

## CONTACT

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**FOR IMMEDIATE RELEASE**

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## **ORLANDO-BASED SOCIAL ENTERPRISE OFFERS WEBSITE ACCESSIBILITY TESTING TO COMPANIES AT-RISK OF LAWSUITS**

ORLANDO, Fla. (September 22, 2017)—Responding to a nationally trending spike in litigation brought against companies whose websites are not accessible to users who are blind or visually impaired, SoDo-based social enterprise, Lighthouse Works, has launched a new website offering website accessibility testing and other services designed to bring companies into compliance with government and industry standards.

Lighthouse Works has partnered with local digital marketing firm, **ROAR! Internet Marketing**. The Altamonte Springs-based tech company will serve as the accessibility remediation vendor in this venture and help market the initiative to companies as a sound investment that will ultimately increase market share and yield positive returns.

“Designing websites for people who are visually impaired requires the same focus on the user experience as designing for people who are sighted,” said Kaleb Stunkard, Chief Information & Operations Officer, Lighthouse Central Florida/Lighthouse Works. “Inclusion isn’t just a buzz word for us—it’s a core value that permeates our culture. Having web developers and auditors on our team who are visually impaired and who consume digital content regularly truly gives us a competitive advantage in an industry where automated testing can often miss a key design component leaving the user frustrated and often times negating a sale for the company.”

The suite of services offered by Lighthouse Works include: website content accessibility guidelines (WCAG) testing and Section 508 compliance testing— both are comprehensive audits of a website meant to flag issues of inaccessibility for people who are blind and visually impaired.

A newly launched website, [wcagcompliancecheck.com](http://wcagcompliancecheck.com), outlines the services offered in detail and offers a descriptive infographic of the entire Audit Process from Discovery to Reporting. According to officials at Lighthouse Works the audit process involves comprehensive testing of a website with automated tools, full manual testing by analysts who are blind or visually impaired, a source code evaluation by senior accessibility analysts and the creation of detailed report with code level remediation suggestions. Code level detail allows a company to makes those recommended fixes internally utilizing their tech department or they can be seamlessly handled by ROAR! Once these issues are remediated, the site is retested and deemed accessible in accordance with the WCAG 2.0 AA or Section 508 standard.

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“Ensuring that all of the content on the web is accessible to everyone regardless of any disability is not only an immediate significant legal issue for businesses, but far more importantly, it’s a cornerstone issue for our society to ensure that everyone can benefit from the Internet as a resource to further their individual or business goals,” said Matt Weber, President & CEO, ROAR! Internet Marketing.

Lighthouse Works offers a color-coded seal of accessibility that will be displayed on websites that are certified accessible. A ‘green’ certification indicates that the site is accessible and has been tested in the past year. A ‘yellow’ certification indicates that the site was accessible at the time of testing but has not been tested in over a year. This may indicate that changes have been made to the site that may not be accessible.

According to a recent Wall Street Journal report, more than 240 businesses nationwide have been sued in federal court since the start of 2015—because their websites were deemed inaccessible. Retail and restaurant seem to be the industries most targeted for litigation.

## **ABOUT LIGHTHOUSE WORKS**

Lighthouse Works is a social enterprise non-profit, which means its businesses exist to forward and fund our mission of living, learning and earning with vision loss. Through our wide range of businesses, we provide job training, employment and career opportunities to help advance people who are visually impaired. Lighthouse Works operates as a subsidiary of Lighthouse Central Florida—Central Florida’s only private, non-profit agency offering a comprehensive range of services to people living with sight impairment in Orange, Osceola and Seminole counties. Established in 1976, Lighthouse Works has served generations of Floridians with comprehensive vision rehabilitation and employment services. Lighthouse Works is affiliated with the National Industries for the Blind, the nation’s largest employment resource for people who are blind.

Additionally, Lighthouse Works operates in partnership with the AbilityOne Program to secure quality products and services to the federal government at fair market prices. To learn more, please visit [www.LighthouseWorks.org](http://www.LighthouseWorks.org).

## **ABOUT ROAR!**

ROAR! Internet Marketing specializes in helping businesses use the Internet to increase leads and sales. Using custom website development and advanced digital marketing techniques, ROAR! specializes in producing measurable leads and sales. Established in 2005, ROAR! offers Internet strategy development, custom website development, search engine optimization, search engine marketing, content creation and management, and website analysis. ROAR!’s company officers and full list of services is available at [www.RoarOnTheWeb.com](http://www.RoarOnTheWeb.com).

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