

Web Accessibility: Avoiding Litigation

Why is web accessibility such a big issue? Web accessibility is a legal requirement of the American with Disabilities Act that ANY website with a public audience is required to address. Despite the need for web accessibility, estimates are that only 10% of required sites meet web accessibility standards.

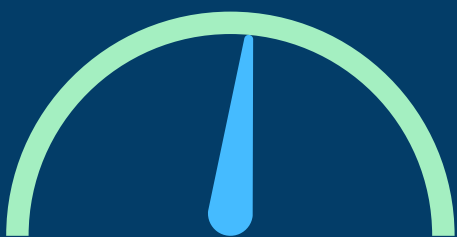


The vast majority of sites required to meet web accessibility fail to meet industry standards.

Non-compliant websites face a growing threat from litigation. From 2017 to 2022, the number of web accessibility lawsuits increased 300%, while the number of ADA demand letters, which threaten litigation unless a settlement is reached, increased at an even higher rate.

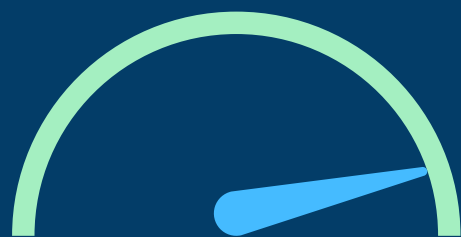
"If you receive a website (or app) accessibility demand letter under the Americans with Disabilities Act (ADA) (or other anti-discrimination law) \$25,000 is a conservative final tab after everything is finished."

Kris Rivenburgh, Author of The ADA Book



67% OF LAWSUITS FROM 5 FIRMS

Some law firms have become increasingly aggressive in filing web accessibility lawsuits, with just five firms filing 67% of all web accessibility complaints in 2021.



90% OF LAWSUITS SETTLE

Due to the litigation cost of defending-- and possibly losing--an accessibility complaint, defendants are very likely to agree to a settlement.

Free widgets and plug-ins offer some accessibility features, but they are unlikely to meet industry standards required by the ADA. While no website can be 100% compliant, the best solutions incorporate routine scanning, automated mitigation of issues and documentation of steps taken to improve site accessibility.

Questions? Email
Contact@e3Business.com