

Digital marketing and accessibility: The modern marketer's handbook



Introduction

Whether you've been using the internet to keep up with the events of the last year or using it as a way to keep busy while at home, the reality is, we've all been spending more time online than ever before. According to Forbes, global online content consumption **doubled in 2020** and isn't expected to slow down anytime soon.

Almost overnight, we all made a pivotal shift to becoming a digital-first culture. From professional meetings to staying in touch with friends, anything that could be conducted virtually has been. That's included our interactions with businesses too.

This digital shift brought on by the COVID-19 pandemic has especially impacted those with disabilities needing accommodations to access the web, causing many businesses to take into consideration the needs of users that they hadn't prioritized before.

That being said, a company's digital presence has never been more important. On top of simply being online, it's also important for your website to be accessible so it can be enjoyed by everyone. The problem is, when marketers are accountable for everything from click-through rates to website traffic to lead generation, sometimes accessibility can slip through the cracks.

That's an issue when you consider that **22% of Canadians** aged 15 or older are living with a disability—many requiring assistive technologies to access the web. Putting the many legal requirements for accessibility aside, consider it from a business perspective. Worldwide, **1.3 billion people** with disabilities control over \$8 trillion in annual disposable income. A website that's not inclusive creates a major barrier between you and a huge potential market share of customers.



To help you start thinking about web accessibility as part of your long-term marketing strategy, we've highlighted the top 10 digital initiatives that marketers are focused on this year and identified where accessibility fits into each. From SEO to social media, you'll quickly learn that accessibility is a part of everything we do (at least, it should be).

This handbook will break down web accessibility for marketers into digestible tasks and takeaways that your whole team can get behind. It will help you to start looking at web accessibility as a way to expand your reach, engage more buyers, and improve customers' day-to-day interactions with your business online. Most importantly, these strategies will empower you to set a foundation for success that extends well beyond this year.

Ready to see how you can make your top digital strategies more accessible? Keep reading!

“Digital or web accessibility means that all web-based content is accessible—meaning it can be perceived, operated, and understood—without barriers by people of all abilities and disabilities.”

– Inclusive Research Design Centre (IDRC)



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Search engine optimization (SEO)

As our friends at **SEMrush** define it, SEO is “the art and science of persuading search engines such as Google, Bing, and Yahoo, to recommend your content to their users as the best solution to their problem.”

You probably know that search engines take hundreds of ranking factors and signals into account to determine how results appear, but what marketers are often challenged by is knowing what those ranking factors are, how to optimize for them, and how to integrate these efforts into their broader digital marketing strategies.

Why SEO matters right now

When done right, search has the power to be one of the most effective digital marketing channels. Why? Because the **average click rate** for the top position on Google gets nearly 30% of all clicks. When you compare that to the click through rate of a digital ad or an email (which is typically less than 3%), that's a lot of engagement. And a strong SEO strategy can help you achieve that.

SEO also puts you in front of the right audience at the right time. Most web searchers are looking for a solution to their problem or an answer to their question. So having your website appear in those top results means that you're reaching someone who has intent to buy—or at the very least, looking to do some research on something you offer.

“Search engine optimization is an integral part of digital marketing and remains at the forefront as the most efficient digital marketing channel. Digital marketers should be prioritizing SEO as it is growing more than ever before due to the change in user behaviour online. SEO is a more cost-effective strategy compared to other types of marketing and it is a long-term gain which can help bring better quality traffic to your website.”

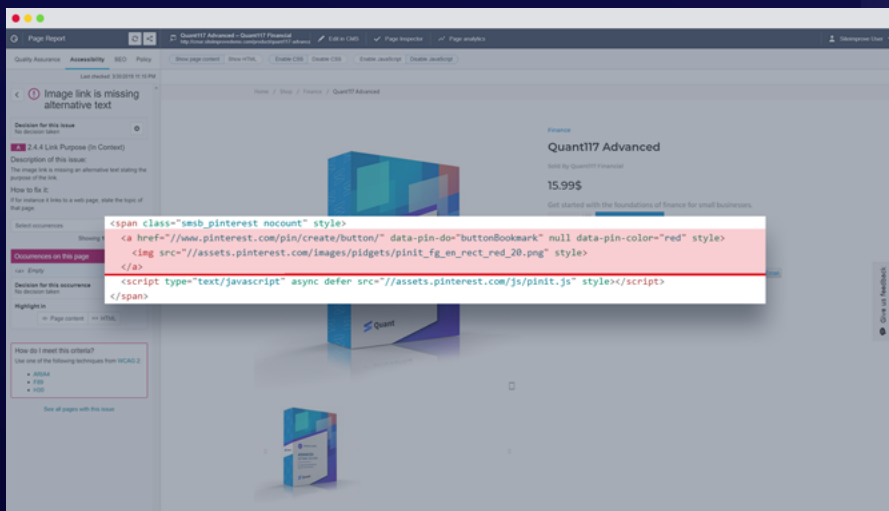
- Matthew Margey, Search Consultant, Siteimprove



Where accessibility fits in

A lot of accessibility issues on a webpage can be resolved by adjusting on-page text like headings, alt-tags, video transcripts, and link text. If you've ever tried to tackle on-page SEO, this might sound familiar. Just like how headings, alt-tags, transcripts, and descriptive links help search engines make sense of your web content, those on-page text elements do the same for assistive technologies like screen readers. That's because screen reader software such as JAWS, NVDA, and VoiceOver 'crawl' a page and reads the code and content in a similar way to Google.

Knowing this, you can make accessibility and SEO updates congruently. One way is to keep your keyword strategy top of mind as you remedy any flagged accessibility issues. As you go back and update your content, proactively remediate issues—like missing alt-text—with your SEO keywords in mind. It's an easy way to deliver more ROI to your accessibility efforts with virtually no extra work.



Accessibility quick tip

Sitemaps make your website easier to navigate for all—search engines and screen readers included. Especially if your website has complex navigation, your sitemap should be easily discoverable so that all users can find and access the content they're looking for, while also helping search engine crawlers find links to other pages on your site that may not be linked elsewhere. It also helps to have a really robust footer with the main content sections and subpages linked underneath them. That way everything is accessible and visible to all at the bottom of each page.





Pay-per-click (PPC) advertising

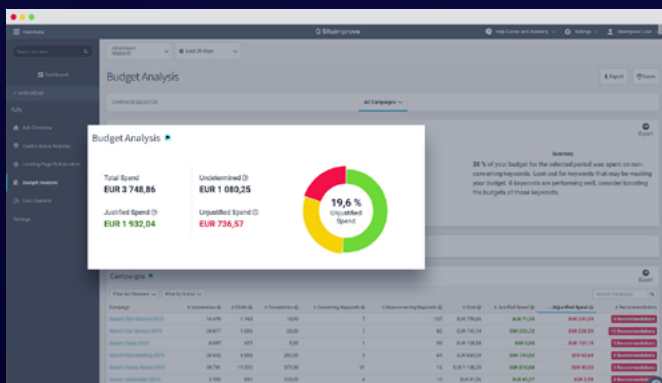
Pay-per-click advertising may not be a new trend, but it stays top of mind for marketers each year for a reason—it works. Today, advertisers allocate an average of **39% of their total budgets** to search engine marketing, and it's expected that by 2024, advertisers will be spending **\$99.2 billion globally** on paid search.

But when you're making such a massive investment in a marketing channel, you want to make sure you're doing everything you can to maximize it—and tying it into your other marketing priorities however you can.

Why PPC matters right now

Many marketers like PPC advertising because it allows for extreme levels of control over where they spend their money. During a time where many marketing departments are facing budget cuts and are looking for the best way to maximize their ad dollars, PPC provides a measurable way to do that.

Some platforms even allow marketers to tie their ads directly back to key business initiatives that will help them justify ad spend. This helps if you're not a PPC pro but are still looking to get the most value out of your advertising investment!



PPC has also proven to be a great place to test keywords for your SEO strategy, which is top of mind for a lot of marketers this year. If you have a keyphrase that's performing particularly well in a PPC campaign, you can consider using that same keyphrase in your SEO campaign to try to dominate the organic search results as well.

"Google Ads is by far the largest marketing channel, and given the fact that 48% of brands struggle to maximize the opportunity that paid and organic search has to offer, we decided to create a smarter way of optimizing your paid search with Siteimprove Ads, which automatically audits your ad budget and shows you where you're wasting money and where you should boost spend."

- Andrei Popa, Product Owner, Siteimprove



Where accessibility fits in

Much like how Google gives your landing page a quality score based on relevance, navigation, trustworthiness, and **other factors**, you need to think about how your landing page functions from an accessibility perspective in a similar way.

If your landing page is inaccessible to a number of users trying to visit your site, that's going to be reflected in your bounce rate. This will signal to Google that there's an issue with your landing page, and will in turn impact the amount of times your ad is shown.

To make sure your landing page is accessible, the main components you'll want to consider are:

- **Headings:** Are you using a hierarchy that makes sense and can be easily navigated by someone using assistive technology?
- **Video:** If you have video elements on your page, do they play automatically or do users control playback? Are your videos captioned and have you provided a text transcript alternative?
- **Calls-to-action:** Do your CTAs use descriptive link text? Does your CTA background and text colour contrast ratio meet WCAG standards?
- **Form:** Does your form contain any unnecessary fields that overcomplicate it? How easy is it to navigate for someone using a keyboard or screen reader?

Quick tip for improving landing page accessibility

One of the primary goals of PPC advertising is driving conversions, but that's not going to happen if people have trouble filling out the form on your landing page. We could write an entire eBook on form accessibility, but some best practices are:

- Ensure that your form elements are wrapped in a field set so screen readers can move into "forms mode"
- Organize lengthy forms into digestible sections to make them easier to understand
- Stay away from forms with multiple columns for easier navigation
- Make sure form fields have a clearly defined border, are a consistent size, and are left-aligned
- Confirm all of your form fields have labels—ideally above the field and with date and number formats provided—so it's clear what information goes inside them



Website performance

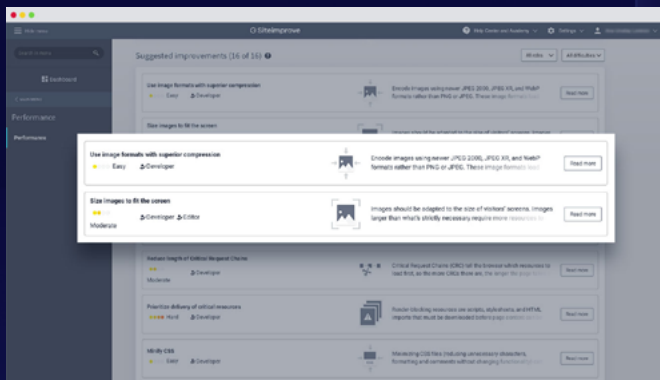
When you consider that a one second delay can **reduce customer satisfaction by 16%**, it makes sense that website performance never strays far from the top of a marketer's mind. A fast website that meets visitor expectations *and* industry standards is a must.

The challenge we hear from most marketers is that while they may have ownership of their company websites, they're not necessarily experts when it comes to web design or development. So having an easy-to-understand way to track and measure website load times is vital.

Why performance is top of mind right now

The digital landscape has never been noisier, and today's buyers always have a multitude of solutions to their challenges at their fingertips. Even the smallest website performance issue like an image taking too long to render could stand between you and a potential customer choosing to go visit your competitor's website instead.

Tools that empower marketers to **benchmark website performance** are increasing in popularity because they provide a clearly prioritized list of performance issues and the best ways to resolve them. Website owners having a greater understanding of the factors impacting page speed helps to remediate issues faster and at the end of the day, results in less barriers for buyers.



“Industry giants like Google have made an official commitment to integrating user experiences and speed into their algorithms for determining search ranking, which is a huge opportunity to get a leg up on competitors. Better experiences aren’t just going to be better at engaging users, they’re also going to get much more visibility in the future. Our Performance feature is built with this in mind, and makes it easy and actionable. Find out what’s holding your page experience back and get fixing with as few barriers as possible.”

- Viktor Petersson, Product Expert - Web Performance, Siteimprove

Where accessibility fits in

Many marketers understand the importance of accessibility, but not always the most effective ways to execute on it. Because of this, some have coded in text-to-speech functionality, magnification tools, or use other add-ons to make their websites more accessible.

The issue with overlay tools such as these is that they can achieve the opposite outcome by making your website more confusing to use—and the more tools you layer on, the more likely you’re going to slow down your website load times.

Quick tip for improving accessibility and performance

Rather than applying layers of accessibility tools to your website hoping they'll help you achieve compliance, many marketers find it makes sense to invest in an all-in-one platform that helps them clearly identify accessibility issues, fix them at their source, assign them to team members, and monitor progress over time. Some platforms actually have the ability to track and manage accessibility and performance issues congruently, so you can monitor your website improvements all in one place!



Data privacy

Data privacy may not be the most glamorous priority on a marketer's agenda, but with PIPEDA, CASL, and GDPR to consider—and more data privacy regulations on the way—it's something we have to get right. According to a recent Salesforce survey, **46% of consumers** said they feel like they've lost control over their own data. As marketers, we have access to a lot of personal data and must be extremely conscious of how we're making use of it.

Why data privacy is top of mind right now

As more and more of our business dealings move to the digital realm, consumers are putting a lot of trust in businesses to keep their personal data safe. At the end of 2020, the federal government proposed the **Digital Charter Implementation Act**, which modernizes the framework for the protection of personal information in the private sector. This comes in direct response to changes in digital behaviour during the COVID-19 pandemic.

To prepare for these new legal requirements while also meeting buyers' trust, keeping data privacy top of mind (and closely monitoring all instances of personal data we have access to) is a must for marketers.

Pages Containing Personal Data

Title URL	Task	URL	both	Data types	Instances of personal data	Page views	First detected
...	CMS	258	2648	357 days a...
...	CMS	258	2975	357 days a...
...	CMS	258	1884	357 days a...
...	CMS	258	1098	357 days a...
...	CMS	258	912	190 days a...
...	CMS	11	2481	357 days a...
...	CMS	11	1502	357 days a...
...	CMS	11	4015	357 days a...

“By 2023, 65% of the world’s population’s personal information will be covered by modern privacy regulation, which according to Gartner, was 10% in 2020. We need to empower our users to control the personal data across all their domains to respect the rights of their visitors and employees, as well as avoid damaged reputations. It is an essential element of maintaining a digital presence.”

- Charlotte Olsen, Senior Product Owner, Siteimprove



Where accessibility fits in

Much like there are fines in place for businesses that don't adhere to data privacy laws, there is similar legislation in place for failing to comply with accessibility guidelines. **The Accessible Canada Act**, which became law in June 2019, holds the federal governments and its regulated entities (transport, telecommunications, financial institutions, crown corporations and the military) highly accountable for digital accessibility through **finances of up to \$250,000** for non-compliance.

For many businesses, adapting to these changes has meant updating their privacy policies, overhauling email preference centres, and adding cookie banners to their website. But for every change you make to your website, you have to ask yourself, is it accessible?

Quick tip for accessibility and data privacy

Is your cookie banner accessible? The considerations below will help you find out if it is.

- Make sure the 'x' button on your cookie banner is labelled as "close button". Otherwise, a screen reader may not be able to identify which button closes the pop-up
- If your cookie banner appears as a pop-up modal or dialog box over the page, focus should be set to the element. This is so that anyone navigating your website with a keyboard can toggle to it
- Add an appropriate heading. This will help communicate hierarchy on the page to a screen reader



Advanced analytics

In the digital marketing world, data plays a huge role in the day-to-day decisions we make: the channels we choose to invest in, the time of day we send out emails, the ad copy we use, and ultimately, where we focus our efforts quarter after quarter.

Measuring and analyzing web traffic should be no different. But while marketers are pros at pulling website metrics like pageviews, traffic sources, and bounce rates, the challenge is actually tying those metrics to key business initiatives and using those insights to make informed decisions. At the top of many marketers' priority lists this year is being more data-driven in their strategies and execution.

Why in-depth web analytics are important right now

While visits and pageviews are nice to report on, they don't exactly show how your website supports your organization's goals. Defining key outcomes that matter most for your business and attaching website metrics to them allows you to easily evaluate how your site is contributing to and performing against your targets.

With many websites seeing record spikes in traffic right now, there's never been a better time to analyze all that attention you're getting. This gives you a bigger pool of data to look at, so you can in turn use those insights to optimize your pages based on their browsing behaviour.

Where accessibility fits in

Some analytics platforms will go deeper than providing surface-level metrics (like pageviews or time-on-page) and include behavioural insights. This can include things like behaviour maps which can help you track exactly how visitors are interacting with your website and verify that people are navigating it as intended.

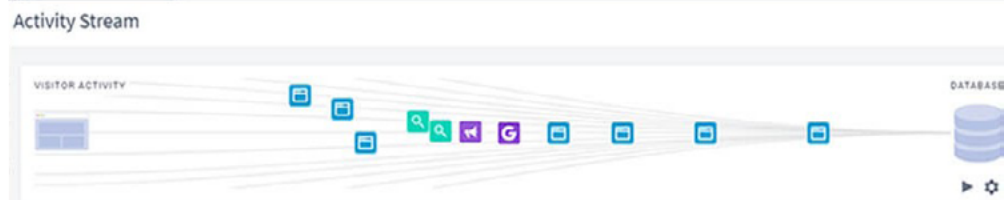
This behavioural data will also help you uncover if there are any spots on your website where users are getting stuck or confused. Marketers can then use this data to simplify the language they're using, shorten descriptions, or make adjustments to navigation. Without even realizing, your web copy or design could be creating a barrier for users with cognitive disabilities or anyone using assistive technologies.

“Use behavioural analysis in conjunction with an accessibility platform to determine how the changes you make based on your analysis impact your page and site’s accessibility overall. This technique can also be used to further prioritize your accessibility remediation efforts by removing the guesswork around your popular page and user journey elements, allowing you to aim your efforts more efficiently. This way you can appreciate the business impact of an accessible website, not just compliance.”

- Matthew Bebenek, Solutions Consultant, Siteimprove

Quick tips for accessibility and analytics

Most analytics platforms will allow you dig into individual user journeys or live analytics to get an idea of how the typical visitor interacts with your website. This information will let you to see how people are clicking from page to page and help you identify any spots where people are getting confused or dropping off.



Trends in this data will help you identify any accessibility or user experience issues that are impacting how buyers interact with your site, and allow you to adjust accordingly.



Conversational marketing

More and more, marketers have been leaning into strategies that allow them to apply an additional layer of personalization to their interactions with buyers. Conversational marketing is a commonly favoured approach because of how easy it is to set up and start seeing results.

On the other side of the table, customers really like interacting with chatbots too. According to Business Insider, nearly **40% of internet users** worldwide have said that they prefer interacting with chatbots over digital agents. That's all the more reason for marketers to be doubling down on conversational marketing efforts this year!

Why conversational marketing matters right now

As people spend record-breaking amounts of time online, it's on us as marketers to make our website visitors' interactions with our businesses as seamless as possible. A lot of the time, that can be as simple as having a chatbot pop up to answer a question, direct someone to a particular page, or route them to a human.

The more we're able to address the needs of our buyers, the more we'll be able to keep them on our websites and engage them further. The longer you can keep them around, the more opportunity you have to sell them on what you have to offer.

"At Drift, it's simply not enough for us to provide a buying experience that's tailored for only some users. Given that 1 in 4 adults lives with some sort of disability and more people are buying online than ever before, we wanted to prioritize making Drift Chat WCAG 2.1 AA accessible to ensure that we are always able to meet our customers' visitors where they are."

- Will Fallows, Tech Lead at [Drift](#)

Where accessibility fits in

As with every piece of technology you use to communicate with your audience, it's important to make sure it's inclusive. What's considered helpful to one group of people might actually be creating a major barrier for another, so it's important to vet each tool you use and make sure it meets standard accessibility requirements.

If you're on the market for a chatbot provider—or want to confirm that the one you're using is, in fact, accessible—some key accessibility features you'll want to confirm are available include:

- Functionality that allows users to interact with the bot using only a keyboard
- The ability to use a screen reader to navigate the chat box and announce its contents
- High-contrast option for visually impaired users
- States for buttons and links that can visually change when hovered over (hover) or tabbed to (focus)
- Text-to-voice capability that will verbally differentiate both sides of the conversation

Quick tip for chatbot accessibility

Marketers love using emojis in chat messages. But the challenge with emoji overload is that they can quickly create a confusing situation for anyone trying to interact with your bot using a screen reader. Screen readers will describe what emojis look like, so as an example, the smiling emoji wearing glasses becomes “nerdy face with thick horn-rimmed glasses and buck teeth”—and that's an earful! One or two at the end of a sentence is okay, but any more than that and your message will probably get lost. As a rule of thumb, don't place call-to-actions or important information after an emoji in a message, there's a good chance it won't get across!



Video marketing

As so many businesses have made the shift to working remotely in the last year, we've all become more reliant on video to maintain connection with our colleagues, customers, and partners.

Because of this shift in mindset, video marketing is actually more popular than ever. In a recent survey, **93% of marketers** who use video said that it's an important part of their strategy—the highest percentage of any year since 2015.

Why video marketing matters right now

Video has proved to be the solution to building and maintaining connections when we can't be together in person, which is all the more reason for marketers to be prioritizing it as a way to reach buyers this year. Like us, our buyers have a renewed appreciation for face time, and video is an inexpensive and scalable way to do that.

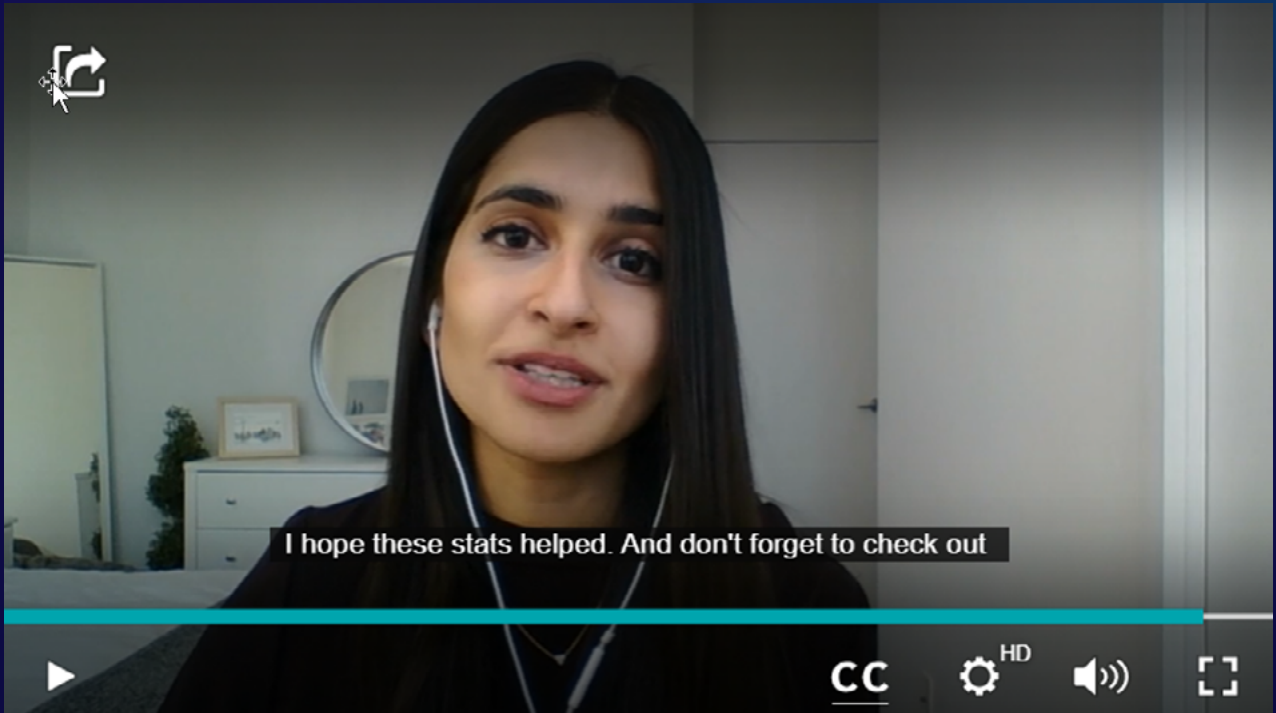
As Zig Ziglar says, "If people like you they'll listen to you, but if they trust you, they'll do business with you." Video is a great way to pull back the curtain and give your audience an authentic look at who you are, what you're about, and what you stand for. Whether it's in the form of quick social media videos or personalized videos to prospects, people appreciate seeing a friendly face.

Accessibility is important for both compliance and visitor retention. It's also a best practice for video, no matter who's watching. Some accessibility measures actually improve your site's search engine optimization (SEO). And if a video has accessibility features, all viewers—whether they have a disability or not—are actually more likely to engage with your content.

- [Vidyard](#)

Where accessibility fits in

Before you kick your video production efforts into overdrive, it's important to ensure that the videos you're creating are inclusive. This means that they're captioned, transcribed, have audio descriptions available, and are displayed in an accessible video player.



When your content can be easily accessed by everyone, it's going to get more views and longer view times. Most people actually prefer to watch videos that have accessibility features because they make video content easier to follow and digest in general.

Quick tip for video accessibility

There's no longer a question of whether to caption your videos or not, it's simply a matter of how you're going to caption them. There are two options which work a little bit differently: closed captions and open captions, so make sure you're choosing the approach that works best.

Closed captions are enabled by uploading a separate caption file to your video player, which gives users the option to turn them on or off. This is usually the best approach for any video content that lives on your website—and what our experts recommend. Open captions differ in that the captions are baked onto the video, so they appear for everyone no matter what. Closed captions are typically best for social media videos where all users are able to watch videos with the sound off.



Social media marketing

Social media as a marketing channel has evolved a lot since its onset. What started as just another place for marketers to distribute content has turned into a space for building connections and telling stories that warrants a marketing strategy of its very own.

Last year, more than half a billion people joined social media, bringing the global total of users to nearly 4.2 billion at the beginning of 2021. That's a huge audience that have marketers have access to reach with both organic and paid promotional efforts.

Why social media marketing matters right now

Because people are spending more time online than ever before, they're naturally spending a lot of that time on social media—which, on average, is just over 2 hours. Just as it's important to ensure that our websites are operating at peak performance, it's important to for us to ensure that we're putting out the right messages on social media too. We have especially captive audiences right now, so it's a great time to start being more mindful of how you're engaging your social media following.

“Accessibility is top of mind for us as a social-first company and, as such, we’re constantly making accessibility-related improvements to the tool and via the content that we produce. Although our tool is not yet entirely accessible, we know that the first step in creating a culture of accessibility is considering important questions such as: ‘Do our videos have captions?’ ‘Do our images have alt-text?’ ‘Are we steering clear of ASCII art formats?’ Beyond these considerations, we include alt-text and video captions with our social media content wherever possible. We also have internal documents that focus on how to create accessible social media content and share external-facing tips to help the broader community become more accessible on social.”

- Nick Martin, Social Engagement Specialist, [Hootsuite](#)



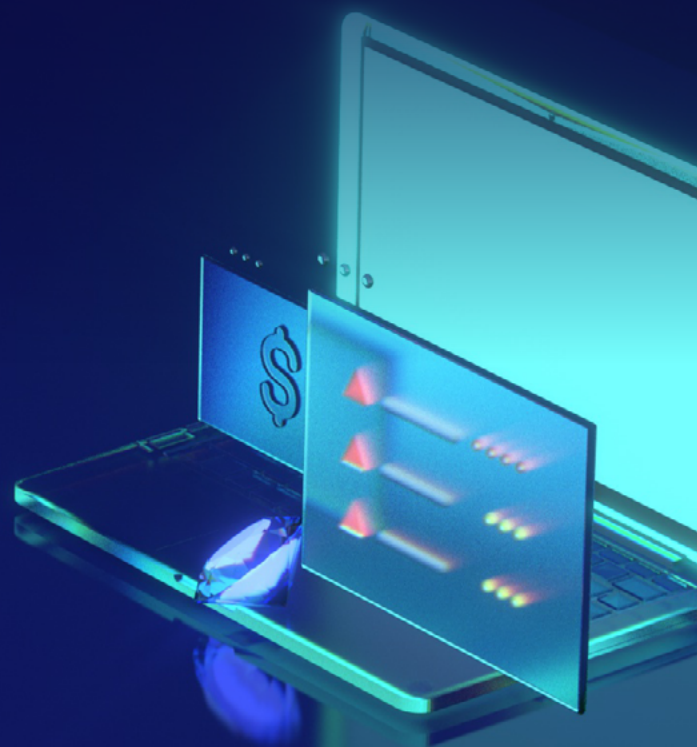
Where accessibility fits in

Just like on your website, everything you post on social media—from photos, to promotional graphics, to video content—must be accessible. Your social media channels are an extension of your brand, and you need to be inclusive no matter where your customers are interacting with you.

Most major social media platforms now allow you to add in alt text for images and either upload a caption file for videos, or auto-generate them using speech recognition technology.

Quick tip for social media accessibility

When using hashtags, opt for using camel case instead of all upper- or lower-case letters. When your hashtags #LookLikeThis instead of #lookinglikethis, it's easier for all users to differentiate words in longer phrases—and for screen readers too!





Email marketing

Email is a tried-and-true channel for many marketers. Considering the average professional spends **28% of their work day** in their inbox reading email, it's still a great place to reach people, despite being one of the more traditional distribution channels.

Just like the rest of the web, however, you're competing with a lot of noise, and inboxes can quickly become crowded with promotional offers and sales outreach. Marketers must continuously innovate their approaches to stand out.

Why email marketing matters right now

As digital buyers get more savvy, many marketers have adopted a multi-channel approach to reaching their buyers. While multi-channel marketing typically includes ads, social, direct mail, and other channels, most of the time, email is still at the heart of each campaign. It's inexpensive, measurable, and allows us to segment our audiences by a number of different factors to maximize engagement!

For those living with disabilities, accessible content isn't just about convenience, it's about necessity. But accessibility isn't just for people with disabilities. Accessible content is more logical, more readable, and generally more usable for everyone. Think of good accessibility as good usability, which means you can also think of it as really, really good for business.

- [MailChimp](#)

Where accessibility fits in

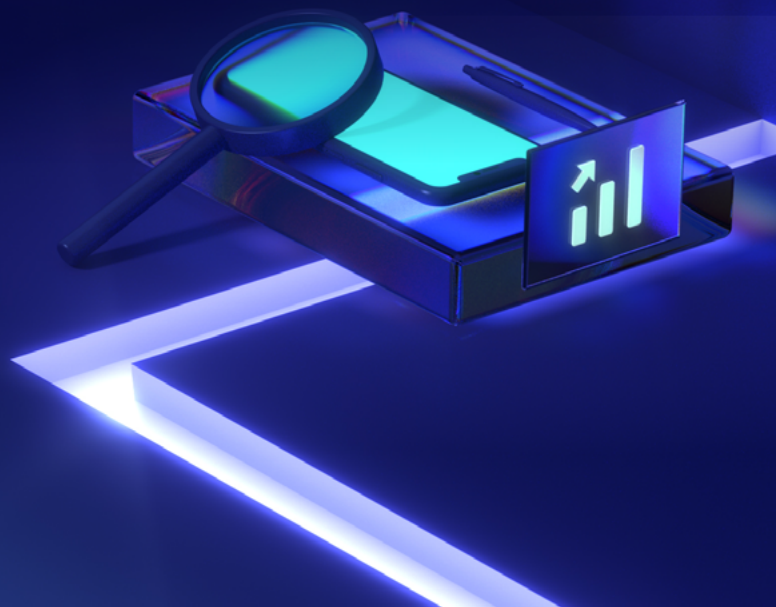
These days, many marketers are getting creative with their emails to differentiate themselves. A lot of the time, that means relying on visuals like GIFs, images, and emojis to tell an interesting story. But as you well know, what can make an email more visually appealing for one person can actually make it more difficult to navigate for another.

Just like on your website, it's important to make sure your emails include the following:

- Headings
- Colour contrast
- Alt-text for all images
- Descriptive link text

Quick tip for social media accessibility

Don't forget about plain text! Most email automation providers make it easy to generate a plain text version of your HTML marketing emails for anyone who prefers to access them that way. The plain text email will be stripped of all images and formatting, but often make it much easier on anyone who is using a screen reader. When composing or checking an email, agents like Microsoft Outlook for Microsoft Office 365 have a built-in Accessibility Checker under the Review tab!





Virtual events and webinars

One of the biggest changes in the marketing world this past year happened when we made the shift to virtual events. Once in-person meetings and travel were off the table, we all had to come up with new ways to reach our audiences and still meet our goals.

Many businesses have been able to quickly pivot their event agendas into online webinar formats, but because the virtual event space is new territory for most of us, we all still have a lot of learning and experimentation to do in this area.

Why virtual events and webinars are top of mind right now

Online events have become part of our new normal, and it's expected they're not going away anytime soon. In fact, **93% of event organizers** have said that they plan to invest more in virtual events moving forward.

But when so many virtual conferences and webinars are happening all at once, we're faced with the additional challenge of creating unique digital experiences that people will actually want to attend. It starts with addressing relevant topics and having enticing speaker lineups, but the success of any webinar or virtual conference ultimately boils down to the in-event user experience. It's here that marketers really have the opportunity to differentiate themselves—and where we're all still exploring what works and what doesn't.

We design, develop, and test our products with accessibility in mind so that all users can meet happy. At Zoom, we want to make human connection easy for everyone, everywhere.

- [Zoom](#)



Where accessibility fits in

Just like all video content, it's important to make sure that it's accessible to everyone. That starts with making sure your video content is captioned. You can accomplish this in a few different ways: Built-in captions from your webinar platform, a third-party auto-captioning app, or hiring a human captionist. Some other considerations include:

- **Audio quality:** Make sure your audience can hear all speakers clearly
- **Slide design:** Limit the amount of text on your slides and use high contrast visuals
- **Language:** Avoid using jargon and colloquialisms
- **Descriptions:** Explain any imagery on slides

Quick tip for virtual event accessibility

Make accessibility a core part of your event planning! This starts with ensuring the virtual event vendor you choose meets all of your accessibility requirements and extends to making sure your presentation decks and follow-up content is accessible to all. When you start thinking about accessibility from the get-go, it's much easier to integrate it in your broader strategy.

Conclusion

Small changes add up to big results

Creating an inclusive web experience for your audience is not going to be something that happens overnight. But by making small changes every day—and by baking web accessibility into your digital strategies from their inception—it's going to start feeling like second nature.

The reality is that most businesses right now are unaware that they are losing income due to inaccessibility because more than **90% of customers** who have difficulty using a site will not contact them. The same study, however, found that 82% of customers with accessibility needs would actually spend more if websites were more accessible. So from landing pages to chatbots, it's on us as marketers to make sure we're creating inclusive experiences for everyone.

In this already-competitive digital landscape, marketers shouldn't be losing out on customers because of accessibility barriers. With the right system and strategies in place, that's such an easy win!

Soon enough, web accessibility compliance will be a requirement for all businesses across Canada, so it's best to get ahead while you can. Plus, taking the time to integrate accessibility into your digital marketing strategies from the onset will empower you and your team to reach and engage more customers, improve SEO and usability, generate positive PR and at the end of the day, make your customers happier. And if that doesn't make you stand out against your competitors, what does?

Thanks for reading!

Siteimprove is driven by the desire to help customers make the most of their digital presence. We provide the knowledge and tools they need to help make the internet better and more inclusive for all. As the digital world becomes more complex, it's crucial for organizations to maintain an error-free, consistent, up-to-date, and accessible digital presence. Our intelligent automation software and best-in-class customer support have helped more than 7,500 organizations worldwide manage, maintain and improve their efforts to become digital leaders.

If you liked this guide, here are some other resources you may find helpful:

- [Your guide to web accessibility in Canada](#)
- [Siteimprove accessibility checker](#)

[Request a demo](#)

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Siteimprove is a SaaS solution that helps organizations achieve their digital potential by empowering teams with actionable insights to deliver a superior website experience and drive growth. Siteimprove has 550 employees across 13 offices, helping over 7,200 customers globally. We're part of the World Wide Web Consortium (W3C), the leading group developing international web standards, and an exclusive Adobe Premier partner. Learn more at [siteimprove.com](https://www.siteimprove.com).