MTWhiteLABS

ACCESSIBILITY GUIDE

Web Accessibility 101

A Practical Summary for Organizations

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This guide summarizes the core concepts of web accessibility, accessibility standards, compliance considerations, and practical next steps for organizations looking to improve their digital experiences.

Accessibility is no longer optional — it is an important part of creating inclusive, user-friendly, and legally compliant websites.

What Is Web Accessibility?

Web accessibility refers to the practice of designing and maintaining websites, applications, and digital content so they can be used by everyone, including individuals with disabilities. This includes users with visual, hearing, motor, or cognitive impairments.

Accessible websites ensure that all users can navigate content, interact with forms, consume media, and access services without barriers. Good accessibility practices often improve usability for all users, not just those with disabilities.

Accessibility Regulations & Standards

Organizations commonly follow accessibility standards such as WCAG 2.1 Level AA. These guidelines help ensure websites meet usability and accessibility expectations for a broad range of users.

Many organizations also align with ADA-related accessibility expectations to reduce legal risk and improve public access to digital resources. Accessibility guidance typically covers website structure, color contrast, keyboard navigation, screen reader compatibility, captions for media, and accessible forms.

More than 25% of adults report having some type of disability and may face challenges using inaccessible sites. Your services should be available to everyone, and your website should not stand in the way of this access.

Common Accessibility Problems

These are some of the most frequent issues found on websites:

Problem	Why It Matters
Poor color contrast	Text becomes unreadable
Unlabeled buttons	Users don't know what actions do
Inaccessible PDFs	Documents can't be read by assistive tools
Keyboard traps	Users can't navigate properly
Missing form labels	Forms become confusing
Auto-playing media	Can disrupt assistive technology
Tiny text or buttons	Difficult for low-vision or motor-impaired users

Top Benefits of Web Accessibility

1. Inclusion & Equal Access

Accessibility ensures all users can access online services and information regardless of ability.

2. Better User Experience

Clear navigation, readable content, and accessible interfaces improve usability for everyone.

3. Reduced Compliance Risk

Maintaining accessible digital experiences can reduce legal exposure and strengthen organizational credibility.

Recommended Next Steps

- **Create an Accessibility Plan** — Define goals, timelines, responsibilities, and priorities.
- **Audit Existing Content** — Evaluate your website and digital assets for accessibility issues.
- **Remediate High-Priority Issues** — Focus first on major usability and compliance barriers.
- **Establish Ongoing Maintenance** — Accessibility is an ongoing process requiring regular reviews, monitoring, and updates.

THE MOST IMPORTANT THING TO UNDERSTAND

Accessibility is not usually "one giant fix." It's an ongoing maintenance and usability practice.

How MTWhiteLABS Can Help

MTWhiteLABS provides accessibility-focused web design, remediation support, compliance guidance, and ongoing maintenance services designed to help organizations build more inclusive digital experiences.

By combining accessibility best practices with modern web design and long-term support, organizations can improve usability, strengthen trust, and better serve all users.

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