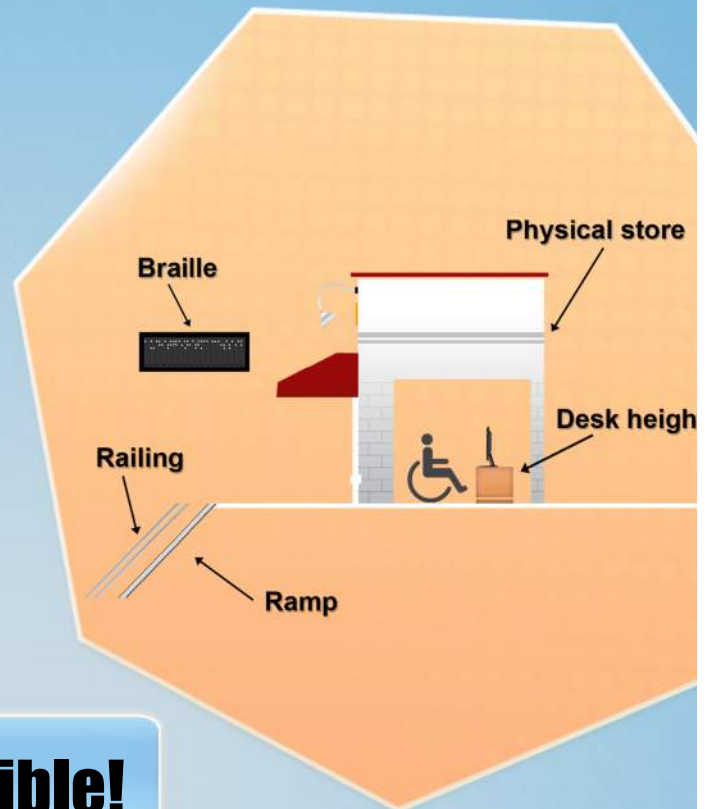


IS YOUR WEBSITE A LIABILITY?

Did you know...

Just like a physical store location needs to be accessible, by adding features to accommodate disabled customers, so does a website!



Websites Need to be Accessible!



Web Accessibility is the practice of making a website usable by people of all abilities, including the disabled.

A properly designed website can provide an inclusive experience for all users.

Websites are now being held to the same standard as physical store and must be accessible to impaired customers.

Visit www.auditgenie.com

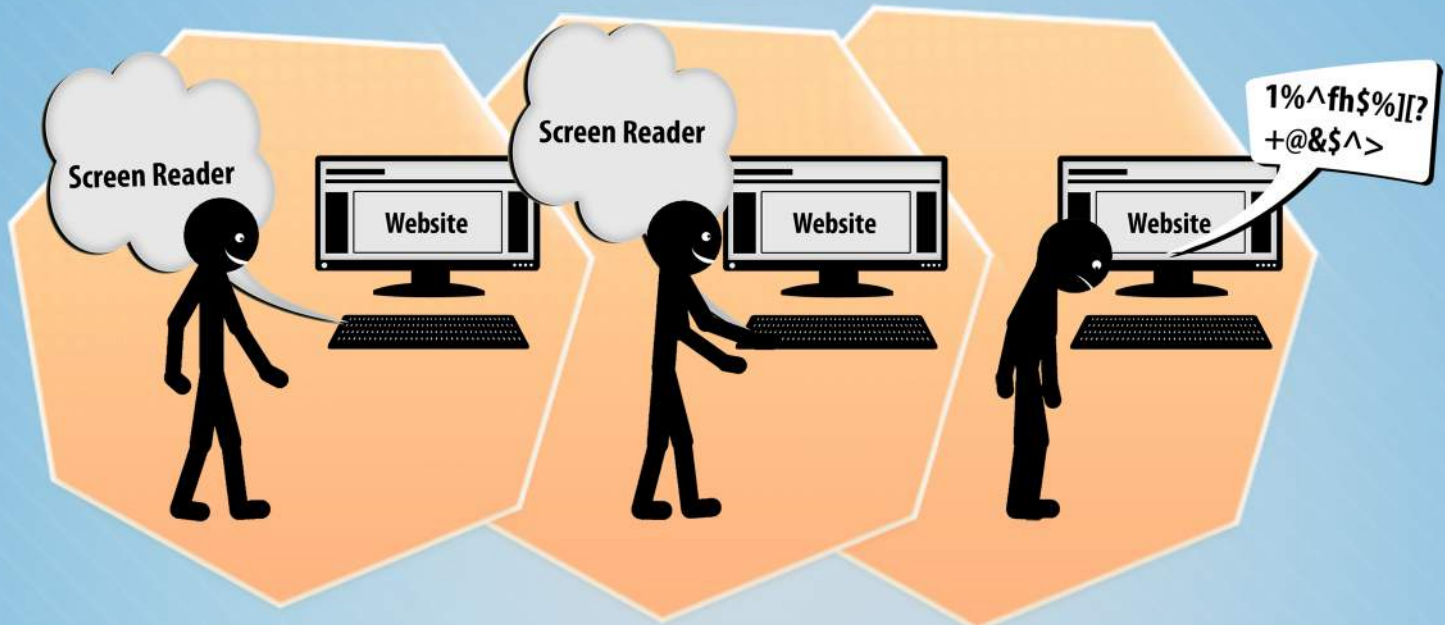
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Really ?

Yes, the difference is that unlike a physical store location, the accessibility of a website isn't always visible.



[Visually impaired user attempting to navigate a poorly designed website using a screen reader.]

Why should my website be accessible?

Websites are now being held to the same standards as a physical store and that means they can face the same legal consequences, which may include financial remedies.

***Target settled for \$6 million**

Visit www.auditgenie.com

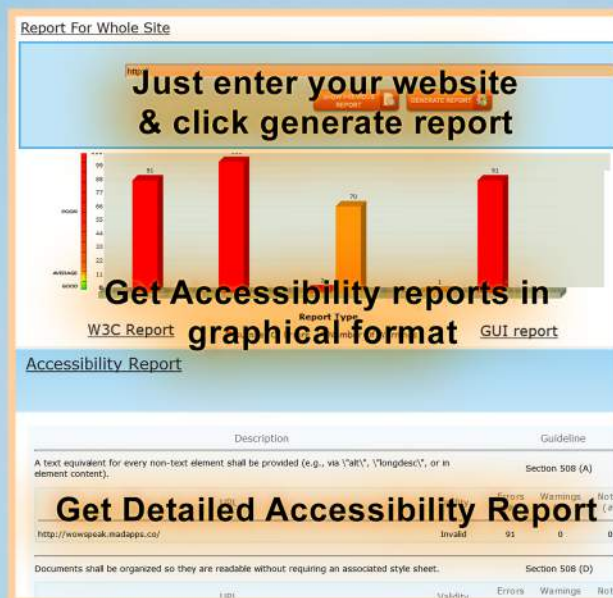
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Is my website accessible?

Great question! The best and most affordable way to find out if your website is accessible is to check your website using a **validation tool**.



Be Proactive!

- ✓ **Avoid** a lawsuit.
- ✓ Make sure your site meets ADA and Federal Standards.
- ✓ Make your website accessible, It's **the right thing to do!**

What's next?

- ✓ **Make accessibility a priority.**
- ✓ **Designate** an HR team member to periodically check ADA compliance of your website.
- ✓ **Test** your website using www.auditgenie.com.
- ✓ Run a **Report**. Identify broken links, coding and Accessibility errors.
- ✓ **Fix** coding errors. Have your website developer fix coding errors or AuditGenie™ can provide assistance.
- ✓ **Re-Test** your website to ensure all errors have been corrected.
- ✓ **Maintain** the accessibility of your website. Test your website monthly and when new content is added.



**Check your website and learn more about
Web accessibility at AuditGenie.com**

AuditGenie™ is a privately owned federal and state regulatory consultancy that assists companies in implement policies, procedures and self-monitoring website practices as required by state and federal regulations and that are recognized by the World Wide Web Consortium. These include state and federal requirements to ensure the protection of veterans, disabled veterans and individuals with disabilities.

AuditGenie™ was created in response to the needs of Human Resource, Risk Management, ADA Compliance Experts, Law Firms, Website Developers, Small and Large Business Owners and individuals concerned with website accessibility.

The need for AuditGenie™ arose due to recent court cases, legal settlements and current enforcement actions by the Department of Justice, advocacy groups and individual plaintiffs.

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