



# The ROI of web accessibility

## Making the web usable for everyone

Web accessibility means everyone can navigate websites easily, including:

- 1 People with disabilities
- 2 People with temporary or situational impairments
- 3 Aging populations

## Web accessibility is no longer a nice-to-have

It helps tap new markets.

**61 million**

People with disabilities in the US

**1.3 billion**

People with disabilities worldwide

**The world's largest minority market**

### Did you know these were designed for people with disabilities?

- ◆ Typewriters
- ◆ Electric toothbrushes
- ◆ Voice control
- ◆ Touchscreens
- ◆ Closed captioning
- ◆ Smart home devices
- ◆ Audiobooks
- ◆ Autocomplete
- ◆ Remote controls

**But now everyone uses them because they make life easier.**

## Regulations on digital accessibility are increasing worldwide

- 🇺🇸 Americans with Disabilities Act (ADA)
- 🇺🇸 Section 508
- 🇪🇺 EU Web Accessibility Directive
- 🇪🇺 European Accessibility Act (EAA)
- 🇬🇧 Equality Act 2010
- 🇨🇦 The Accessible Canada Act (ACA)
- 🇺🇸 Disability Discrimination Act 1992
- 🇮🇹 General Law on the Inclusion of Persons with Disabilities
- 🇨🇪 Act for Eliminating Discrimination against Persons with Disabilities
- 🇧🇷 Brazilian Law on the Inclusion of Persons with Disabilities (LBI)
- 🇪🇺 Equal Rights for Persons with Disabilities Law
- 🇮🇳 Rights of Persons with Disabilities Act, 2016

**What's WCAG?**

Web Content Accessibility Guidelines

**The international standard for accessibility, created by experts around the world**

## Being proactive pays off

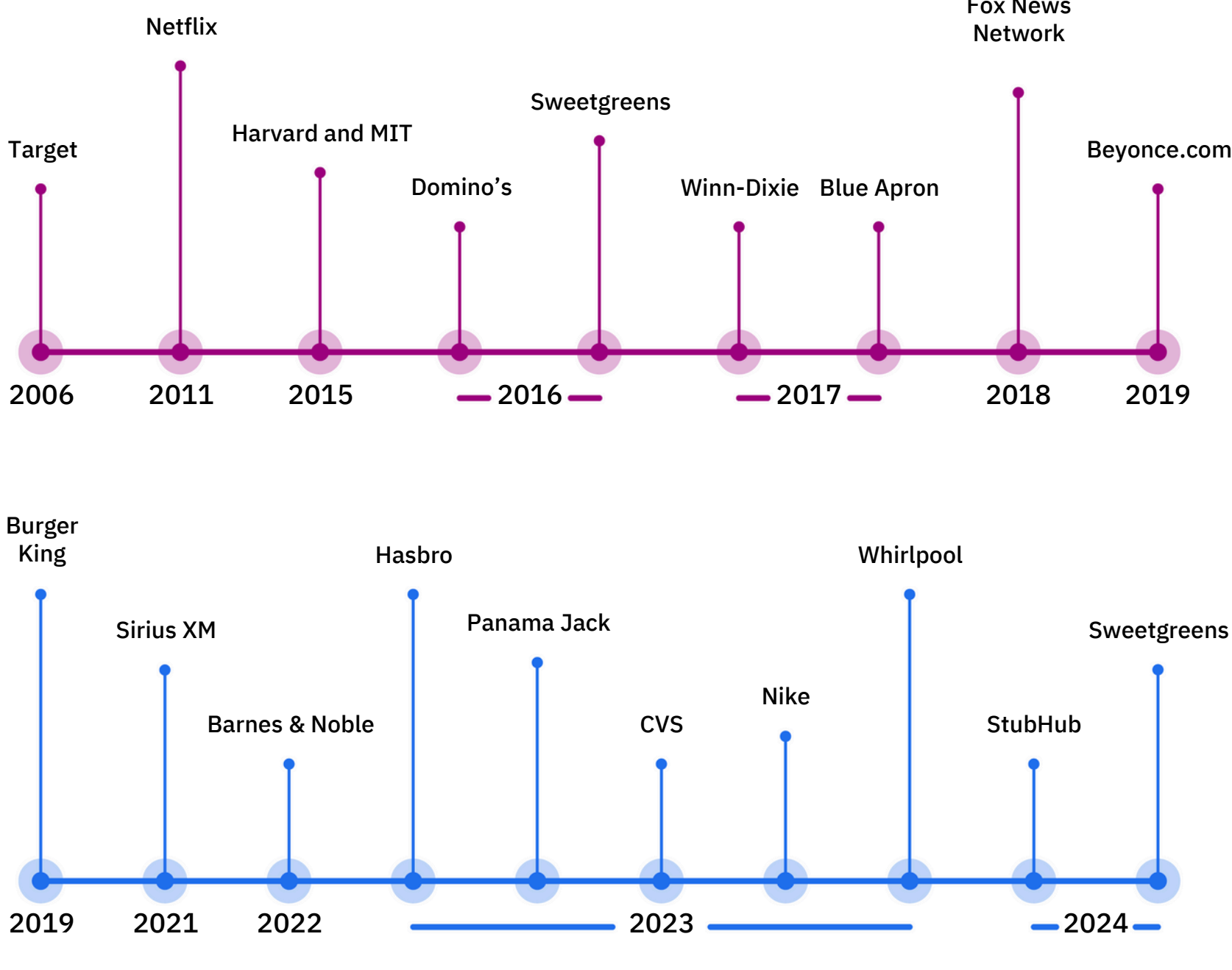
### The returns

In February 2024, Forrester released “The Billion-Customer Opportunity: Digital Accessibility,” a report which features stark figures about why embracing accessibility is non-negotiable.

- ◆ **Spending power**
  - ◆ People with disabilities spend \$1.9 trillion annually. Add in 3.3 billion consumers who prefer to support organizations with accessible products and that figure surges to \$13.3 trillion.
  - ◆ In the U.S., Baby Boomers are aging and therefore have more disabilities. That generation, which began becoming 65 in 2011, has grown by 34 percent in the past decade, represents 52 percent of aggregate spending and controls more wealth than any previous generation.
  - ◆ Many governments around the world require that any entity they contract with meet digital accessibility guidelines. Businesses that don't meet those requirements are automatically shut out.
- ◆ **Appeal to values-based consumers**
  - ◆ 51 percent of online adults are more inclined to try out a brand's products if its values match their own.

## Legal protection

Accessibility lawsuits that made the news.



While lawsuits against companies for digital accessibility issues tend to settle for undisclosed amounts, the figures that are public are sobering: Target paid \$6 million.

The restaurant chain Sweetgreen, which champions local sourcing and sustainability, has been sued twice for digital accessibility issues.

## The right solution for digital accessibility, from every perspective

A serious approach to digital accessibility demands knowing how all the pieces—accessibility, content quality, quality assurance, and even SEO — fit together. Your best bet for implementing every tool you need is with a comprehensive solution.

### A holistic platform is also your best bet in terms of ROI on your martech stack.

- ◆ Automated scans against WCAG 2.2 standards
- ◆ Manual testing
- ◆ Guidance and practical recommendations
- ◆ Link and spell checks
- ◆ Readability tests
- ◆ Progress monitoring

## Ensure exceptional digital experiences for everyone, everywhere, every hour of the day.

Siteimprove has over 20 years of experience and partners with the World Wide Web Consortium (W3C) to offer you the latest accessibility checks based on WCAG standards.

[Find out more](#)

Footnote: Forrester Research, Inc., The Billion-Customer Opportunity: Digital Accessibility, February 1, 2024.