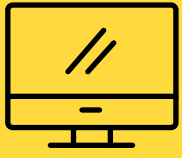




Demystifying ADA Web Accessibility Compliance for Law Firms



WHAT IS WEB ACCESSIBILITY?



When websites and webtools are designed and coded according to accessibility principles, people with disabilities can use them.

Disabilities Include:

Blindness | Low Vision | Color Blindness

WHAT IS W3C/WAI?



The World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI) develops guidelines, including the Web Content Accessibility Guidelines (WCAG). It is a set of technical standards, not a developer's toolkit.

ACCESSIBILITY GUIDELINES



WCAG 2.0 December 2008



Principles



Guidelines



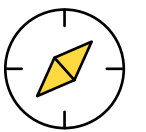
Success Criteria

- » Level A: 26 Success Criteria
- » **Level AA: +13 more Success Criteria (Most companies aim for AA)**
- » Level AAA: +22 more Success Criteria

WCAG 2.1 June 2018

+17 new Success Criteria (Related to mobile)

Common ADA Violations



- » No alt attributes
- » Inconsistent page organization: *Lack of, empty or skipped headings*
- » Navigation buttons without text – *Type is a graphic instead of html text*
- » Fillable forms with empty field names
- » Inaccessible PDFs
- » Inadequate color contrast

DISABILITIES ACT



Title III of the ADA:

- » Requires all "places of public accommodation" to provide access to disabled individuals
- » Includes many websites and mobile applications

There are no exemptions for small businesses

WHY LAW FIRMS SHOULD CARE



- » There are millions of disabled individuals in the U.S.
- » It sets an example for clients
- » It's the law (although many law firm websites may not be "public accommodations")

WHAT YOU CAN DO



Check your website for compliance

- » WAVE accessibility checker: www.webaim.org
- » Cynthia Says: www.cynthiasays.com
- » Ask your developer if your site meets WCAG 2 standards

Clean up the low-hanging fruit

- » Add alt-tags to photos
- » Make PDFs accessible (or eliminate them)
- » Create a web accessibility plan
- » Engage counsel and web accessibility consultants early on to guide you
- » Develop a remediation and/or replacement plan for each non-compliant site or app
- » Prioritize critical sites and apps, pairing remediation with other changes if efficient