards-guidelines/wcag/>

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