

simpleguide | digital accessibility and

PERSONALIZATION WITH AUDIOEYE

ACCESSIBILITY SOLVED. USABILITY ENHANCED.

How is your website enabling users with specific digital needs? With more than one billion people living with some form of disability, your website's visitors include a diverse audience ranging from individuals who rely on assistive technology, to aging populations and people with varying levels of vision, mobility, and/or cognitive disabilities. Simply stated, if your website is not accessible, then nearly one in five of your site visitors could be missing out on the best possible user experience.

As many as one in five users could benefit from assistive technology on the web.

As a result of strides made in digital accessibility in recent years, it's possible to rethink not only disability, but also website usability as a whole. While Simpleview CMS ensures the foundation of your site is built on accessible technology, AudioEye focuses 100% on modernizing and sustaining the accessibility of your content with a comprehensive set of tools and managed service.

AudioEye knows the destination marketing audience because it already partners with hundreds of government organizations, enabling them to create experiences that are more accessible and more usable for more people. And now, as a strategic partner of Simpleview, AudioEye's digital accessibility solution is available to DMOs at a truly unbeatable rate.



how it WORKS



PHASE 1

- AudioEye engineers apply immediate remediations via JavaScript, with no impact on existing website infrastructure.
- The base toolbar is installed, displaying the universal accessibility icon and phase one certification: intent to become compliant.



PHASE 3

- Upon completion of manual remediations, the complete toolbar functionality is made available to visitors.
- Final certification that your website is accessible, usable, and dedicated to inclusion is displayed on your website.



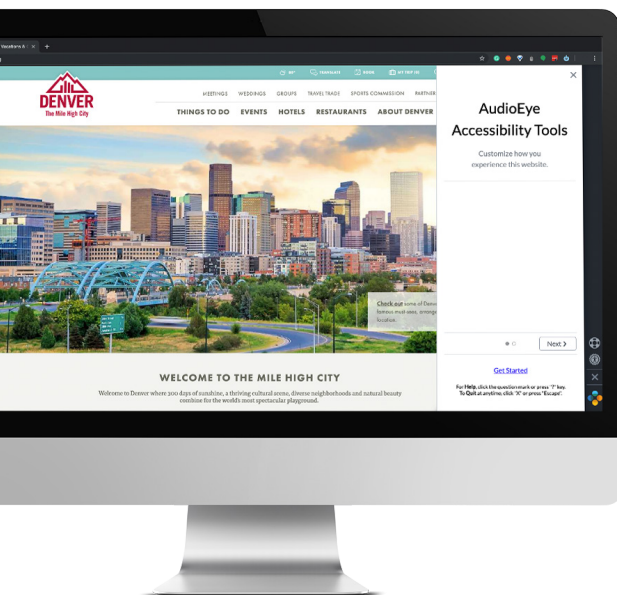
PHASE 2

- Detailed functional use-case testing is conducted by Assistive Technologies (AT) testers and individuals with disabilities.
- Manually configured fixes to remaining WCAG 2.1 Success Criteria violations are fully managed and deployed.



ONGOING

- As your team continues to add content to your website, AudioEye scans your site and makes automatic or manual fixes.
- Your site maintains compliance as guidelines and success criteria change over time.



BECOME COMPLIANT AND NEVER LOOK BACK.

In January 2017, the United States Access Board issued the Information and Communication Technology (ICT) Standards and Guidelines, which served to update the existing Electronic and Information Technology Accessibility Standards under Section 508 of the Rehabilitation Act of 1973. As of January 2018, federal agencies are required to conform to the new standard.

This trend in legislature does not stop with the U.S., however. Canada, too, has a set of standards for its government websites, and the United Kingdom has standards for all “web products,” which extends beyond government websites. Compliance is here to stay ... is your web content up to snuff?

READY TO START YOUR JOURNEY TO DIGITAL ACCESSIBILITY?

Email us at accountmanagers@simpleviewinc.com or call us at **520.575.1151**.

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