

# Why Digital Accessibility?

Digital accessibility enables all users to navigate your website, app, software product, or online document, as intended.

If a digital experience isn't designed and developed with diverse user needs in mind, it may contain barriers for people with disabilities. And with more than one billion people globally living with some form of a disability, the potential impact is enormous.

## By the numbers

**1.3 billion**

People living with disabilities globally, which is approximately 16% of the world's population

**\$490 billion**

Disposable income of working-aged people with disabilities in the U.S.

**14,000**

Digital accessibility lawsuits between 2017 and 2022

**265,000**

ADA demand letters sent in a single year

## Business benefits



### Reduce legal risk

Global mandates and current case law make it clear: digital accessibility is a legal requirement. Lawsuits for non-compliance are costly and can damage organizations' reputations.



### Enhance overall usability

Accessibility considerations enhance functionality, layout, flow, style, and design. These improvements make the user experience more enjoyable for every visitor.

## Business benefits continued



### Increase consumer engagement

76% of people will keep their business with an organization that offers an exceptional customer experience, 80% will spend more, and 87% will recommend that organization to others.



### Earn consumer loyalty

Prioritize accessibility, and you're authentically demonstrating that your brand values inclusion. Consumers are increasingly evaluating brands based on their commitments to diversity, equity, and inclusion.



### Serve an aging population

Disability increases as we age, and by 2060, those older than 65 will make up nearly 25% of the U.S. population. Accessible experiences serve a growing subset of the population.



### Improve SEO

A number of success criteria in the Web Content Accessibility Guidelines (WCAG), the global benchmark for web accessibility, align with SEO best practices, enhancing discoverability for your brand.

## Prioritize accessibility

Level Access empowers organizations with advanced software, expert managed services, and training solutions needed to create accessible and legally compliant digital experiences.

Technology provides access to advanced testing, monitoring, and reporting. Managed services include manual evaluation, remediation guidance, training and enablement, in-house legal support, and accessibility program management.

**Request a demo** of our solution today.



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