

# Accessibility Services



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*Shaw Trust  
Enterprises* 

# Is your digital media missing 15% of the world's population?

- According to the World Bank, 15% of the world's population – or one billion people - experience some form of disability. What does that mean to you?
- Removing myths about making digital media accessible and explaining that it doesn't have to be hard work or compromise your design with Communigator.
- Explain the real benefits - including increased sales - to your organisation.
- Outline how Optimus Education moved into the digital world of sales marketing using CommuniGator. Implementing the use of Gator Leads, Gator Creator, Gator Workflow to create a bigger sales pipeline without needing more resource.

# Digital Accessibility

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Technical Account Manager, Accessibility Services

# What is Accessibility?

- Equal access to information and services regardless of physical or developmental abilities or impairments
- The ability to **read** and **understand** electronic material, regardless of an individual's ability

# Benefits of Accessibility

- Improved search engine optimisation (SEO)
- Increased Audience Reach
- Increased support for Internationalisation
- Improved User Experience
- Reduced site maintenance/duplication

# Benefits of Accessibility

- Reduced Legal Liability
- Demonstrate Social Responsibility
- Wider access to information
- Value of independence / self sufficiency
- 10 million disabled people
  - In 2010, 33% reported difficulties in accessing goods and services

# Why be Accessible?

- Equality Act 2010
- European Accessibility Act 2018
- Web Content Accessibility Guidelines (WCAG 2.0 & 2.1)

# Knowing Your Audience



**51%**

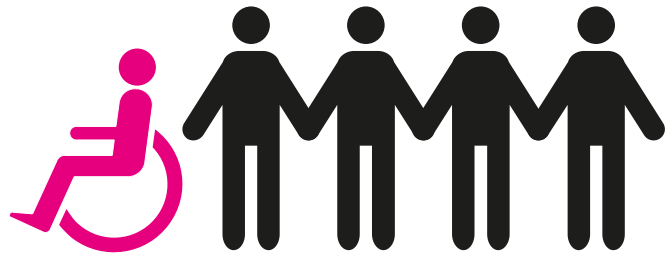
of the UK population is female



**49%**

of the UK population is male





**1/5**

People have a disability, that's around 12 million people

**15%**

of adults have an impairment, that's around 9.5 million people



**17%**

of adults are born with their impairment, that's that's around 1.6 million people



**1/7** are deaf or have a hearing impairment,  
that's around 9 million people



are blind or have a  
visual impairment, that's  
around 2 million people

**2%**

have a learning  
disability, that's around  
1.3 million people

# Accessibility Techniques

- Links
  - Descriptive, Visible, Highlighted, Accessible
- Heading
  - Logical, Meaningful,
- Form Fields
  - Labelled, Usable, Mandatory Indication, Errors

# Accessibility Techniques

- Images
  - Descriptive Alt Text
- Colours
  - Good Contrast, not used for meaning
- Table
  - Data not layout, correct Markup

# Accessibility Techniques

- Page Titles
  - Unique, Meaningful
- Multimedia Content
  - Text Alternative, Captions
- Readability
  - Matched to your target audience, acronyms, abbreviations, jargon

# How Optimus Education moved into the digital world of sales marketing using CommuniGator.

- Gator Leads
- Gator Flow
- Split testing – use of outlook style vs branded and other variations
- Integrated Communigator as part of the sales process

# Gator Leads

- Page scoring – by conference picking the hot pages
- Setting up Categories by conference
- Alerts using the conference categories excluding delegate that booked online
- Push data through to Gator Workflow and pass the raw leads to the sales manager

# Gator Workflow

- Leads passed through from Gator Leads to Gator Workflow
- Simply set workflow to wait for one day and send follow up campaign
  - Something you wanted to know more about – from the sale person looking after the campaign



## Is your website letting you down?

Your website is a shop-window. It tells your story and is the first, and sometimes only, point of contact a customer has with you. However, if your website is not accessible you could be shutting out thousands of customers and giving your competitors the edge.

### Aren't all websites accessible?

We've all used websites which were hard to read or difficult to navigate. At Accessibility Services we will assess your website and give you a **snapshot of your digital platforms to meet Web Content Accessibility Guidelines (WCAG)**. This will provide a valuable insight into how users, including those with a disability, people with temporary disabilities due to accidents or ill health and older and new users,

Request here

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### Being accessible makes good business sense

Being accessible isn't just a nice to have, it improves your SEO rankings, your engagement, user-experience and gives you a competitive edge.



### Why choose Accessibility Services?

Accessibility Services is part of Shaw Trust, a national charity working to create brighter futures for the people and communities we serve. All user testing undertaken at Accessibility Services is completed by a dedicated and professional team who have first-hand experience of what works. Accessibility Services testers represent a wide range of disabilities.



### Are you interested in getting ahead?

Get in touch today Accessibility Services on 0300 1237005 or email [Accessibility-Services@shaw-trust.org.uk](mailto:Accessibility-Services@shaw-trust.org.uk).

[Visit our website](#)



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Man testing websites



Accessibility Team Photo

# Split Testing

- Split testing between outlook and HTML style email
- Split testing with subject line – creating the need for the product
- Split testing with the use of branded colours compared to blue hyperlink
- All variation learnt at the famous Split testing released at the conference

# Key to success

- Making it simple
- Involving the sales and marketing team to agreed on a strategy
- Test, Test, Test
- Learn from your mistakes and successes
- Reporting

# **More sales with limited resource**