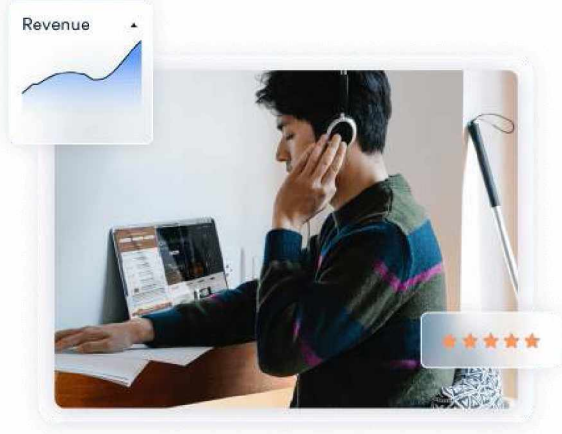


# Grow your business, promote inclusion, and mitigate risk with web accessibility



## Here's how

Currently, 1 out of every 4 people in the U.S. lives with a disability, contributing to a significant market size and a buying power that is important for business growth and website value.

Businesses also have a moral and legal responsibility to provide accessible websites so all consumers can enjoy their offerings regardless of ability.

## If you're wondering why web accessibility is a must-have for your business, here are 5 reasons you can't afford to ignore:

### It opens the door to a new consumer market

By opening up your website's doors to the 25% of the population that lives with a disability, you're likely to generate more revenue while doing good for society. The community has a vast buying power of \$13 trillion in annual disposable income and by providing opportunities for content engagement and purchases, you will generate more revenue with disability communities as your loyal customers.



### It improves your website's performance

By incorporating accessibility into your website, you provide additional cues and context that help search engines lead users to your site. The result is improved visibility, higher organic traffic, and an SEO boost that can launch you ahead of your competitors. A study by SEMRUSH revealed that over 73% of websites that implemented an accessibility solution experienced growth in organic traffic, at an average increase of 12%.



### It mitigates legal risk

No one should be excluded from website access due to a disability, just like no one should be excluded from a store, which is why web accessibility is a legal requirement. With an AI-powered automated web accessibility solution, business owners are able to maintain ADA compliance and WCAG 2.1 AA level requirements, mitigating the possibility of a lawsuit.



### It unlocks tax benefits

Making your website accessible is the right thing to do and it's also a legal requirement that many governments recognize and reward. In acknowledgment of the importance of digital inclusion, the IRS offers tax credits of up to \$5,000 per year for businesses that implement web accessibility solutions.



\*Relevant for US businesses only

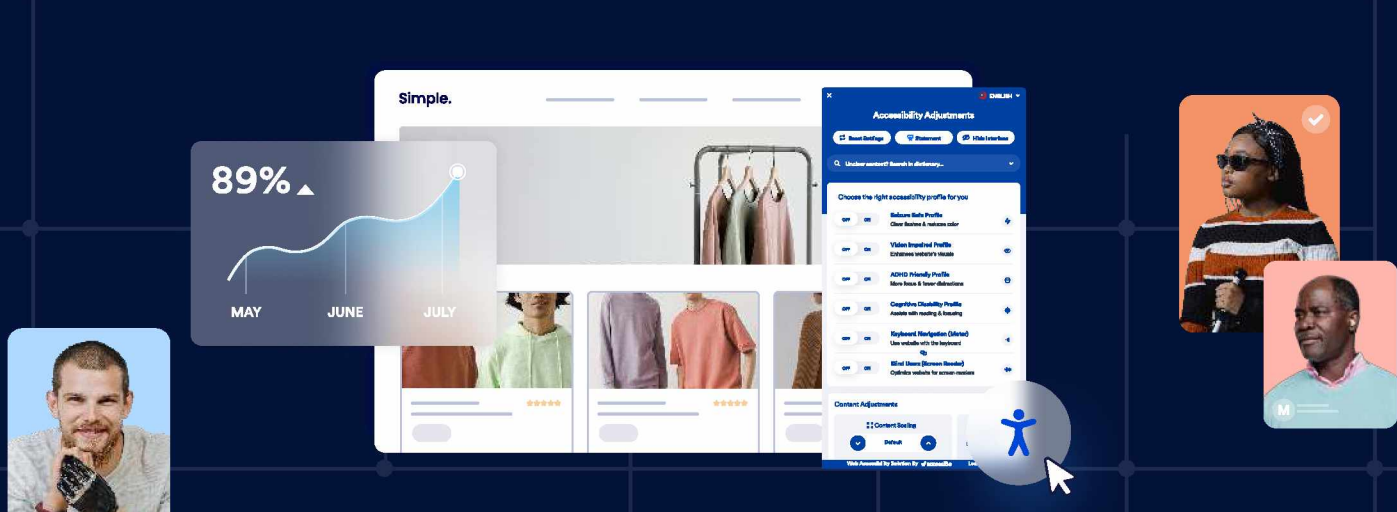
### It establishes your brand as inclusive

Consumers are loyal to inclusive brands. Brands that produce websites and products or services in an inclusive, accessible fashion boost their positive, online reputation with consumers - and this goes for people with disabilities and without. According to McKinsey, two out of three Americans make purchasing decisions with their social values. Businesses that prioritize inclusion, by making their web offerings accessible, can earn both consumers' loyalty and increased spending.



## What are you waiting for?

Integrating a web accessibility solution into your website is a win-win solution for your business and for all users, regardless of ability.



Make a great, strategic business decision while doing the right thing. Start your free trial today and unlock the digital door for everyone.

[START FREE TRIAL >](#)

## About accessiBe

accessiBe is the market leader in web accessibility solutions. Founded in 2018 and currently used across hundreds of thousands of websites, accessiBe streamlines web accessibility with an ecosystem of solutions, enabling businesses to be proudly inclusive as well as compliant with worldwide legislation. On a mission to make the internet an accessible and inclusive space, accessiBe's solutions are developed with members of different disability communities, and based on specific standards for legal compliance around the world.



**Brent F.**  
5 STAR RATING

"Fantastic service, very easy to use and sell, great addition to our product offerings."



**Don P.**  
5 STAR RATING

"Saved our firm tens of thousands of dollars and helped us land tens of thousands of dollars in biz"

