

# My Special “ADA” & “WCAG” Sensitization Report

**What You Should Know As A Website Owner & How Not To Get Sued!**

## Introduction

If you are doing any type of business online that requires you to have a website, **then you need to pay very close attention to what I’m about to say.**

It’s sad because website owners are being targeted and sued for a law that they are mostly ignorant of. But the truth is, ignorance of this law is no excuse.

**This is why you need to pay keen attention to EVERY word I’m about to say!**

According to this law, if your site(s) don't line up correctly with all its provisions, you could have to tap into your nest egg or retirement fund...if you have one.

There are individuals who are losing a significant chunk of their bank accounts because they are ignorant of this set of compliance laws that all websites need to abide by.

No one will want to find his or herself in such a situation where you have to lose so much for something you literally know nothing about. It can be really devastating.

The average out of court settlement is about \$50,000, can you imagine that?

I know this because I have helped a ton of businesses out of this minefield, and more than that, it's all over the news too.

Let me show you just a few examples below:

## Los Angeles Times



Customer Matt Thomas sits at a table at a Hooters restaurant in Los Angeles as employee Keiana Martinez delivers a meal to another customer. The Hooters chain was sued because its website did not comply with the Americans with Disabilities Act. (Mel Melcon / Los Angeles Times)

The Hooters restaurant chain was sued last year, even after the chain agreed to fix its website as part of a settlement of a previous lawsuit. A federal appeals court ruled that Hooters remained vulnerable to lawsuits until it fixed the website under the previous lawsuit settlement.

## Los Angeles Times

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BUSINESS



## Lawsuits targeting business websites over ADA violations are on the rise



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## Is Your Website ADA Compliant? What Beyonce's Website Accessibility Lawsuit Taught Us



NEXT ARTICLE



If you are still wondering what law exactly I'm referring to, it's the Americans with Disabilities Act - ADA.

See reports from some popular news channels on this issue:

Fox Business News: <https://youtu.be/Syt6H858D5c>

ABC Action News: [https://youtu.be/N1f6pW\\_G\\_BM](https://youtu.be/N1f6pW_G_BM)

NBC News: <https://youtu.be/3uM66zko3wM>

National Association Of Realtors: <https://youtu.be/BJsJOHvipJo>

In this report, I will bring you up to speed on the latest on the ADA Compliance law, how it can affect your business and what you can do to avoid being sued.

## **What is ADA?**

ADA stands for Americans with Disabilities Act (ADA). As far back as 1990, this act was signed into law by President George H.W. And it's one of America's most important laws regarding accessibility and civil rights for people with disabilities in all areas of public life, including jobs; schools, transportation, and all public and private places that are open to the general public.

Simply put, the law requires businesses to make accommodations for people with disabilities.

This means that all your web content should be accessible to the blind, deaf, and those who must navigate by voice, screen readers or other assistive technologies.

Everything comes under scrutiny; websites, apps, and pdfs all included. All of these are susceptible to lawsuits and litigation.

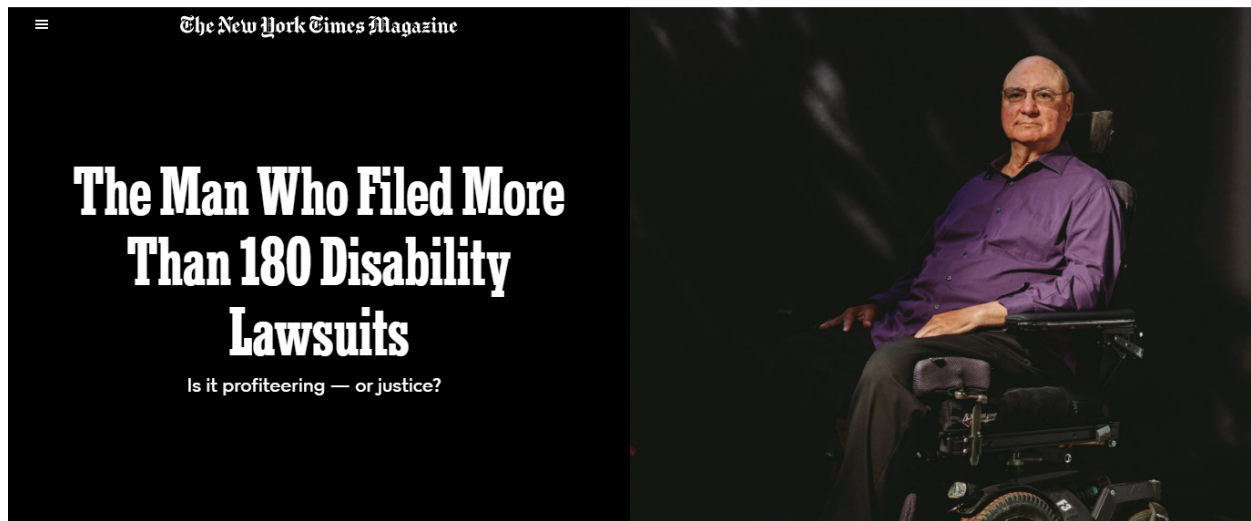
## **ADA Lawsuits Are On the Rise!**

Since 2017, the number of ADA lawsuits has skyrocketed. The year 2018 alone saw over 2,200 cases alone not to mention the rising number of ADA legal complaints and lawyers' demand letters filed against businesses with non-accessible websites in the last few years which never made it to public headlines.

Just take a look at these statistics when it comes to ADA & WCAG compliance:

- Lawsuits are mounting and are expected to increase...
- The Department of Justice has backed ADA website Lawsuits
- \$6,000,000 was the Settlement Cost of a Recent Case
- \$50,000+ is the Average Legal Cost to Small Businesses

More than 10,000 websites were sued in 2020 due to non-compliance. This number is expected to hit 100k by 2022.



## Who Is Affected?

Business owners are getting sued left and right, no matter the size of your business.

It's a serious mistake to think that ADA only affects very large corporations. All types and all sizes of businesses have to comply with ADA legislation for their customers or web visitors. Even the physical businesses are not left out!

It doesn't matter if you're:

- An Online Marketer
- A Doctor, Chiropractor
- A Local Business Owner
- A Realtor
- An Ecommerce Store Owner
- A CEO
- A Local Consultant
- A Web Developer
- An Affiliate Marketer
- Any Type of Profession



What I'm trying to say is, if you have a website or ever plan on having one then you need to take advantage of the information that'll be revealed in this report.

## **How Do You Tell If Your Website Is ADA Compliant?**



First, you need to carry out an accessibility audit on your website to determine if it is ADA compliant or not. And if it is not, the next question is, what is the level of deviation from the compliance guidelines and what needs to be done?

The accessibility audit covers four areas of compliance, which are;

- Perceivable
- Operable
- Understandable
- Robust



All of these guidelines may seem a little vague to a lot of business owners.

And the bad news is, ignorance of the law is NOT an excuse!

But the **good news is, we are here to help!**

To know the status of your website, simply send us an email containing your website URL, so we can carry out a FREE accessibility audit of your

website after which a comprehensive accessibility report will be sent to you completely free of charge.

If we already have your website URL, then look out for our email to get your accessibility report.

In the report, you'll see details about your compliance status and if you are not compliant, we'll give recommendations on how to fix things up!

You will find our contact details on the last page of this report.

## **Beyond Avoiding Lawsuits, Compliance To The ADA Guidelines Has Other Benefits**

Did you know that having an accessible website is so important that Google gives it more relevance than one that isn't accessible?

This means that being ADA Compliant makes your website or web content more SEO friendly. What will being on Google page 1 mean for your business?

Also, the disabled market is currently valued at **over \$650 Billion Dollars per year!**

So by not having an accessible website for disabled people, you could be losing out on a ton of potential customers which means losing out on more potential revenue.

## **Take ADA Compliance Seriously Today!**

It's estimated that 85% of ADA lawsuits in federal and state courts were filed against small and medium retail businesses. Again, ignorance is not an excuse!



Christina Rose ▶ ClickFunnels (Official)

Aug 2 · 🌐 · ADA compliant website? If not you could apparently have legal action taken against you. This happened to a business owner friend in San Diego. Has anyone ever dealt with or heard of this before? Beyond having audio transcription for text and CC on videos, does anyone else



Ryan McBride I've had a client get sued for ADA compliance. Guidelines are super strict.

Like · Reply · 2h



Charles Jones 🗣️ care to share more details on that and how it ended up?

Like · Reply · 1h



Ryan McBride Charles Jones They settled out of court. It was more of an extortion thing than anything IMO. We ended up installing an accessibility plugin (that did a lot of the work for us) and added alt tags to all the images. Had to add some markup to the navigation. There is a program called JAWS that has a free trial for seeing what the site looks like in terms of usability for screen reading software.

Like · Reply · 50m



Reach out to us right away to know your websites' accessibility status!

To a brighter future,

Lewis Duncan

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[www.peerly.biz/ada](http://www.peerly.biz/ada)