

ADA Title II - Your Web Accessibility Roadmap



A better website for everyone—with less hassle

Optimizing your website for accessibility isn't just about checking boxes—it's about creating a smoother, more engaging experience for every visitor. And when your site is easy to navigate for all users, it enhances your brand reputation, improves engagement, and even boosts search rankings.

With the Americans with Disabilities Act (ADA) establishing WCAG 2.1 Level AA as the standard for digital accessibility, organizations need a plan in place before the April 24, 2026 deadline. But accessibility isn't a one-time fix—it's an ongoing process. This roadmap will help you streamline your approach, making accessibility a seamless part of your digital strategy.

1. Assess where you stand ✦

Get a clear picture of your website

- Run an automated scan to uncover the most common accessibility issues
- Identify complex pages and components for deeper manual testing
- Understand the risk by tallying up the violation fee cost of not hitting the deadline
- Prioritize fixes based on user impact and business value

Business benefits

Accessibility fixes drive increased conversion rates and search rankings.

More user-friendly sites equal happier customers.

2. Build a smarter improvement plan ✦

Enhance user experience with better design

Start with these suggestions - then adapt for your unique needs.

Perceivable

Help user interactions be efficient and easy for all.

- Alternative text descriptions
- Multimedia captions
- Color combinations and branding choices with enough contrast
- Text and text spacing that can scale based on screen size

Operable

Ensure smooth navigation across devices.

- Keystroke function and remapping options
- Focus states that are easily distinguishable
- Alternatives for motion-activated functions and touch gestures



Understandable

Simplify for fast and easy understanding.

- Clear form instructions and error suggestions
- Consistent visual and code labels
- Predictable & skippable navigation links
- Undo options

Robust

Future-proof your site for evolving browsers and assistive technologies.

- Coded component names, roles, states and values
- Status messages that notify of page changes

3. Take Action

Align teams and resources

- Identify what's working and where improvements are needed
- Estimate the time and effort required for key updates
- Secure the necessary resources to meet the 2026 deadline efficiently

4. Keep the momentum going

Build a long-term strategy

- Assign accessibility responsibilities across teams
- Establish clear policies and best practices
- Plan for regular audits and gather user feedback
- Invest in ongoing accessibility training to keep your team ahead of the curve

Make accessibility effortless with Siteimprove^{ai}

Siteimprove's platform takes the guesswork out of accessibility. Our real-time issue detection, easy-to-understand reports, and expert manual testing support ensure you can make the necessary updates with confidence. Plus, our team provides actionable recommendations, so you can implement quick wins and achieve WCAG conformance faster.

Together, we transform access to the digital world.