



# Marketing Course

**Website**

**ADA**

**Compliance**



**Tuesday, July 13 @10 AM**

# Website ADA Compliance



In the United States, the **Americans with Disabilities Act (ADA)** is a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life.

# Website ADA Compliance



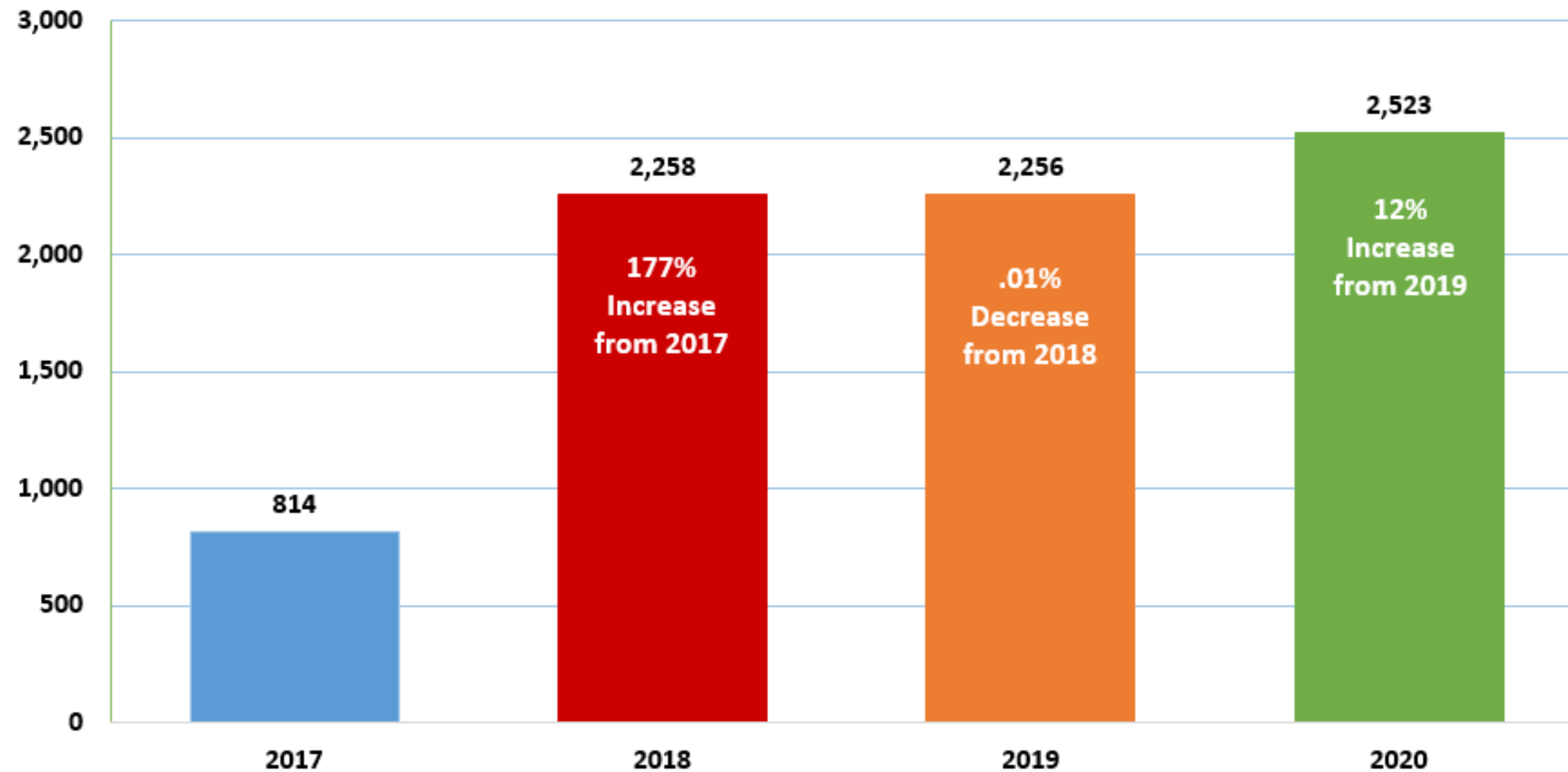
## **A Legal Requirement.**

Many lawsuits have been filed targeting small businesses like real estate companies claiming both ADA violations and fair housing violations.

# Website ADA Compliance

## Lawsuits are on the rise

ADA Title III Website Accessibility Lawsuits in Federal Court  
2017-2020



# Website ADA Compliance



## **Good For Your Brand.**

Companies who do make the effort to ensure accessibility can then leverage their efforts in their marketings and position themselves as a leader/responsible community member who cares about the consumer

# Website ADA Compliance



## **Good for SEO.**

It improves user experience and thus is favored by Google and other search engines.

# Website ADA Compliance



**It's the  
right thing  
to do!**

# Website ADA Compliance



**What do I  
do about it?**



# Website ADA Compliance

## Use an ADA Compliant Vendor



**USE Booj (or another ADA sensitive vendor)**  
All Booj websites are ADA out of the box, as are Real Estate Webmasters ([remaxtc.com](http://remaxtc.com))

## Do what is already good for SEO



1. ALT tags on images and links
2. Hover text on links
3. Page titles
4. Page "slug" or URL
5. Page descriptions and meta descriptions

# Website ADA Compliance

**Run an ADA Scan on**  
**<https://wave.webaim.org/>**

The screenshot displays the WAVE (Web Accessibility Evaluation Tool) interface. The top left shows the WAVE logo and 'powered by WebAIM'. The address bar contains 'remaxtc.com'. A 'Styles' toggle is set to 'ON'. The 'Summary' section on the left provides a quick overview of the scan results:

Category	Count
Errors	0
Contrast Errors	0
Alerts	1
Features	19
Structural Elements	30
ARIA	29

Below the summary, a message states: 'Congratulations! No errors were detected! Manual testing is still necessary to ensure compliance and optimal accessibility.' The main content area shows a real estate website with a wooden bridge background. The text 'YOUR NEW HOME IS WAITING' and 'START SEARCHING' is visible. A search bar is present with the text 'City, Address, Zip' and a 'Filters' button. The search bar contains the text 'MILL CREEK SEARCH' and 'Q START SEARCH'. The search bar has several ARIA labels, including '\*aria-controls="autocomplete-results", aria-autocomplete="list"', '\*Aria-Label="Filters"', and '\*ARIA-CONTROLS="NAV\_DROPDOWN\_ID\_0"', indicating that the search bar is accessible to screen readers.