

# WHY IS ADA COMPLIANCE IMPORTANT?



The ADA prohibits discrimination based on disability, and this extends to the digital world. An inaccessible website can create barriers for individuals with disabilities, hindering their ability to access your services and information.

## BENEFITS OF UPDATING YOUR WEBSITE:

- ✓ **Improved User Experience:**  
Many accessibility features benefit all users, not just those with disabilities. For example, clear navigation and alt text for images enhance the overall user experience for everyone.
- ✓ **Reduced Legal Risks:**  
Failing to comply with the ADA can lead to lawsuits and financial penalties. Updating your website mitigates these risks and protects your business.
- ✓ **Search Engine Optimization (SEO):**  
Accessible websites are often more search engine friendly, potentially leading to higher organic search rankings and increased website traffic.

## TAKING ACTION:

We understand that updating your website can seem like a daunting task. However, many resources and tools are available to help you on your journey towards ADA compliance. Here are some steps you can take:

- ✓ **Utilize accessibility tools:**  
Several plugins and tools can help you implement accessibility features on your website. <https://userway.org/> is an inexpensive website add-on that we use on <https://uwib.com>
- ✓ **Seek expert assistance:**  
If needed, consult with web developers or accessibility specialists who can guide you through the process.

## CONCLUSION:

Updating your website for ADA compliance is an investment in your business's future. It demonstrates your commitment to inclusivity, protects you from legal risks, and enhances the user experience for everyone. We encourage you to take action and make your website accessible to all.

If you have any questions or require further assistance in navigating the path to ADA compliance, please don't hesitate to reach out. We're here to support you every step of the way.