

Simple web solutions for complex business problems.

DigiPro Media is helping companies build their next generation web strategy to deliver growth, improve operational efficiency, and help maintain web accessibility compliance with the Americans with Disabilities Act (ADA).



Web Accessibility

Let us evaluate your business website and identify any accessibility issues that may be keeping customers from doing business with you. Our solution, CommonAccess, provides a first line of defense for businesses that are not currently in compliance.



Restaurant and Hotel Websites

Our websites are designed to be clean, mobile friendly, and come packed with publishing and marketing tools to help streamline production and increase business. Choose one of our pre-built website themes or have our team build a custom solution unique to your business.



Enterprise Franchise Solutions

Large enterprises need a simplified method to manage multiple websites to monitor sales, marketing and branding content across all websites. Our platform provides a single login for your entire business ecosystem. And, because it is proprietary, it offers best-in-class security for your business.

MEMBER DISCOUNT

UP TO 25% OFF

Partner members can save up to 25% on web accessibility tools and monthly hosting plans. Visit DigiProMedia.com/NatRest to find solutions for your business.

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Learn more at DigiProMedia.com/NatRest. To schedule a demonstration, email Sales@DigiProMedia.com or call **1-850-270-2904**.



PARTNER



PARTNER

DigiPro Media is the exclusive digital solutions and web accessibility partner to the National Restaurant Association.

Top 10 Questions ^{and answers} for Your Team About Web Accessibility

1. Is the Americans with Disabilities Act (ADA) compliance policies mandatory for websites?

Yes, if a business operates for the benefit of the public or is a state or local government agency. In 1990 the Department of Justice published the ADA, which made it mandatory for all commercial and public entities that have “places of public accommodation,” under Title III—including the internet, to comply with the law.

2. What does the law require for web accessibility?

Title III of the ADA (which covers businesses) has expanded to include websites and prohibits discrimination based on disability. To comply with the ADA, businesses must remove any barriers on their website that prohibit people with disabilities from accessing the information, goods, or services in the same or comparable manner to those without disabilities.

3. Is my business considered a ‘public accommodation’ under the ADA?

According to the US Government, “a public accommodation is a private entity that owns, operates, leases, or leases to, a place of public accommodation. Places of public accommodation include a wide range of entities, such as restaurants, hotels, theaters, doctors’ offices, pharmacies, retail stores, museums, libraries, parks, private schools, and day care centers.”

4. Based on my current website today, can I be sued under Title III of the ADA?

The best way to determine if your website is at risk for ADA litigation is

to check for any potential accessibility issues in your website code. DigiPro Media offers a free homepage scan of your website and will generate a report that you can then review with your web team. Visit DigiProMedia.com/NatRest to order your report today.

5. Can I be sued multiple times for the same web accessibility issue?

Until the accessibility issues have been fixed, businesses can be sued repeatedly for multiple ADA infractions, even after one or more cases have been settled.

6. How long does it take to fix my website?

The time and cost to repair a website are dependent on the site itself. Small websites with limited errors can take as little as a day to complete whereas larger sites with numerous errors could take months to remediate. Once your website is scanned for issues, get with your web team or web accessibility expert for the best resolution for your business.

7. If I do find errors in my website code, what should I do?

There are 3 steps you should take if you suspect or know there are accessibility issues with your website:

Protect: Put a web accessibility plan on your website. This will help protect your site from aggressive attorneys who may be looking to sue a business who may be unaware of their accessibility related errors.

Evaluate: Get a full accessibility report. Then consult with your web team or digital accessibility expert on

how to resolve any issues found on the report.

Update: Take the necessary steps to update, or in some cases rebuild, your website using WCAG 2.1 AA standards.

8. I have my phone number on my website, isn’t that enough for web accessibility?

A phone number does not guarantee compliance with the ADA. (Reference case: *Gorecki v. Dave & Buster’s*)

9. Do mobile apps need to be accessible?

Yes. WCAG 2.1 guidelines address a wide range of accessibility issues such as touchscreens, small screen sizes, different input modalities and more. In recent years, there has been an increase in the number of ADA lawsuits citing inaccessible mobile applications which have been permitted to proceed to trial; the most notable of which being Robles vs Domino’s Pizza, LLC.

10. What is WCAG?

The web content accessibility guidelines, or WCAG, are a set of technical standards that improve web accessibility. They were developed by the World Wide Web Consortium (W3C), an international organization that provides the world with standards for digital accessibility and led by the internet’s founder, Tim Berners-Lee.



The information provided is for reference purposes only and not intended to provide legal advice as we, DigiPro Media, LLC, are not attorneys. Please consult your legal team or attorney for any specific information regarding your business.

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Request a free website accessibility scan at DigiProMedia.com/NatRest.

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