

KO Consulting LLC

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What is Inclusive Website Design?

Your website is often the first connection point for your customers and the first place that customers go when they have questions. Contemporary website navigation and accessibility standards are essential ways to create a positive customer experience.

One of the most common ways to move toward a more inclusive website is to use the **Web Content Accessibility Guidelines (WCAG)** as a model for **inclusive website design**. These guidelines were created by the World Wide Web Consortium¹ to enhance website appearance and functionality, ensuring seamless navigation for more diverse users across a variety of devices.

Why Upgrade Your Website to Make it More Accessible to Users?

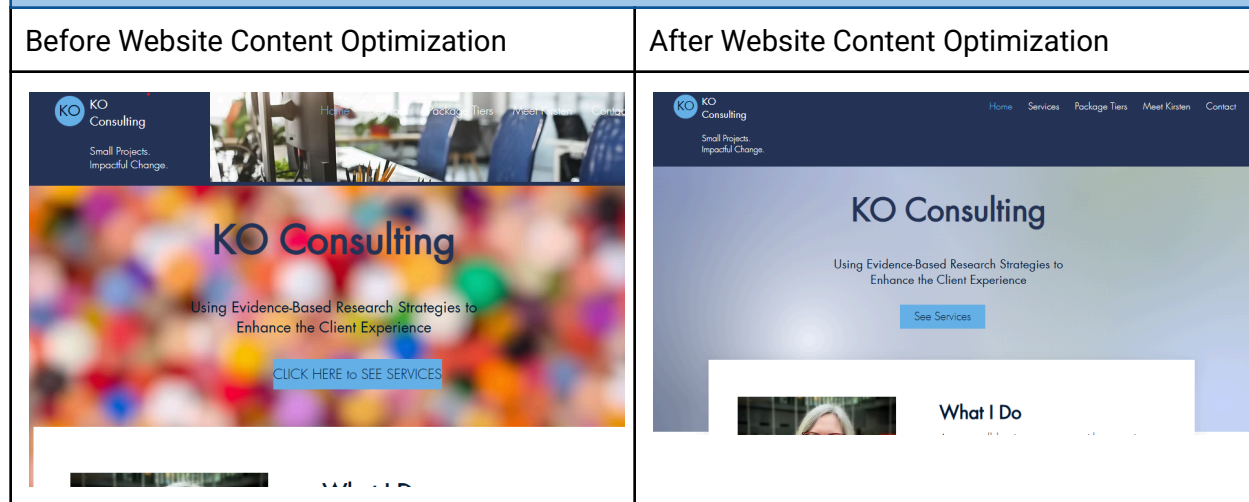
In a nutshell - society's expectations have evolved and people have gotten used to accessible features on websites. For example, many people enable closed captioning even if they are not hard of hearing. In fact, over 1/3 of American adults always or often use subtitles, with younger adults using them more frequently than older adults.²

In today's society, people *expect* websites:

- to work effectively
- be easy to navigate
- be visually appealing
- work well on personal computers *and* mobile devices
- have curated and accurate closed captioning on videos

Moving your business toward WCAG 2.1 Level AA standards isn't just about technical rules — it is a powerful growth strategy that expands your reach and boosts your website performance. When your website users can easily access the information they need, the faster you will achieve your business goals.

What Does a Website Optimization Upgrade Look Like?



How Can KO Consulting Modernize Your Website?

As a solopreneur, my primary mission at KO Consulting is to help small businesses make small evidence-based changes to help them better meet clients needs. My standard **Web Content Optimization Service Package**, includes concrete, tiered, and clearly designated 'high priority' recommendations that:

- Enhance and clarify written materials
- Improve visual content, such as images, photos, blank space, and layout
- Optimize call-to-action features and forms
- Ensure ease-of-use for mobile and PC users
- Modify outdated materials
- Ensure contemporary language using principles of universal design and inclusivity
- Increase adherence to WCAG 2.1 Level AA standards

If you've been considering revamping your website but aren't sure where to start, feel free to contact me for a free, no-obligation 20-minute conversation to discuss your current challenges.

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References

1. World Wide Web Consortium: w3.org
2. AP-NORC Center for Public Affairs Research. "Closed captioning on? It's a generational thing." (August 2025).
<https://apnorc.org/projects/closed-captioning-on-its-a-generational-thing/>

Additional Resources

- Americans with Disabilities Act: Fact Sheet
 - <https://www.ada.gov/resources/2024-03-08-web-rule/>
- State of Minnesota: Accessibility Policies & Standards for state agencies
 - <https://mn.gov/mnit/government/policies/accessibility/>
- World Wide Web Consortium: Planning and Managing Web Accessibility
 - <https://www.w3.org/WAI/planning-and-managing/>
- World Wide Web Consortium: Web Content Accessibility Guidelines
 - <https://www.w3.org/TR/WCAG22/>