



## Website Accessibility: At a Glance

In today's digital age, the significance of website accessibility extends far beyond mere compliance. It is a cornerstone of creating an online environment that truly serves everyone. The impact of accessibility on user engagement and business outcomes cannot be overstated. *In other words, ACCESSIBILITY MATTERS...*

- **Fostering Inclusivity:** Accessible websites are bridges, uniting diverse individuals in a shared digital space. By prioritizing accessibility, you extend an open invitation to all, affirming their worth and dignity as users of your platform.
- **Positive Brand Image and Reputation:** When users encounter a site that welcomes them with an intuitive, barrier-free design, they are more than visitors; they become participants. Their engagement deepens, and the possibilities for meaningful interaction expand, fostering a sense of belonging.
- **Enhanced User Engagement:** To prioritize accessibility is to make a stand for what is just and humane. It signals that your brand isn't merely concerned with profit, but with the well-being and inclusion of all. In doing so, you cultivate a legacy of respect and trust.

***Accessibility is more than a checkbox; it's an ethical compass guiding your online presence towards a more just and inclusive future.***



Produced by Peak Marketing:

**Mike Sullivan**

Founder / Creative Director

(720) 338-6611 | [mike@peakmktg.co](mailto:mike@peakmktg.co)

[www.peakmktg.co](http://www.peakmktg.co)

Key Principles and Guidelines:

WCAG 2.2 is built upon four fundamental principles: Perceivable, Operable, Understandable, and Robust (POUR). These principles serve as the foundation for creating accessible content.

*Perceivable, Operable, Understandable, Robust (POUR):*

- **Perceivable:** This principle ensures that information and user interface components must be presented in a way that users can perceive them.
- **Operable:** User interface components and navigation must be operable, allowing users to interact with and navigate the content.
- **Understandable:** Information and operation of the user interface must be clear and straightforward for all users.
- **Robust:** Content must be compatible with current and future technologies, ensuring long-term accessibility.



---

Produced by Peak Marketing:

**Mike Sullivan**

Founder / Creative Director

(720) 338-6611 | [mike@peakmktg.co](mailto:mike@peakmktg.co)

[www.peakmktg.co](http://www.peakmktg.co)



### WCAG 2.2 Conformance Levels Summary

WCAG 2.2 conformance levels represent varying degrees of accessibility compliance. Level A is the minimum level of conformance, AA is a higher level, and AAA is the highest level, with each level building upon the requirements of the previous one to ensure more inclusive web experiences. *It's important to note that Level A and Level AA compliance are often considered the most practical and widely adopted targets, as Level AAA compliance can be extremely challenging to attain due to its strict requirements.*

1. Level A: Includes the foundational accessibility requirements that address the most basic barriers faced by users with disabilities. Achieving Level A compliance ensures that the website is more accessible to a broader range of users but may still have some limitations for certain disabilities.
2. Level AA: Builds upon Level A and includes additional accessibility criteria that address a wider range of disabilities and user needs. Meeting Level AA compliance results in a more robust and inclusive website experience, reducing barriers for a larger segment of users.
3. Level AAA: Represents the highest level of accessibility compliance, encompassing the most comprehensive set of guidelines and requirements. Achieving Level AAA compliance signifies a website that is highly accessible, accommodating the needs of a broader range of users, including those with more severe disabilities.



Produced by Peak Marketing:

**Mike Sullivan**

Founder / Creative Director

(720) 338-6611 | [mike@peakmktg.co](mailto:mike@peakmktg.co)

[www.peakmktg.co](http://www.peakmktg.co)