

Making Websites Accessible

10 Point Checklist

Shir Ekerling

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“We want to open the Internet. We want to make sure the online world is accessible to everyone. Everybody should be able to take advantage of it no matter who they are.”

SHIR EKERLING

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Become a business that promotes inclusivity. Think of ways to globalize and diversify my offers, for any gender, race, or ability level of my potential customer.
- Aim to make information more widespread and available to everyone who has access to the Internet. Check whether my online platform is following ADA and WCAG Compliance.
- Be a problem solver. If there's something that needs to be solved, be the person who takes the opportunity to create the solution.
- Automate as many of my processes and systems as possible. Automation is the key to accessibility for all types of people.
- Be mindful of the design I implement. Inclusive design for products, services, and environments provide access to a diverse variety of people.
- Collaborate with like-minded individuals who share the same goals I do. The more I get people involved, the quicker we meet our goals of helping others.
- Connect with end-users on a more personal level. They are the reason my business does what it does in the first place.
- Ensure top-tier service by forming focus groups that regularly test machines and systems.
- Audit regularly to keep things simple and easy. Always have my clients' best interests in mind. Don't hesitate to go above and beyond their expectations.
- Visit [Accessibe](#) to learn more about the ins and outs of web accessibility.