Accessibility Services

In 2025, the U.S. Department of Justice is expected to finalize regulations that clarify web accessibility requirements under the ADA. These standards will likely align with WCAG 2.1 AA guidelines, making it essential for businesses to ensure their websites are inclusive and accessible to all users.

LocalFresh helps clients proactively audit and address major accessibility issues before these regulations take effect.

Why It Matters

Nearly 20% of the population has a disability that may affect how they navigate the internet. If your site isn't accessible, you're potentially excluding a large segment of your audience—and losing business. Plus, accessible websites create an inclusive experience and show that your organization prioritizes equal access for all. Making the internet inclusive isn't just the right thing to do—it's smart business.

The LocalFresh Approach

We audit each site using the WAVE tool by WebAIM to identify issues related to WCAG 2.1 AA compliance. Based on the audit results, we implement fixes and enhancements to improve accessibility.

We focus on key areas:

- **Text alternatives for non-text content (alt text for images)**
- **Color contrast and legibility**
- **Keyboard-friendly navigation**
- **Screen reader compatibility**
- **Descriptive and meaningful link text**
- **Consistent navigation and page structure**
- **Timing and animation control**
- **Assistive technology compatibility**

Accessibility Service Tiers

Tier 1 – Included in All New Website Builds
Best for: New sites built by LocalFresh

- Run WAVE automated checks
- Fix all "error" issues and relevant "alert" issues
- Install free accessibility plugin (e.g., AccessibleWP) for added visual/cognitive support
- Add an Accessibility Statement page with footer link

Tier 2 – Full Accessibility Update for Existing Sites
Best for: Existing sites needing a proactive accessibility update

- Run WAVE automated checks
- Fix all "error" issues and relevant "alert" issues
- Address contrast errors and alerts where appropriate
- Install free or premium accessibility plugin (e.g., AccessibleWP or Accessibe)
- Add a detailed Accessibility Statement and footer link

Important Note
No automated tool can guarantee 100% accessibility. Accessibility depends on real human interaction with your website, especially by those using assistive technology. Our process identifies and addresses major barriers and adds adaptive tools users can adjust in real time. As WebAIM notes: "The absence of errors DOES NOT mean your page is accessible or compliant… WAVE highlights elements that facilitate human analysis."

Ready to get started?

Book an appointment today.

800-380-6841 | localfresh.com