

**SPLASH BOX**<sup>®</sup>  
MARKETING, LLC



**WHY MAKE PDFS  
ACCESSIBLE?**



### **WHY SHOULD PDF ACCESSIBILITY BE A PRIORITY?**

Wheelchair ramps, accessible parking, and automatic doors are in place for the same reasons. Accessible documentation allows more people to access and use your information, products, and services.

### **DIGITAL ACCESSIBILITY LAWSUITS HAVE INCREASED 200% IN THE LAST FIVE YEARS.**

More than 3,500 lawsuits were filed in 2020, and over 4,000 lawsuits in 2021. New York, California and Florida are the leading states in accessibility lawsuits. New York plaintiffs filed 50% of the cases, California 27%, and Florida 15%. Defendants were all over the country. Luckily, these things can be prevented if you have access to resources and companies that specialize in digital accessibility. The best way to avoid lawsuits is to make your website and all your digital assets accessible to everyone ahead of time. Judges are most likely to

order injunctive relief, which requires remediation even after the case has ended. Avoid lawsuits and remediate your content now. There were over 250 lawsuits that cited overlays as the cause. At the end of 2020, one lawsuit was filed per day against companies using widgets and overlays as accessibility solutions.

### **PDF ACCESSIBILITY MAKES YOUR CONTENT MORE ACCESSIBLE TO MORE PEOPLE, REGARDLESS OF DISABILITY.**

This makes your business more attractive to your customers. PDF accessibility benefits anyone who uses assistive technology or any company that considers the needs of its users. Around 25% of the population has a disability. Therefore, making your PDFs accessible can help you reach up to 25% more people with your content, products, and services. On top of that, nearly 90% of consumers believe corporate social responsibility is important and will purchase products because a company



supports a cause they care about. An estimated 71% of customers will abandon a website that is difficult to use. All these facts considered, an accessible website is easy to use and often leads to increased sales. Additionally, a W3C study showed that accessibility improves SEO because both search engines and assistive technologies rely on digital coding. The benefits are endless.

### **DOING THE RIGHT THING PAYS OFF.**

Corporate Social Responsibility (CSR) is a hot topic for businesses as consumers increasingly value companies that consider the needs of others in their business practices. Public perception of your company is important. Digital accessibility is just one aspect of his CSR, and it is beneficial.

The disposable income of adults with disabilities in the United States is around \$490 billion:

- The disposable income of friends and family members of adults with disabilities in the United States is up to \$8 trillion.
- 90% of consumers are more likely to trust and be loyal to socially responsible companies.
- 90% of buyers will boycott companies if they believe they are engaging in irresponsible business practices.

### **DOING THE RIGHT THING MAKES BOTH SOCIAL AND ECONOMIC SENSE FOR YOUR BUSINESS.**

Reach out today to find out how we can help get you started on your accessibility journey. We offer remediation at a flat per page rate with good turnaround and are guaranteed to pass all checkers.



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LEARN MORE**

