

SECRET

# \$175 Billion Untapped Market

When your website is easily accessible to  
Americans with Disabilities!

Premium Websites can help!



# Avoid These 5 Mistakes

Make your website more  
inclusive and useful to  
Americans with Disabilities

# Mistake #1

## Ignoring the Spending Power

The large and growing market of people with disabilities has \$175 billion in discretionary spending, according to the U.S. Department of Labor.

\$175 billion **is more than four times** the spending power of tweens, a demographic sought after by businesses.







## Mistake #2 Ignoring the Problem

Just accepting your website as it is, and not making it user friendly is like burying your head in the sand.

Adding our **Suite of Tools** to your website allows everyone to use it. Now that's forward thinking and shows **your business cares!**

# Mistake #3 Ignoring the Captions

Adding our **Suite of Tools** is your first step.

Another important step is to add captions to all your videos.

Captions are useful for:

- The Hearing Impaired
- Anyone without speakers
- Anyone with speakers turned off







# Mistake #4 Ignoring the Text

Have you ever gone to a website where the text is too small to read? What about text that has little contrast?

Making your website accessible for people with disabilities is the same as allowing everyone to read and understand your website easier.

- Use larger text in general
- Make the text stand out better
- Make links clear
- Use easy to read fonts
- Use easy words and shorter paragraphs

Everyone will enjoy and interact better with your website by keeping these general rules in mind.

# Mistake #5

## Ignoring the Lawsuits

Don't fall victim of frivolous lawsuits.

Your business is not immune.

If these companies did not win, YOU won't either!

- Bed Bath Beyond Inc
- Beyonce's Parkwood Entertainment
- CNN America
- Domino's Pizza
- Dow Jones Company, Inc.
- Nintendo of America, Inc.
- The Hershey Company, Inc.



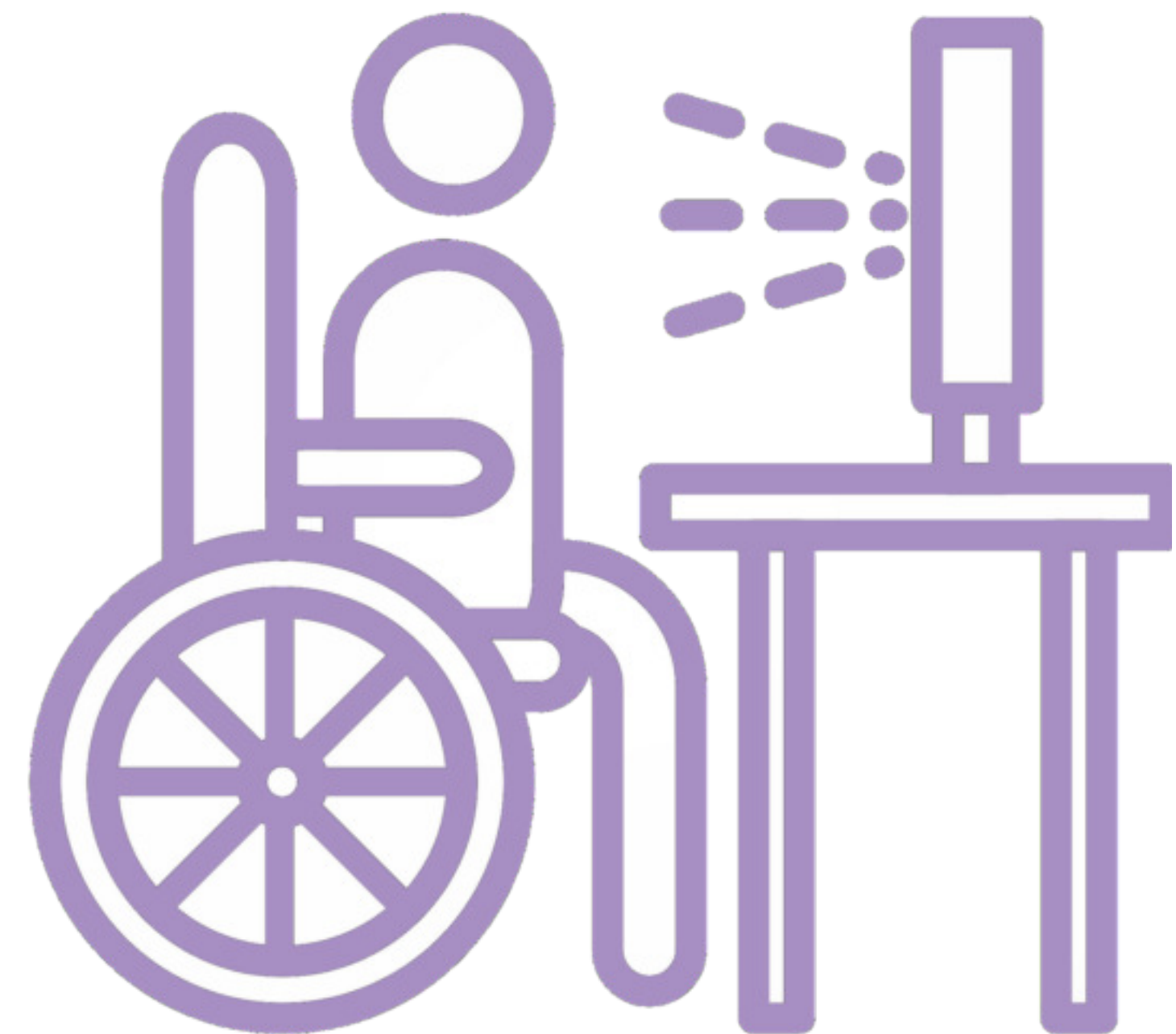


# How It Works

Using a simple script you can add our **Suite of Tools** that can be activated directly from your website.

- Text to Speech
- Magnification
- Display Contrast
- Text Spacing
- Link Highlighter
- Cursor Enlarger
- Readable Font
- Headline Highlighter

**All for \$10 per month or \$100 per year!**





# Being Inclusive needs to be the Norm...

## Are you ready to take the lead?

Call Dotty today to get your

**Suite of Tools**

**360-607-4767**

or

**Learn More Here**

<https://bit.ly/pw-ada-compliant>

