

The AudioEye Guide

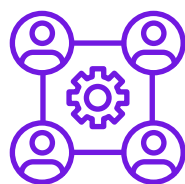
How to Buy Digital Accessibility

With the number of federal and state accessibility lawsuits growing rapidly, organizations need to move fast to address their risk — but it's not always clear who is responsible internally, how to tackle the challenge, and how to justify the required ongoing investment. Below are best practices to adopt and pitfalls to avoid on the journey to sustainable, cost-effective digital accessibility.



Stage 1: Engagement

The first step on the journey to digital accessibility is to know where you stand today. As an organization, how well do you understand the legal requirements? How much do you know about the Web Content Accessibility Guidelines (WCAG) and how to meet them?



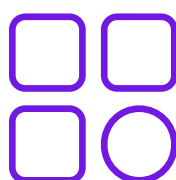
Stage 2: Identify Stakeholders

For most organizations, a digital accessibility initiative will involve some or all of the following four groups: legal, brand/marketing, user experience (UX), and web development.



Stage 3: Secure Buy-In

It is crucial to understand whether the identified stakeholder groups will commit part of their own budget to a digital accessibility initiative or whether you can access a centralized budget.



Stage 4: Understand Options

With continuously updated compliance standards and the dynamic nature of online content, outsourcing digital accessibility expertise is a more cost-effective, efficient solution for most organizations.



Stage 5: Establish Resources

Establish the resources and budget for the initiative and consider how you will manage the risk of digital accessibility lawsuits during the project lifecycle.



Stage 6: Select a Solution

There are three main routes to compliance: build internal expertise, engage an external consultant to assist the internal team, or engage outside experts to fully manage accessibility.



AudioEye offers the industry's only hybrid digital accessibility solution, protecting customers on day one of implementation and certifying ongoing compliance. AudioEye uses patented technology combined with the latest artificial intelligence and machine learning techniques to automate the testing and remediation of common accessibility issues. For more complex problems, we draw on our deep subject-matter expertise to create custom remediations.

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