Seeing Things with **New Eyes**

Many websites are not **fully accessible** by disabled individuals, particularly those with visual impairments, such as contrast loss, color blindness, and blindness. Unfortunately, guidelines for accessibility can be confusing and contradictory, using technical jargon that makes it difficult for organizations to respond effectively. HighRock wants to **work with you** so you can make educated marketing decisions. We'll teach you what "accessibility compliance" means, so after we complete an **accessibility audit**, you'll have the confidence to make thorough website updates.

Capabilities include:

- Audit, including Discovery and Evaluation
- Implementation & Execution
- Compliance Training
- Section 508, WCAG Level A, or WCAG Level AA

OUR PROCESS

Guided by the American with Disabilities Act, HighRock follows a **common sense approach** to ensure our sites are accessible by the visually impaired. We break down accessibility into three easy concepts:

- **Function (how it works)** to ensure visitors can technologically navigate the website via a keyboard and screenreader.
- **Design (how it looks)** to ensure the colors and contrast do not impair the website's legibility for those with colorblindness, cataracts, and other contrast loss impairments.
- **Context (what it means)** to ensure relevancy of the words the screenreader will voice to the visitor.
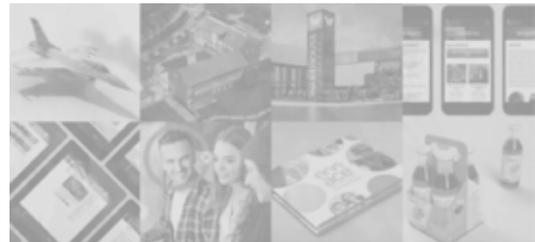
THE POSSIBILITIES

The **multi-phased accessibility process** begins with an audit to understand your website's current level of accessibility and gather as much information as possible about your website, your audience, and your goals. We'll use data from a **comprehensive review** of the site to create a report detailing current issues and recommended actions to meet your desired level of accessibility compliance. From there, our team can implement* and **train your staff** on routine ongoing maintenance of your chosen level of accessibility. We'll educate you about the guidelines and best practices for content, images, documents, and other areas to ensure consistency on the website.

Requirements for accessibility implementation apply. Please speak with your Marketing Executive to learn more.

Standard Color
No Notable Deficiencies

Achromatopsia
With Contrast Loss and Cataracts

Deuteropia
Red-Green Colorblindness

"When we design for disabilities, we all benefit. Let people with disabilities help you look sideways, and in the process, solve some of the greatest problems."
- Elise Roy

GET IN TOUCH

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