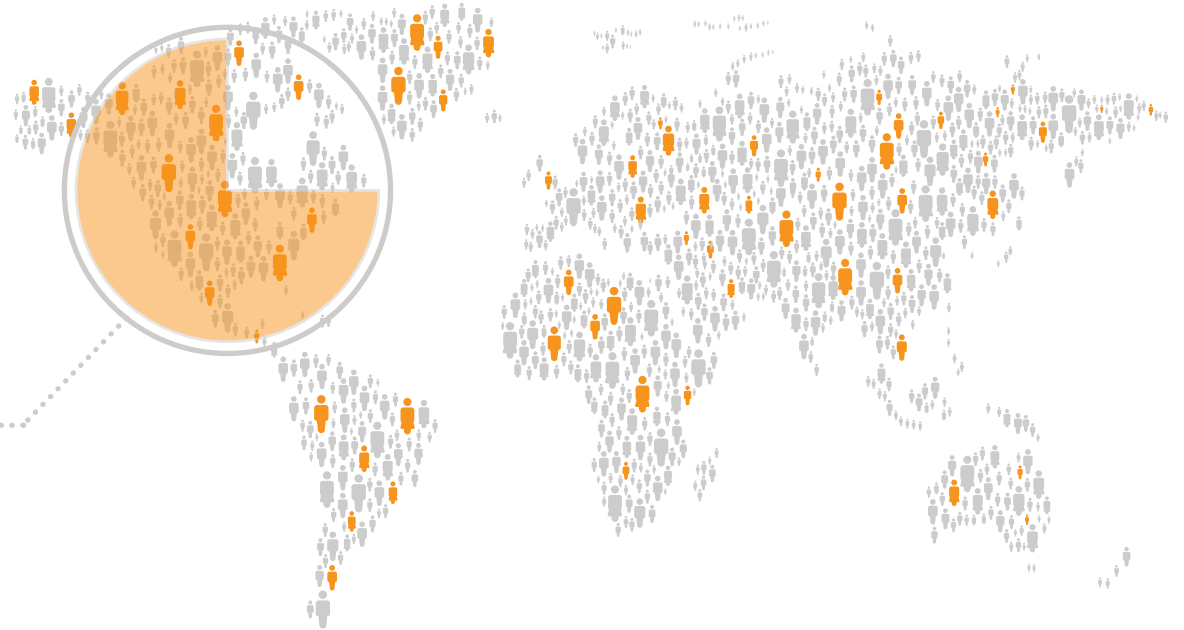


# Digital Accessibility

Digital accessibility means a full range of users, including those who have a disability, can navigate, understand and interact with your digital content.



Over 1B+ people worldwide have a disability.  
That's 15% of the world's population.



26%: United States population of adults living with some form of disability. That's 1 in 4 adults.



73%: those with accessibility needs who experience barriers on more than a quarter of websites they visit for the first time.



72%: customers with disabilities who are forced to abandon a website, and a potential purchase, if the website is difficult to navigate.

## COMMON PITFALLS



### LOW COLOR CONTRAST

Foreground and background colors need a 4.5 to 1 contrast for normal text; 3 to 1 for larger text (14 point or larger).



### MISSING ALT TEXT ON IMAGES

An accurate description of each image for screen reader users.



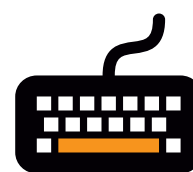
### VISUAL FOCUS

A content element has a visible outline.



### DESCRIPTIVE LINK TEXT

"Click here" or "read more" are too ambiguous.



### KEYBOARD ACCESSIBILITY

Users can utilize the keyboard to access all content and functionality.

