



URGENT!

TITLE III APPLIES TO YOUR WEBSITE

2,256 ADA Website Lawsuits were Filed in 2019

While ADA lawsuits previously focused on physical access barriers to businesses, these new lawsuits allege that: (1) private company websites qualify as places of public accommodation; and, (2) websites with access barriers (e.g., websites without compatible screen-reading software) deny plaintiffs the right of equal access. Source:

<https://www.huntonlaborblog.com/2019/01/articles/public-accommodations/muddy-waters-ada-website-compliance-may-become-less-murky-2019/>

The 5 Most Important Things You Need to Do Now

1. Add descriptive alt text to your images, for very large websites start with the most trafficked pages.
2. Add text transcripts of audio or video embeds, and add closed captioning to your videos.
3. Color contrast of the text to the background should be 4.5:1 and text should not blur when zoomed to 200%.
4. Descriptive anchor text used for all internal and external links, links need to stand out from surrounding text.
5. Follow the remaining action items listed in the [Website accessibility standards](#)

**Judges rule websites
are “public
accommodations”
under Title III**

**The inaccessibility
of websites impedes
access to goods and
services**

**Title III Website
Compliance
Experts**

**Contact Us Today for
a Complimentary
Site Scan**

COMPANY NAME

Street Address
City, ST ZIP Code
Telephone

Web Address