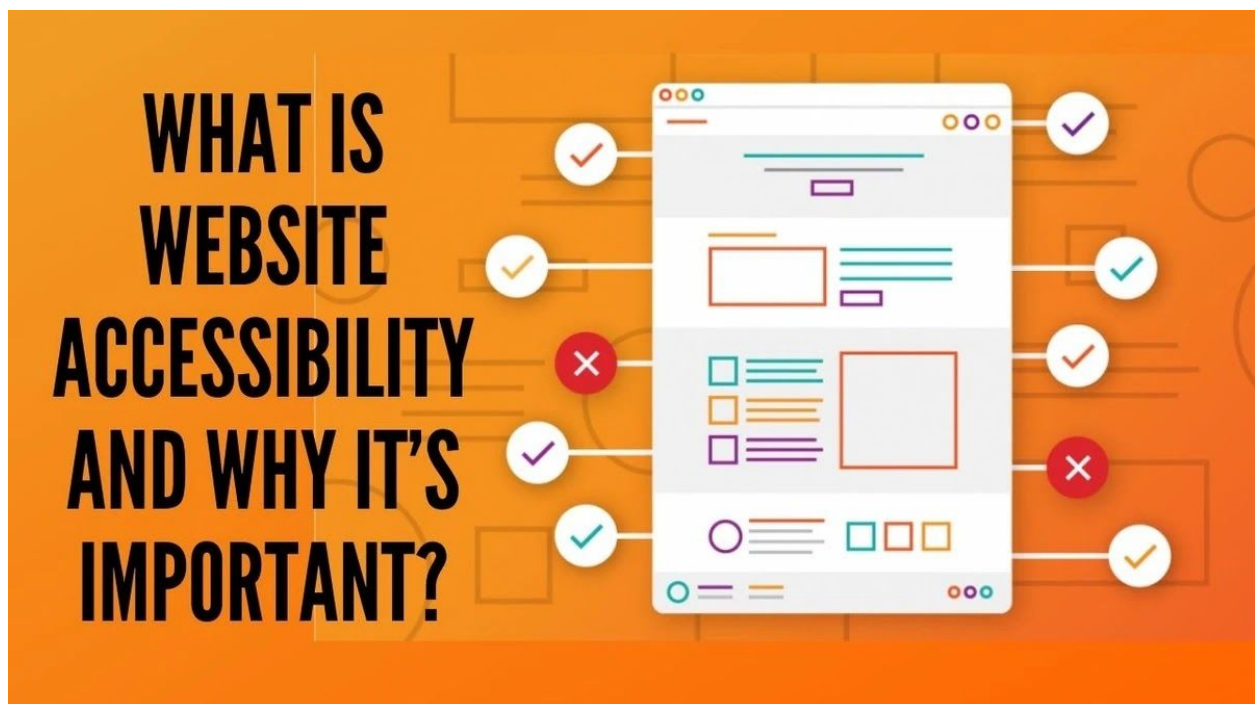


What Is Website Accessibility And Why It's Important?



There are hundreds of thousands of internet users around the world.

Not all are the same, whether in terms of mental or physical ability.

But they all visit different websites for some or other reason.

Your website is no different and they contribute in your page views.

Have you ever taken the time to analyze your website thoroughly?

Does it look fine from all angles?

Can it be accessed by all kinds of people?

If not, it's the need of the hour to make your site viewable for all types of people, whether they are blind, deaf, or not able to use the hands.

Today, I'm going to have a discussion on what is website accessibility and what tools you can use to make it accessible for more people.

But before diving into the details, it's pretty important to introduce you with the customer-driven [web design Los Angeles company](#)- SFWPExperts. This is the best agency in North America on which you can place trust for every small or big website-related service. It could be WordPress web design and development, custom plugin development, website support and maintenance, search engine optimization, conversion rate optimization, pay per click advertising, online marketing, and more.

With that said, let's pay attention to the most important part of the content - what is website accessibility?

What Is Website Accessibility?

Website accessibility refers to the process of eliminating barriers in the way of interaction with people with some sort of disability or improving the accessibility to websites. When websites are designed and developed in the right way, all kinds of users have equal access to a website's information, features, and functionalities.

So the point of the discussion is the practice of removing barriers. Although, that may sound a little complicated, but it isn't so.

For instance, a barrier in your website can be just not having a meaningful and clearly visible title (text generally displays as a tooltip) for any given link.

Assume that you are a frequent internet user and you are suddenly turned off by the lack of efforts of a web designer to make their site easier to navigate, just imagine for a moment what a person with a vision disability would experience.

The case I have explained to you hopefully is quite relatable. Taking lessons from the example, you must think of making your website easy to read, understand, and navigate for all kinds of visitors who might come to your site. For availing an excellent web design and development service you can approach our web design company based out of Los Angeles. We create rather user-friendly websites and also offer mobile app development, software development, online advertising and promotion, email marketing, SEO, PPC and other services.

The Internet Usability By Other People

Have you ever wondered what it's like to browse the internet for a person with mental or physical disability? Probably not. I ask you to do so because it could change your approach to develop and run websites from now onwards.

Let's have a closer look at some of the challenges that many web users face:

- **Visually disabled:** Includes blindness, common types of low vision and poor eyesight, and different types of color blindness.
- **Mobility disabled:** One who has difficulty in using the hands, including muscle slowness, tremors, etc., due to medical conditions more so, Parkinson's disease, muscle dystrophy and all.
- **Auditory disabled:** Deaf people or one having hearing impairments including individuals who have issues in hearing.
- **Seizures:** People with photo epileptic seizures caused by some sort of flashing effects.
- **Intellectually disabled:** Person with developmental and learning disabilities affecting their memory, attention, logic skills and so.

The good news is there are a lot of devices available today for people with certain disabilities featuring assistive technologies. These devices enable them to use the internet with a lot ease and convenience. Your job at this point as a web designer is to ensure that your site adheres to their guidelines in order to enable those devices to function well. If done properly, soon you will notice a surge in your website traffic.

In case you want to know what are the things that you need to take into consideration while designing your website for normal people as well as physically or mentally challenged people, get in touch with us and we will address your issue promptly. The technologies that designers and developers of our Los Angeles web design company use to create and maintain websites are latest and advanced. You can make contact with us for a variety of services such as visitors-focused web design and development, website hosting and redesign, website support and maintenance, branding, brand promotion, social media management, search engine optimization and on and on.

6 Best Internet Accessibility Tools For Disabled People

Talking about assistive technologies, here are a few chosen internet accessibility plugins that are notably popular:

1. **Screen reader software** that uses synthesized speech to read out what is displayed on the computer screen.
2. **Refreshable braille displays** that present the text in the form of braille characters.
3. **Screen magnification software** that is used to make larger the elements that are shown on the desktop.
4. **Speech recognition software** that converts the spoken language into text.
5. **Keyboard overlays** to make the typing easy to do with even more accuracy.

That aside, there is even an app named Essential Accessibility to help people having trouble while typing or performing other activities using features like face tracking and voice control.

Now that you perceive what people with disabilities have to face when they are surfing the internet, have a look at some tools that can help you to make your website thoroughly accessible for everyone. Let me get one thing clear that disabled people can use the internet for any purpose such as reading a blog, ordering food, or maybe just shopping a few dresses.

After all, achieving a thoroughly accessible web design has improved usability for individuals with disabilities, just think how easy it will be for all the people to read, understand and navigate.

If you are running an online store that has thousands of visitors everyday yet conversion rate is low, you need to analyze your website navigation nicely. However if you are not able to do it yourself and want to get professional help, the experts of our Los Angeles web design company are ready to aid you. We deal with user-friendly website navigation, responsive web design and development, UI and UX design, email marketing, content marketing, SEO, PPC and much as such.

In The Closing

The fact of the matter is that making your website user-friendly helps you to drive more traffic. Therefore you should prioritize the user-friendliness of your website if your goal is to get more visitors. You can generate leads when users come to your site and if they don't you will have a hard time running your business. Not to mention, users can be anyone ranging from the disabled person to the normal one. If you redesign your site in the way mentioned above, soon you will see a difference in your website traffic and even the conversion rate. This trick really works in getting a bigger audience or growing your business.

For any further clarification you can communicate with us and we will come up with a better solution. The professionals who are part of our [Wordpress website design company](#) - SFWPExperts are always keen to resolve client's website issues and suggest them the changes to make it better for prospective customers. If you are also interested in our offerings, make sure to free up your few minutes to get into conversation with us or just visit our website and drop us a line.

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