



ADA Compliance Specialist

Mike Arnold, MS, SPHR
EBL Media Solutions, LLC



ABOUT US

We are a Web consulting agency with all necessary skills, expertise, and solutions to render your websites, and web contents ADA compliant and Search Engine friendly.

We hold years of experience under our belt to fully satisfy our clients' every need.

www.eblmediasolutions.com

Mission



We aspire to deliver easily accessible websites, online stores, blogs and web pages to all, by making them fully ADA compliant and search engine friendly.

To Make Web Contents More Accessible To The Disabled, Thereby Helping Our Clients' Tap Into This Multi-Billion Dollar Market

To Help Our Clients Save Tens Of Thousand Of Dollars From Imminent Lawsuit

To Help Render Our Clients' Web Contents More Accessible And Search Engine Friendly

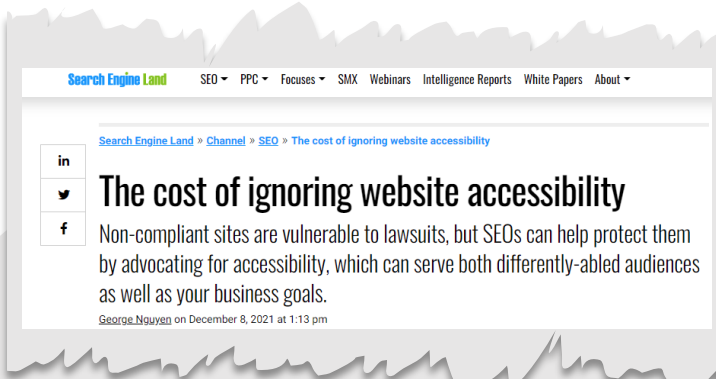
To Create Awareness About The Americans With Disability Act [ADA]



What We Do

We help businesses get their websites, online stores, blogs, web pages and web content to become not only ADA compliant and **save thousands of dollars in lawsuits** but also to become much more visible and search engine friendly to bring in more targeted traffic.

The Cost



The potential penalties

[Title III](#) of the Americans with Disabilities Act (ADA) requires places of public accommodation and commercial facilities to comply with ADA standards...
...The [maximum civil penalty](#) for a first violation under title III is \$75,000, with subsequent violations being capped at \$150,000... “[The] total suit was for \$50,000 but these **legal teams are mostly looking for a settlement,**” said Eric Wu, VP of product growth at Honey...

Law firms may be preying on sites with poor accessibility

Businesses might assume that end-users are the ones filing these legal actions, and that they’re far and few between, but marketers who have experienced accessibility lawsuits are pointing to a more business-driven motive.

What We Have Done



100+

Businesses Helped

- A -

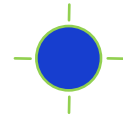
4+

Years Of Experience



7M +

Saved From Lawsuit



82,493,939

Disabled Audience Reached

Certification



2017

Over 5 years experience



2019

Hubspotgrowth driven design
agency certificate

What is ADA . . . And Why Should You Care?

Americans With Disability Act
[ADA]

'ADA' act which requires businesses to make accommodations for people with disabilities in ALL their web content.

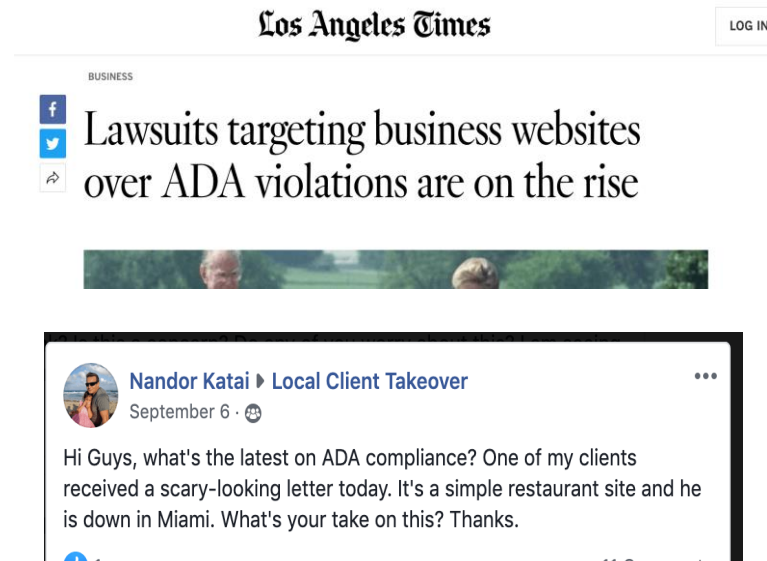
ADA provides that web content should be accessible to the blind, deaf, and those who must navigate by voice, screen readers or other assistive technologies . . .

American's with Disability Act [ADA] . . . Many Have Fallen Victim, You May Just Be Next!

Americans With Disability Act
[ADA]




Something is currently going on and it'll only be a matter of time before it gets to you or your company!


Website owners are being targeted and sued for a law they are ignorant of . . .




Los Angeles Times LOG IN

BUSINESS

   **Lawsuits targeting business websites over ADA violations are on the rise**



 **Nandor Katai** Local Client Takeover September 6 · 🌐

Hi Guys, what's the latest on ADA compliance? One of my clients received a scary-looking letter today. It's a simple restaurant site and he is down in Miami. What's your take on this? Thanks.



[WEBSITE REDESIGN](#) | [WEBSITE DESIGN](#) | [NEWS](#)

Is Your Website ADA Compliant? What Beyonce's Website Accessibility Lawsuit Taught Us



[NEXT ARTICLE](#)



No One Is Safe. Doesn't Matter If You're;



Local Biz Owner



Digital Marketer



Ecom Store Owner

ADA provides that web content should be accessible to the blind, deaf, and those who must navigate by voice, screen readers or other assistive technologies . . .



Zoom Feature



Alt Feature



Text To Speech

Facts



1,500+ legal cases related to non-accessibility compliance in New York alone in 2018 . . .In 2022, NY, CA and FL are the hardest hit!



More than 10,000 websites sued in 2019 for their website not being ADA compliant. This number is expected to hit 100k by next year - 2022.

Unlike GDPR, The ADA law requires no notice before a lawsuit is filed against a company for non-compliance.

Facts

(From ABA – American Bar Association)

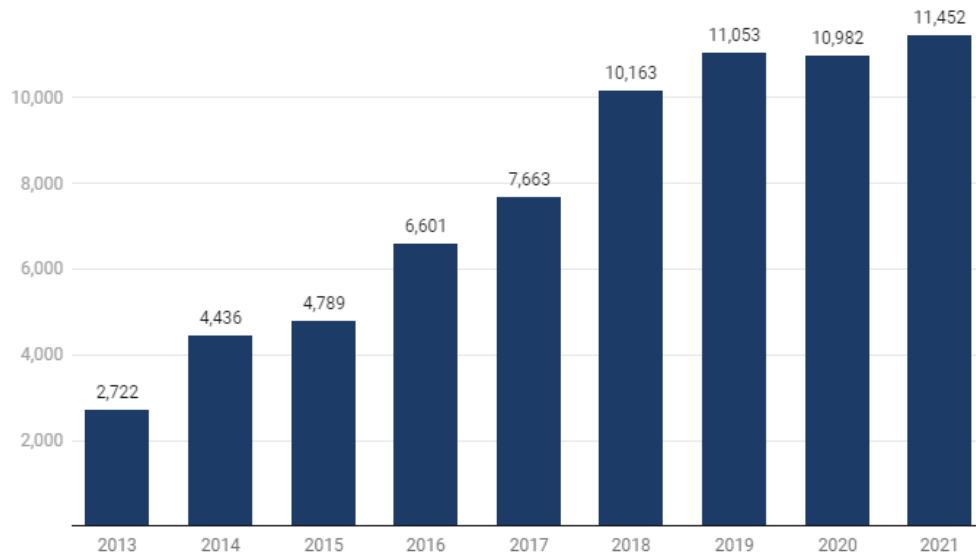
January 01, 2022

THE TECHSHOW ISSUE

The Law on Website and Mobile Accessibility Continues to Grow at a Glacial Pace Even as Lawsuit Numbers Reach All-Time Highs

Website accessibility laws are evolving slowly and businesses are eager for guidance in this uncertain landscape.

Total Number of ADA Title III Federal Lawsuits Filed Each Year



14 Most Sued Industries for Americans with Disabilities Act (ADA) Non-Compliance by Richard Uzelac, CEO of GoMarketing.com

November 21, 2019

Not all websites and industries are equal for being sued for ADA Non-Compliance. The most sued industries for ADA website Non-Compliance are:

Travel/Hospitality

Medical/Health

Universities/Educational

Entertainment/Leisure: Fox Theaters

Retail Stores

Banking/Financial

Automotive

Restaurants/Food Service

E-Commerce

Beauty/Fitness/Wellness

Insurance

Home Services

Real Estate

Government

Facts

Forbes


SMALL BUSINESS

ADA Compliance For Websites: Getting It Right

Websites are covered by the ADA. The U.S. Department of Justice has interpreted Title III of the ADA to include websites as places of public accommodation, while Title I requires employers with **15 or more employees** to comply. A website that is fully accessible is **not at risk** of receiving a demand letter claiming ADA violations.

What should you do to avoid legal risk? There are two main steps:

- Assess your current level of compliance and perform an accessibility audit of your website usage.
- Take immediate action in remediating your ADA compliance issues by using a high-level web accessibility solution.

A large, solid blue triangle is positioned in the bottom-left corner of the slide, pointing towards the center.

Fact is, you need to play the fast one by getting
ALL your web content ADA Compliant ASAP . . .
Or Risk Going To Court Soon

EBL Media Solutions Product Features

Accessibility Policy Statement

Customizable Widget

Search Wikipedia Dictionary

Transform Your Website Powered by Google Translate (126 Languages)

Easily Turn On/Off



ADHD Friendly Mode - Reduces distractions and improve focus

Blindness Mode - Allows using the site with your screen-reader

Cognitive Disability Mode - Helps to focus on specific content

Epilepsy Safe Mode - Dampens colors and removes blinks

Visually Impaired Mode - Improves website's visuals



ADA Compliance Requirements

Adjust Text/Title/Background Colors

Audit & Compliance Report

Big Black or White Cursor

Content Scaling

Dark & Light Contrast

Dyslexia Friendly

Hide Images

High & Low Saturation

High Contrast

Highlight Hover & Focus

Highlight Titles & Links

Keyboard Navigation Keys

Left/Right/Center Aligned

Letter Spacing

Line Height & Weight

Monochrome

Mute Sounds

Readability Font Sizing

Reading Guide

Reading Mask

Stop Animations

Text Magnifier & Sizing

Text to Speech

Virtual Keyboards

There are so many benefits to having your website/web content ADA Compliant . . .



Avoid Imminent Lawsuit



Become Search Engine Friendly



Tap Into \$650Billion/Per Year Disability Market



But How Do You Get Your Website to Be ADA Compliant?

You'll have to go through TONS AND TONS of assets HOPING that you'll get everything compliant on your site.

And even if you take care of current items on your site, what about all the other pages, files, videos, audio files, and more that are lurking in the dark recesses of your server that you've forgotten about?

Not to mention that you need to make sure that you:

- Have training
- Have a web accessibility policy page
- Make a web accessibility statement
- Appoint an accessibility coordinator
- Hiring an independent consultant
(depending on how large your business is)
- Invite feedback

But We've Got You a Better Way . . .



Why not seatback, while we help you get your websites and ALL your web contents ADA compliant in a flash . . .



Let Us Bring Our Experience Into Play And Help You Get Your Website & Web Content ADA Compliant In A Flash . . .

[+] We've helped businesses and site owners like you for years and saved so many others from imminent lawsuits!

[+] We have the requisite skills and team players to get the job done.

[+] We have the experience too!

Guess What . . . ADA is Great for SEO Too!

Did you know that having an accessible website is so important that Google gives it more relevance than one that isn't accessible?

So by not having an accessible website for disabled people, you could be losing out on a ton of potential customers which means losing out on more potential revenue.

Just another reason to get your web content to be ADA Compliant now!

EBL Services



ADA Website Compliance & Setup	Call for Details
Complete Website Development & Optimization	Call for Details
Google / Facebook / Local SEO Optimization	Call for Details
Content / Copywriting Services	Call for Details
Commercial Streaming Advertisement	Call for Details
Business Reputation Management	Call for Details

ADA Consulting Proposal

Thank You!

EBL Media Solutions, LLC

ADA Compliance Specialist

Emerald Isle, NC 28594

214-836-2458



www.eblmediasolutions.com