Maureen Condon ([00:06](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=6.309)):

All right. Welcome everyone. We are just about at the noon hour, so we're going to just give, give people a couple more minutes to log on. We have a bunch on already, but just letting everybody get a chance to, to log in. So, Anna and Mark and I are excited to get started and and share, share a little bit about this topic that's impacting a lot of companies and, and websites right now. So more people jumping on.

Maureen Condon ([00:47](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=47.82)):

Okay, awesome. Looks like we're right about at 12, so we're gonna dive in. And thank you all for coming today to our to our first webinar on this topic. As here at P M G, we've been learning a lot about this topic, especially in the last couple of years. My name's Maureen Conan. I'm one of the owners of Precision Marketing Group, and we have had a couple of panel changes that I just wanna address real quick. We were supposed to have Anna Gallo from HubSpot on the panel, but unfortunately last minute she's unable to attend. And I am filling in for my business partner, Susan Laplant Doobie, who was on the promotional material. But I will be moderating as she has been. She's been struggling with a blue cold situation that is making her hack and cough a lot.

Maureen Condon ([01:41](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=101.18)):

So so I am filling in for her and getting up to speed here with Anna and Mark, and also with our lead senior HubSpot developer here at P M G Michael Evans. So we have we have a great kind of q and a format today. So we definitely are encouraging you to use the q and a and the chat at the bottom in the bottom tray of your Zoom to just ask your questions and share comments. And we can, we can address those as we go. So we're not, you don't need to wait till the end to ask any questions or share an insight or an experience that you have in this area. So let me start by by introducing mark and Anna. Mark is the director of sales for T P G I and he is the host of the Real People Real Stories accessibility podcast, drawing from over 20 years of experience and technology marketing and business development, and years of experience as an IT director and technical consultant.

Maureen Condon ([02:45](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=165.13)):

Mark works with T T P G'S clients to help them understand the various processes, products, and services to consider for conducting a successful accessibility program. He then focuses on their specific needs and processes in order to suggest accessibility plans and services that are most appropriate to their specific situation. So, thank you, mark. Mark, we lost him on camera, but hopefully he'll jump back on camera. And then we have Anna Bradley. Anna Bradley founded Criterion 5 0 8 solutions to provide comprehensive a d a web accessibility testing services to government agencies and corporations. Criterion is known for its creation of an end users with disabilities testing methodology that ensures the accuracy of its clients'. W C A G compliance, in addition to ADA website, compliance Criterion specializes in Section 5 0 8 compliance and Canada ACA and A D A O D A compliance. And speaking, just personally, we we work with T P G I, they're one of our clients and we've learned a lot from them in our work together.

Maureen Condon ([03:56](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=236.54)):

And Anna has been instrumental in helping us with some of our clients and their accessibility needs. Her firm has been really indispensable to P M G. So we're really excited to, to have Anna and Mark here to, to have this conversation. And Michael, on our team had been, you know, in the weeds in the websites with using the tools and helping our clients. So I think he'll have a lot of you know, some, some input here as we get, especially into the website, technical side of things. So, okay. I am going to start with just a general question here on, you know, what is web what is digital acceptability? And I'm gonna tee it off to you, mark, you know, overall, what is digital accessibility? What does ada a compliance mean for a site and for all types of digital content? And who does need to comply with it?

Anna Bradley ([04:55](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=295.16)):

Did Mark come back? Yep.

Maureen Condon ([04:58](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=298.99)):

I don't know if I see, yeah, it looks like he might have had a

Anna Bradley ([05:01](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=301.76)):

Technical problem. I can pick.

Maureen Condon ([05:03](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=303.96)):

Yeah. So Anna, why don't we, we'll tee it up to you and he'll jump, jump back in when he can.

Anna Bradley ([05:07](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=307.83)):

Okay. A d a compliant from a digital perspective refers to a specific set of technical guidelines called W C A G Web Content Accessibility Guidelines. The Americans with Disabilities Act basically stipulates that if you do business in a public space, that business must be accessible to people with disabilities. Otherwise it's a violation of federal law. And that is what is basically generating the lawsuits in this particular space since 2016. So, what it means to be accessible is to comply with the technical standards, the W C A G, and what that allows is people with visual, auditory mobility and cognitive disabilities to have equal access to the content, functionality and tasks to be completed on your website or web application or mobile app, any kind of digital content. If that WCA compliance does not exist, what you're essentially doing is excluding the rather very large population of people and customers with disabilities.

Anna Bradley ([06:24](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=384.97)):

So that's the main reason that you want to bring the site into compliance. And that is, you know, a technically kind of what compliance means. It's not just for blind people Under visual disabilities, there's dozens of subcategories, including colorblindness. Every category or every type of disability, has multiple categories of disability that fall under it. Some are acquired through life related to aging which means most of us will probably deal with some type of visual or mobility disability at some point. At the very least others basically are born with those disabilities, but it's something that eventually we'll touch on just about everybody.

Maureen Condon ([07:09](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=429.43)):

Mm-Hmm. <affirmative>. And that, you know, you raised a good point there on, you know, who are people with disabilities, you know, and, and I, I, you know, can you talk a little bit about some of the correct language that that should be used? You know, accessibility versus differently abled accessibility, leading to usability, you know, what are, what are some of those firms and al you know, that should be used? And also just, you touched on it just there, but, you know, when people are thinking about disabilities, you know, the assumption may be it's just a tiny portion of the population. And I think, you know, speaking to, speaking to that a little bit, that, you know, just a little bit on that

Anna Bradley ([07:51](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=471.881)):

Worldwide, you're looking at over a billion people in the United States. According to the last US census, about 26% of the US population reports is having a disability. As far as the terminology the most common is people with disabilities, people first, disabled, second. Mm-Hmm. <Affirmative> not the other way around. Handicapped totally out the door. And as, as far as whether you're bringing your website into compliance, what your focus is is on accessibility, which inherently enhances usability. It's kind of a nice byproduct of the process, but your focus is not on usability, per se, which is a, an entire expertise in and of itself when it comes to websites. Hannah,

Maureen Condon ([08:41](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=521.82)):

Can I stop you there? I can, I ask, just jump in and let you know also I, I saw the question about branding, and we're gonna definitely get to branding mm-hmm. <Affirmative> and design and, and ui. So hold that question. It's a great, great one, and we, we definitely have a set of questions related to that, but I think it's interesting when you think that the ability leads to usability mm-hmm. <Affirmative>. so, so can you talk a little bit about what that means?

Anna Bradley ([09:06](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=546.429)):

Yeah. It, it's really no different than what you've seen in architectural accessibility with the Architectural Barriers Act under the a d A, it's much nicer going into a grocery stores where the doors open automatically. You may not have had a need due to disability for curb cuts, but when you're bike riding, they're Sure nice. Compared to the way it was when I was growing up. Mm-Hmm. <affirmative> just jump the curb. <Laugh> the same thing kind of happens with websites or any kind of digital application. People can see it, they experience it, they know that the environment is more usable, they just can't put their finger on exactly why mm-hmm. <Affirmative>, because a lot of the issues that are confusing and block an attempt for an end user with a disability to use a website are some of the features or designs that have probably caused everybody on this call considerable consternation in the past. Like you submit a form, but nothing happens. But then you scroll to the top and you finally see there's an error message at the top, but you had to go look for it. Well, if you're blind using a screen reader and it doesn't actually take you directly to the top, you would be unaware that there was an error mesh message blocking the submission of the form mm-hmm. <Affirmative>. So it does lead to enhanced usability for everybody.

Maureen Condon ([10:29](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=629.99)):

Gotcha. That's great. That's great. And welcome back, mark. We're glad you came back. <Laugh>

Mark Miller ([10:36](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=636.83)):

Kicked me out for some reason. Sorry about that. No

Maureen Condon ([10:39](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=639.2)):

Worries. No worries. It wa don't take it personally. We really didn't mean to

Mark Miller ([10:42](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=642.96)):

Kick you out, <laugh>. I hadn't even said anything yet.

Maureen Condon ([10:45](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=645.23)):

I know <laugh>, I know you haven't said anything offensive.

Mark Miller ([10:47](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=647.8)):

Yeah, I could, couldn't have been wrong. Right? Couldn't have been offensive.

Maureen Condon ([10:51](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=651.15)):

I, let me just go back to the beginning question, just have you add a little bit you know, Anna gave a great explanation of what, what digital accessibility is and a d a compliance and you know, who needs to comply. So I think, you know, can you, can you touch a little bit on that mark? Like, who has to comply? Does every website, is it every piece of content? You know, who is charged with complying with this?

Mark Miller ([11:18](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=678.19)):

Yeah, I mean, it, it really depends on how you look at that question. Of course. Yep. And I think that things are very sort of fuzzy in the, in the legal world around what has to be done or what's legally required or all that kind of stuff. So if we change it to should, you know, it's really, everybody should be paying attention to accessibility. But I think that what we're really looking at is that places, websites that face the public websites that we all have access to and should have access to are protected under the a d a. And there's been over the years, some back and forth about that. But for the most part, most part, the Department of Justice has clarified that. They mean websites when they, when we talk about Title three of the a ada, which requires places of public accommodation mm-hmm. <Affirmative>

Mark Miller ([12:14](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=734.84)):

Be accessible to people with disabilities. But that's sort of where it stops and where some of the confusion I think, people feel out there be begins in that there's no, they didn't then don't go on further to say, and this is what it means to be accessible, or this is what you do to, to become accessible. So it's left the courts, it's left us, it's left a lot of people up to interpret how that might happen. And that's where things like the WIC HAG guidelines, w CG guidelines pop in that I'm sure a lot of people on the call mm-hmm. <Affirmative> have talked about. So if you have a public facing website, particularly if you're a larger business that would fall under the ada, that's, you really should be very concerned about it. And then of course, internal facing websites. So websites that face your employees mm-hmm. <Affirmative> when you look at the laws associated with you know, hiring people with disabilities and having people with disabilities in the workforce that can then turn around and create requirements for those to be accessible as well.

Maureen Condon ([13:13](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=793.67)):

Mm-Hmm. <affirmative> mm-hmm. <Affirmative>.

Mark Miller ([13:15](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=795.64)):

So, I hope I didn't repeat Anne too much. <Laugh>. No,

Maureen Condon ([13:17](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=797.29)):

No, no, no. Not at all. Yeah. Great. And, and I think it just begs the question, like, what websites shouldn't be thinking about this, really? I mean, if you have a website, most of our clients are b2b, you know, websites, they're out there in the public. So I can't really think of an example of a website that probably shouldn't be thinking about this. Mm-Hmm. <affirmative>, right? Yeah, I

Mark Miller ([13:39](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=819.47)):

Would agree. I totally agree.

Anna Bradley ([13:40](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=820.75)):

Ok. Yeah. One thing that I try to get across when I talk to prospective clients and the dev teams of our clients is web accessibility is no longer a above and beyond good web development. It is good web development. These standards have been around for 20 years. Mm-Hmm. <affirmative> professional web designers, professional web developers who are even remotely aware of the W three C, the worldwide web consortium that governs the internet. And they also are the ones who publish the WCAG should be aware of these guidelines, and they should be implementing them as just part of a routine process of design and development.

Maureen Condon ([14:21](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=861.13)):

Mm-Hmm. <affirmative>. Mm-Hmm. <affirmative>. Excellent.

Mark Miller ([14:23](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=863.26)):

Yeah, I, I agree with that. I think that developers today, part of the pride they take in the work includes accessibility in everybody should do it. I mean, anytime you have any group of people some of those people are gonna benefit from accommodations that web accessibility gives them. So whether that's easy to do is another whole story, right? And that's where, where people kind of, obviously if it were very easy to do, then everybody would do it. We wouldn't be having these discussions. But in terms of, you know, people who should pay attention to it, every, everybody could benefit it. Every website could benefit from it, everybody would benefit from it.

Anna Bradley ([15:03](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=903.68)):

And I'd like to point out one of the biggest barriers to accessibility is the web development tools that are in use today that are outputting non-compliant H T M L mm-hmm. <Affirmative> source code they kind of lean towards the wizzywig approach of development in so many ways. And accessibility is always found at the source code. So the more comfortable designers and developers are at the, the source code level, the, the more likely that their output will be naturally compliant. Whereas, you know, some of the major development tools that a lot of dev teams use have a lot of limitations as far as just outputting naturally compliant content.

Maureen Condon ([15:48](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=948.56)):

Do you have some examples, Anna, of those kind of tools and things we're seeing on websites that just are not naturally compliant?

Anna Bradley ([15:57](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=957.23)):

Well, I won't call out any particular company

Maureen Condon ([16:00](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=960.92)):

Or a type of tool.

Anna Bradley ([16:02](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=962.32)):

<Laugh>. Yeah. Well, let's, let's talk about e-commerce platforms.

Maureen Condon ([16:04](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=964.96)):

Okay. Okay.

Anna Bradley ([16:06](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=966.921)):

There's a lot of 'em out there. I'm sure you've seen commercials on them and such. Well, you know, you make an, you know, whether your industry is banking or e-commerce, retail, you name it. You spend and invest a considerable amount of money to, to build a, a, a presence on one of these platforms. Well, you don't control all the source code, it's the platform. So if you do take the, the steps to bring that site into compliance you may not have the ability to make the repairs necessary mm-hmm. <Affirmative>, and then you have to try to get the the platform provider to make those repairs. And they may or may not prioritize such repairs mm-hmm. <Affirmative>, which still leaves you legally vulnerable.

Maureen Condon ([16:52](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1012.8)):

Yeah, absolutely. So, so what are we have a question from one of the panelists here on, and I think it ties in nicely right here before we get to branding, is how, so it, you know, you guys have made a great, you know, explained really, you know, that people with disability, there's, it's a huge population. It's not. And it's, it's a growing population. We have an aging population, obviously and there's a variety of different disabilities people are living with that, that create barriers when they're trying to use websites. So what are, what are some how can a company check to see if their website is accessible? You know, are there, are there some free tools that are available that, that people could use out there? Where, where do you start? You know, if you're a company like I, I don't even know if I am, I don't even know if this is accessible.

Anna Bradley ([17:46](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1066.98)):

As a general rule, if the site was not designed and developed to be accessible, it won't be just accessible. You'll probably be running into a 25 to 35% error rate on the WCA guidelines. But an inexpensive way to start the process is to acquire an h t HTML validator or an automated accessibility scanning tool. What I would strongly recommend is not the free ones that are available out there, simply because you generally get what you pay for mm-hmm. <Affirmative> and you may not understand what the output is. A really good tool that's relatively inexpensive is called sort site, S O R T S I T E. It's made by Power Mapper runs about $420. It's very simple. You type in the U R L, you hit scan, and depending on the size of the site, it may take five minutes, it may take five hours. And it'll spit out a report of all low end, what we call level A accessibility failures. So probably about maybe 25 to 35% of the failures it can pick up using algorithms. You still have the remaining guidelines that meet in our required to be tested with assistive technologies like screen readers, alternative keyboard devices, and human judgment is involved in determining whether they meet the requirements under the wcag. But boy, that's a good start. That's low hanging fruit.

Maureen Condon ([19:27](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1167.061)):

Michael, I'm gonna put you on the spot cuz I know you are working with sort site. You've worked with sort site with some of our clients. And do you have anything to add there on the tool and, you know, the free versus the paid version and, and what you would recommend for, for companies in, in our work together and what we've been doing?

Speaker 4 ([19:48](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1188.17)):

Sure. The sort, the free to the free trial is actually an excellent introduction to the product. It really gives you a feel for how it works and what you can expect in terms of the reporting, in terms of how, you know, the output that comes out. It is limited. We have noticed that again, it's great for like learning to use the tool and learning to work with it and getting a feel for like, your workflow, what am I seeing reported and how am I going to address it. Then of course once you purchase the full version and you run your scan again and you realize, oh, there's more <laugh> out there. Cause finding a lot more, which is, you know, it's excellent, but, you know, it's really easy to work with. There's a lot of information provided. And I think what we've found really useful and interesting is that the reporting, the output comes in a variety of sources. You can do CSVs and you can do PDFs, however you kind of prefer to read, but it also produces like a little, almost like encapsulated HTML outlet that represents sort of the same report you get when you're using the application itself. And that's a great way to interact with the report, not just read it, you get more background information and you get more insight into why something is reporting as an error and some hints as to where to start looking to repair.

Maureen Condon ([21:16](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1276.21)):

Mm-Hmm. <affirmative>. Okay. Great. Maureen? Yeah

Anna Bradley ([21:20](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1280.86)):

One thing I'd like to point out. I think this would be a good time. There's a lot of there's platforms, there's software, there's tools that you can get online that can assist you with the process of becoming compliant. And from a a dev team perspective, a developer perspective. There, there's one more piece to the puzzle that's critically important. When, when you build a website, you're optimizing for specific browsers based on how those browsers do what they do. When you're trying to make something accessible, you're optimizing for a specific audience. And just as you need to know the browser to optimize successfully, you need to know the audience to optimize successfully. So making a website work with a screen reader, which is used by people with visual disabilities, you can only get good at that when you know how people with visual disabilities really use a screen reader.

Anna Bradley ([22:17](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1337.63)):

Mm-Hmm. <affirmative>. So there's this other side that the tools are very helpful, but you really need to know that audience. Like if you say somebody is colorblind, for example, there's many different types of colorblindness and each one would have a different impact on color selection on a website. So don't forget to know your audience. I did a, a project for Florida Powered Light and made inaccessible for them 20 years ago. It was Florida, I had to know the population of Florida and there is a large elderly population in Florida mm-hmm. <Affirmative>. So that site was optimized for people that had vision and mobility limitations and barriers that they would experience on the website. So always know your audience and optimize from there.

Maureen Condon ([23:07](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1387.369)):

So I have a question on that. Cause a lot of, like, a lot of our clients are, you know, global B2B companies, they can sell kind of, you know, anywhere in the world to any, and you know, they, they know who their target audiences are. But, and I don't know how to phrase this question. Like how are, how do you know the, the level of accessibility challenges people might have in your audience if it's a, you know, a B2B Audi, you know, we sell to engineers, we sell to design engineers in this industry. You know, it, do you have any guidance on that or do you just have to you know, design for any, any potential

Anna Bradley ([23:49](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1429.68)):

Challenge? I would, I would say design for any potential. And Mark, jump in here because just with your audience right now, how many people in this audience use reading glasses?

Maureen Condon ([24:00](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1440.43)):

Mm-Hmm.

Anna Bradley ([24:01](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1441.08)):

<Affirmative>, you know, how many people use distance glasses? Right. And guess what? Those are assistive technologies. Mm-Hmm. <Affirmative> particularly if we're talking about websites personally without my computer glasses, I cannot read the content on a screen, and yet I'm not viewed as being quote disabled mm-hmm. <Affirmative>, you know, so yeah. It's, you just have to go with the assumption that a certain percentage of any population is going to have certain types of disabilities, whether they were born with them or they were acquired mm-hmm. <Affirmative>. And so if you just make the website accessible to all, you don't have to worry about it at that

Maureen Condon ([24:38](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1478.16)):

Moment. Mm-Hmm. <Affirmative>. Right. So the default is for, for all <laugh>. Right,

Mark Miller ([24:41](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1481.68)):

Right. Right.

Maureen Condon ([24:43](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1483.16)):

Yeah.

Mark Miller ([24:43](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1483.39)):

Yeah. And and I, I completely agree with that. I mean, I think one of the, one of the things we've learned in, in certainly I've learned in this industry is that speculating at that level always doesn't work. Right. Right. That as soon as you say, oh, you know, they're an engineer, like, how could you possibly have an engineer that's blind or whatever other assumption you as somebody who isn't blind or doesn't have a disability of a particular type you know, you might come up with some really logical assumptions that are just, just wrong. So I think you have to universally design mm-hmm. <Affirmative>, you have to design for to, to for access for everyone because you just have no idea what accommodation somebody on the other end may need. Mm-Hmm. <affirmative>. So for that reason alone, I think it's a good idea to just you know, focus the best you can on creating the best product you can, or experience you can for everyone. Mm-Hmm.

Anna Bradley ([25:37](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1537.96)):

<Affirmative>. Yeah. And one thing I'd like to point out, if you wanna take the example of an engineer, if the tools that an engineer uses to do their job never become accessible than engineers with dis disabil or people with disabilities will never become engineers.

Maureen Condon ([25:53](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1553.2)):

Right. Okay. Exactly. And,

Anna Bradley ([25:55](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1555.619)):

And I, I had an employee for many, many years who was totally blind, listened to his screen reader at 400 words a minute, which means he finished his Harry Potter book in two days, <laugh>. I was working on it two months later, and he was one of the best web developers I've ever met in my life. He did not do design, obviously, but he could code one of my clients a major bank in the United States was so impressed with how he <laugh> well critiqued their code live on a conference call. They flew him out to New York to show their development staff how somebody who's totally blind could actually be a web developer. Mm-Hmm.

Maureen Condon ([26:42](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1602.17)):

<Affirmative>. Wow. That's great. That's great. Yeah, so I think it is always really dangerous to try to assume. And, you know, that's, those are really excellent examples of that. And so another question we have is if your, if your desktop website, the desktop version passe is for accessibility, does it automatically mean that you're mobile, the mobile version of your site path? Is, are there different things you have to think about or test for mobile?

Mark Miller ([27:13](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1633.81)):

Yeah, I, I can, well, Michael, I don't know if you wanna jump in on this one. You probably have more direct experience across those two things, but I'm certainly happy to tackle it if you want.

Speaker 4 ([27:27](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1647)):

Oh, go ahead. <Laugh>, <laugh>. Sorry, man. I'll fill in anything if you,

Mark Miller ([27:31](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1651.67)):

Yeah. So basically if you're te it depends on, you know, it depends on the, the design of the site, first of all. So if you're designing the site responsibly, meaning that the site automatically adjusts itself for what we would call portal size, that's a fancy way of saying, when you look at it on your computer, it looks one way. When you look at it on your phone, it looks another way. And we all probably can relate to the experience of having a full navigation with all the words across it on your computer. And then you go to that same website on your cell phone and that turns to a hamburger menu that you press, and then it opens up something. So those, that's called a response at breakpoint. And there's varying functionality to accommodate for that change in portal size. If you're reviewing a website on desktop and you're reviewing those, that response at breakpoint, so the functionality exists in there, you will catch a large degree of what would also be affected on mobile.

Mark Miller ([28:34](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1714.25)):

It doesn't mean that you're going to be quite as perfect because the mobile, the inherent screen reader technology or assistive technology that exists within the OSS may vary and or in other words, behave differently than what the desktop is. But there's a large d large amount of issues. You know, for example, if you have an image, it needs to have an alternative text so that a screen reader can read that alternative text because the screen reader user can't see the image. And in that case, it doesn't matter the screen reader, if, you know, it's an example of an issue that when you catch it, it sort of covers everything. So the, the answer is sort of, you can cover a lot of it but it may make sense to do at least some spot checking with your mobile devices to make sure that some of the unique things that may be a problem. Now if you're talking about a native mobile experience, so here's my website and I built a different app. That app, right, that native mobile app needs to be tested, be different, completely independent, it would be com. It's a completely different code base. It's completely different.

Maureen Condon ([29:34](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1774.95)):

Mm-Hmm. <affirmative>. Great. Michael, any anything to add to that?

Speaker 4 ([29:40](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1780.62)):

Just that when, when you do talk about that responsiveness you get into usability issues that also kind of overlap with accessibility issues. And that's a really important thing to make sure you're taken care of upfront in terms of, you know, the text has to be a different size. The buttons have to be farther apart. Like all those things that are going to matter with how your fingers use things also kind of matter when you think about it structurally as you're designing and developing from the beginning to assistive technologies. Mm-Hmm.

Maureen Condon ([30:12](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1812.15)):

<Affirmative>. Excellent. So that leads to one of our audience questions here. And, and something I was thinking of a, as we were talking just a little bit ago, it you know, can you talk, so I, I think the first question is if you've built your website and you know it's built already and now you need to make it compliant I think one of the things that we've experienced and are, are sharing with our clients is that it's not like you can come to come to us or, or you do it yourself with your own team to say, okay, I'm gonna make it compliant, check now I'm done. That what we are learning and experiencing is that it's a process and that you have to constantly be updating it, testing it, reviewing it as your website evolves that it's not a one and done, and then you can just set it and forget about it. Is that fair to say? That's pretty

Anna Bradley ([31:08](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1868.74)):

True? Definitely.

Maureen Condon ([31:09](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1869.53)):

Okay.

Anna Bradley ([31:10](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1870.13)):

Yeah, definitely. There, there's two sides to accessibility. You have the technical side and you have the business side. So you have to ensure that all the business processes that currently are in place to support the current environment, which may not be compliant, are modified. So that it lends themselves towards compliance. So if you have a QA team right now that QA team needs proper training, you have to integrate accessibility testing into their processes if you have a process for publishing. And it gets really squirrely when it's content management and individuals who aren't designers or developers say marketing departments or pushing content they need training. If they're gonna push an image, they need to know what an appropriate alt text is, they need to understand their headers, et cetera. So you just have to go down the line as to who has the ability to touch the site and make sure that nobody touches that site once it's compliant, who hasn't had the appropriate training and are provided with the appropriate tools to use mm-hmm. <Affirmative>

Anna Bradley ([32:18](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1938.58)):

To verify and validate the compliance of the new content being pushed to production. Yeah. So whether it's design, whether it's development, whether it's maintenance QA in there, everybody has to be involved in the process. Management has to allocate the resources, the time and the budget to accommodate the additional expense. Otherwise, if you go back to the way things were before the compliance within six months, you'll be out of compliance. Again. It is not unusual to hear about companies that have faced within the period of one year, three to four lawsuits over compliance. And they actually thought they got it taken care of the first time, but they didn't address the business side.

Maureen Condon ([33:01](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1981.38)):

And I, and I think that word process you used is, is perfect that it's just, you have to start incorporating that process of asking that question in the way you do business, the way your technology is served up, it's just part of the process in your operations. It's just has to be part of the services. And there,

Anna Bradley ([33:17](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=1997.64)):

There's even a, a step before all of that, your selection of development tools to purchase for your team. Mm-Hmm. <affirmative>, you know, which, which tools in the marketplace, what software and development excuse me. Development software supports WCA compliance mm-hmm. <Affirmative>, so you don't have to fight it all the time and make changes to its output all the time. So platform selection.

Maureen Condon ([33:42](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2022.6)):

Yep.

Anna Bradley ([33:42](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2022.7)):

You have to look at all of it. It, it's a criteria for evaluating technology purchases. And when you're dealing with third party content like plugins, it's not enough to sit there and say, wow, I really like that chat feature. You know, it's a good price of the question, is it accessible? Because legally you're liable for all content on your site, whether it's yours or third party.

Maureen Condon ([34:04](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2044.78)):

Very, okay. Important. which leads to another one of our audience questions on, you know, and I, and I think well, the question is, can you talk about the different in cost of a directing acceptability when done upfront in an original web design versus addressing it after a website is live? And maybe just you know, speaking to, not just caught, but I get, you know, the, the process, the, the complexities of, of doing it. You know, what is the difference doing it at the beginning and doing it later?

Mark Miller ([34:41](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2081.08)):

Yeah. I mean, I can, I can jump in there and, and I think it's, I think it's really an extension of what Anne was just saying. You know, answering the other question. One, one of the things to think about is that really you, you can think about accessibility as bugs that affect people with disabilities or effective specific group of people, right? So when there's an issue on the site, it's like any other issue on the site, it's just not working for somebody. And that type of process is already built into web development, right? We, you know, you try to discover bugs, you try to fix those bugs and you recognize there's always bugs <laugh>. Mm-Hmm. <Affirmative>, you're never in a, a perfect scenario. And just like with with, with bugs you wanna shift all of that left. And then anything you do shift left, meaning anything you do bring earlier into that development process, into design, into code, into qa, all the things Anne was just saying, the further it goes to the, I always move, right?

Mark Miller ([35:44](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2144.23)):

One, I mean left, the further it goes to the left, the less expensive it is. So something that you, and I couldn't give you a specific number, right? But the, the something you catch in design is gonna be less expensive than something you catch in development, which is gonna be something less expensive than you catch in in production, right? In that mm-hmm. <Affirmative> final thing. So there's a huge advantage to creating, moving from project to processes we just, just discussed. Yeah. Yeah. And within that processes, Anne was saying, making sure that you're catching things as early on as possible and building it into every step of that process from the standpoint of like if the, so the question could also be related to how much they're gonna spend with a accessibility vendor, and the answer is that probably won't, that will shift to a degree. But it's more about the internal savings, right? Because you probably still want a third party vendor to validate that all of that stuff is working out. Because no matter how good you are in a company as a developer and doing that, you're never gonna be as good as that third party vendor that does nothing but accessibility all the time and stays up, oh, stays

Maureen Condon ([36:50](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2210.48)):

On top of the greatest

Mark Miller ([36:51](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2211.8)):

Mm-Hmm. <Affirmative>. Yeah. And you have that third party objective verification that, Hey, all this stuff we put in this process, all these things we're doing, they are turning out pretty good in the end. And, and when they aren't, we're learning from the vendor what that is and correcting it

Maureen Condon ([37:05](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2225.61)):

Mm-Hmm.

Mark Miller ([37:06](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2226.26)):

<Affirmative> so quite a bit. It's re it's really from a cost saving standpoint, when you look at the total picture, it's very important to start doing that.

Maureen Condon ([37:15](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2235.58)):

Excellent. Excellent. Okay. So I want one more question that, that someone in our group has among the audience has. That was one of our questions, and then I wanna make sure we move on to, and, and spend some time on the branding. So the question on plugins and overlays tools like our, our audience question is, what does the panel think about companies like that to be, you know, overlays that you could just put on your site and they're gonna let you know, supposedly if a site is accessible? What's, what's your thought on those kind of tools? I have a feeling I know the answer based on what we were just talking about, that it's, it's a whole process. But, but I'll let you,

Anna Bradley ([37:55](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2275.84)):

Well, it, if it's too good to be true, it probably is <laugh>. And if they worked criteria and wouldn't be in business right now after 23 years, so no, they don't work on a number of different levels. They don't work. The law requires your website to be accessible, period. And the only way you can be accessible is for your source code to be WCA compliant. These do nothing to modify the source code. Lawyers that litigate in this space are not web developers. They don't know H T M L. So they use these scanning tools that I was mentioning earlier, and they can run a partial scan in two minutes and flag hundreds of errors on a website and then proceed with sending a demand letter or filing a lawsuit. Whether you have one or a hundred of these plugins or overlays, it won't make any difference.

Anna Bradley ([38:45](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2325.37)):

So it doesn't do anything to mitigate your legal exposure. But you also have to consider the fact that the way it is supposed to work and it should work, is your responsibility is to create an accessible environment for everybody on that website. It is a responsibility for people with disabilities to pick out, purchase and receive training on a variety of assistive technologies. There's hundreds of assistive technologies out there, depending on your disability and your preferences. When somebody with a disability comes to a site using an overlay or a plugin, they no longer can use their preferred assistive technology because the site is still not accessible. You're forcing a less robust, less professional tool that may or may not even address their specific requirements on them.

Maureen Condon ([39:42](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2382.469)):

Okay.

Anna Bradley ([39:43](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2383.06)):

And that's just completely inappropriate to do to any customer.

Maureen Condon ([39:47](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2387.35)):

Gotcha. Excellent. Excellent. So, one more technical question, and then we're moving to brand. So let's have, if we can have a nice short answer to this. Cause I think there is one from the audience, if you have a main website and then you have a separate accessible website, does that make you compliant? So you can toggle at the top to go to the accessible website?

Anna Bradley ([40:10](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2410.96)):

Separate, but equal doesn't work. And as long as the non-accessible website is out there, a lawyer can find it.

Mark Miller ([40:19](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2419.54)):

The yeah, there's a, there's a lot of reasons why that's problematic. I mean, one is who, who says they're gonna, somebody's gonna find the accessible version. The other thing that was found early on, because that actually was a solution early on in the early days of accessibility, was that the accessible version of the website was often not maintained as well as the main website for o you know, obvious reasons. This shouldn't, shouldn't shock anybody. And so the biggest, the analogy I give people just to, just to help people understand perhaps in their own experiences, if you remember back in the day when mobile websites used to be separate, so there was a website usually mdot something rather, and it would be the equivalent or the mobile equivalent of whatever the main side was. And I can remember personally that if I got to the point where if I got to one of these mdot sites on my mobile device, I would either try to get the main site on my mobile device, or wait until I got home and use my computer because they never had the same level of information or were maintained as well.

Mark Miller ([41:22](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2482.15)):

It was always an afterthought. And so it, it doesn't work. And from a business standpoint, most people don't do it anymore because now they're maintaining two things instead of one thing. Yeah. So the re reason raw responsive design was such a big deal is because it stopped that MDOT scenario where you had two things that you had to manage. And so accessibility becomes the same way. You might as well, if you're gonna put the effort in, put the effort into properly coding, maintaining, monitoring your main site for accessibility and keep everything there. Yeah. And that is truly the best way to create an equivalent experience for people with disabilities, which is what we're really the, the, the, the charge is to create equi an equivalent experience.

Maureen Condon ([42:04](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2524.36)):

Right. Do the right to do the right thing. Right. Yeah. So let's talk about how, how at making sites accessible impacts or doesn't impact design and the UI of a site. You know, does it impact your branding? You know, how, how does that, how does your branding come into play here? And is your branding hurt in any way by making your site accessible, mark?

Mark Miller ([42:31](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2551.21)):

Yeah, so what I usually tell people is that I can't sit here and say that there's no change visually to the website if you were to adhere to the wicked guidelines at a hundred percent. Because there's things like color contrast, ratio. Oh, yeah, yeah. You know, that you just, you, you can't get away from 'em. However, they're probably much, much, much more minor than most people fear mm-hmm. <Affirmative>. and you know, if somebody comes in and tells you what's wrong, nobody's gonna make you do it. Typically what I say is if you, if you put to the, the, the old version of the webpage and the new accessible version of the webpage side by side, you would be going like this and, and really you know, straining back and forth to find any visual difference mm-hmm. <Affirmative>. And if you do find a visual difference, it probably, you're gonna look at it and go, well, I like the accessible one better because it's gonna be more easily seen because color contrast is gonna be correct.

Mark Miller ([43:30](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2610.989)):

In that it's not just for people with disabilities. This, I think Anna, as I was having my technical issues made a good point as I was popping in and in and out about how accessibility really can help everyone. Mm-Hmm. <affirmative>. So think about going outside on that mobile device and you step outta your car on the bright sunlight all of a sudden in that, in that situation for you, color contrast is important because if color, if you're meeting color contrast ratios, you're much more likely to be able to see that and see everything on your screen and that bright sunlight mm-hmm. <Affirmative> which reduces contrast. So that's you know, that's how I think about that.

Maureen Condon ([44:09](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2649.54)):

Yeah. Anybody else have anything on that? Michael, do you have any thoughts on that, on, on how you've seen it impact or not impact clients' websites?

Speaker 4 ([44:19](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2659.35)):

You know, it can be the, the color contrast thing is definitely there. And, you know, I would say one critique is that if you're not, if your logo and your branding colors aren't satisfying color contrast issues, that's probably not great design to begin with. Like visible things. Things that look good to everyone generally are going to meet those standards. I would also say in sort of a more general branding and visual approach to, you know, web design webpage design, you run into issues where, you know, we think visually when we're designers, and it's really important to make sure that you're also thinking about how you're going to present that information in a way that's not tied to a visual gimmick, to a visual trick. Things that only pop up if you hover like that's right. Really. And that's, that's also bad from a, a mobile experience.

Speaker 4 ([45:16](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2716.98)):

Like it creates issues and having a developer have to solve problems that are inherent in the design, that's probably not the best idea to begin with those kinds of ideas. We, you know, we've had to rework some things like that. We've had to rework tables, data tables da data tables are meant to be data. And so it's really important that we learn how to present code that's giving that visual impact, that's making that data legible and making it interesting, but also presenting it in a way that people who don't see that or don't see it the same way are able to still get the same picture, the same organizational picture, and know what they're seeing. So those are a lot of things to think about. It's, you know, really important to think about how you're presenting your data and not just think about things that look cool, <laugh>, things that look cool aren't necessarily the best way to get work, the work done.

Maureen Condon ([46:12](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2772.13)):

And I think that speaks to what you guys were saying about it, it's a process and you, you need to be always thinking about it and having it, you know, at the forefront. So we're at time, but if they're I would love Mark and Anna to just, maybe there's one thing our attendees should leave this webinar with, if they remember one thing, you know, what would that one thing be in, in your minds? Mark, I'll start with you.

Mark Miller ([46:37](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2797.49)):

I would say the one thing, the one thing to leave with is do something. The answer is never do nothing. And what I mean by that is that everything that we're talking about can be very overwhelming. And resources can be limited. As I know Anna was talking about that in the beginning as well. And sometimes people look at this effort and they go, oh, I just, it's, it's too much. We'll start at, you know, next quarter or whatever the case is, which, which I completely understand, right? It's, it's, it's a lot. Funding is an unlimited and, and all that stuff, but when you, when you are aware and you are aware that accessibility needs to be addressed, the best thing you can do is just start somewhere. Start simply with your homepage, start with some basic issues, start with some easy things to fix.

Mark Miller ([47:29](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2849.239)):

Even when you come to a, a vendor like us we can help you start very inexpensively and, and, and on some very basic things. Because as we've pointed out throughout this whole discussion, it's, it's, it's a journey and it's an ongoing journey. Get on the, get on the path, get on the journey, and start working. And don't think just because you can't take those big, big sweeping strokes to fix, you know, everything, everything in air quotes that you should wait, start, start, start, start, start. And everybody will appreciate that. Everybody understands how difficult that is. And everybody will appreciate that you're doing what is reasonable for you to to make, make a change and make it better.

Anna Bradley ([48:12](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2892.12)):

Great. Anna, what's your one? Yeah, I, I would just add to what Mark is saying, and I agree with them a hundred percent. Baby steps is really important. One of the biggest problems with accessibility boils down to people just don't know what they don't know. Mm-Hmm. <affirmative>. And that will come back and, and bite you. So do it yourself, has its limits. But start with the scanning tools. Start with, you know, going to the WC three website, w c3.org, download the WCAG guidelines, read through them. It's, it's relatively interactive. You can drill down and get specific examples of before and afters, et cetera, understand the scope of what you're up against. But once you've gotten to the point where you have an idea of what needs to be done you'll save yourself a lot of time, a headaches and possibly costly disappointments.

Anna Bradley ([49:11](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=2951.55)):

Mm-Hmm. <affirmative> by bringing in a third party to help you. We're no different than financial for sure. Auditors, tax auditors. We know about accessibility and a level of detail that would just bore the hell out of everybody else, <laugh> <laugh>. But it's the difference between bulletproofing yourself against possible litigation, which is one of the, the immediate reasons people are very concerned about accessibility. But it also, if you're in the federal space, if you're a federal contractor under section 5 0 8, by law, they cannot give you a contract if you're technical deliverable is not section 5 0 8 compliant. And that goes beyond websites and applications. So you know, there's lost sales that can go there. And from a B2B perspective, we work with vendors all the time that, you know, particularly in the education space that are selling to universities and such that can't because they cannot bring their their applications and their websites and plugins and et cetera, into compliance. So no one to seek help and focus on companies that have been around for quite a while, cuz a lot of popped up new ones I'm sure they have with gimmicks. But yeah,

Maureen Condon ([50:26](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=3026.8)):

No one to seek help. Great.

Mark Miller ([50:29](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=3029.52)):

Well, you and I'll give somebody a very, I'll give somebody a very direct answer to that too. If you want to know what you, the one thing you could do right now, like, as soon as this webinar ends, forget the tools, forget the guidelines, forget all of that. Go to your website, put your mouse in a drawer and try to navigate it with your keyboard. Yeah. It's unbelievable. The number of That's great. How much more usable you'll make your website if you can just navigate it with your keyboard and then that will help give you also an experiential understanding of what somebody might be going through. Cuz a lot of people with disabilities cannot use a mouse mm-hmm. <Affirmative> and for, for a variety of reasons we won't get into the keyboard. Accessibility is important. Mm-Hmm. <Affirmative>. Yeah. So go, go do that <laugh>, like, just, if you just wanna kind of dive in and get some, and get some empathy, feel what it's like. Yeah. Yeah. And, and then if you can fix your website so the keyboard works with it, do that too. <Laugh>.

Maureen Condon ([51:20](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=3080.219)):

Yeah, exactly. That's great. So just in closing, we will, to everyone on thank you for staying on, we will share these resources that, that Mark and Michael and Anna shared and we'll be able to, we'll do a follow up and answer any questions. I know there were some questions we didn't get to, I promise we'll capture them and get to them and get you guys answers to those things. But you guys have been awesome. Thank you so much for your time and your expertise and we'll follow up and, and keep the conversation going. Thanks everyone. Thank

Mark Miller ([51:52](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=3112.18)):

You, Maureen. Thank you everyone. It was

Maureen Condon ([51:53](https://www.temi.com/editor/t/nAwzZZhdaKwsc83GrTM6ZGmapWKsxHeeYUiSPRIwtPboxTLUNI11_5ieiK-1IrWKam94KLsVFsC2lT0zMzqyOG8h9Lc?loadFrom=DocumentDeeplink&ts=3113.5)):

A pleasure. Thank you. Bye-Bye. Bye.