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Is your website ready for the European Accessibility Act?

You have until **June 28th** to improve your website's accessibility.

2025

28 June

The new directive aims to make products and services **more accessible** to **people with disabilities**, setting new requirements for websites.

Worldwide, **1.3 billion people** live with **disabilities** — that's **16%** of the global population. This market represents a **$1.9 trillion** annual opportunity.

Who does the EAA apply to?

All companies, both private and public, that **sell products or services** to consumers **in the EU**

AND

that **employ at least 10 people** or have an **annual turnover** (or balance sheet) exceeding **2 million euros**.
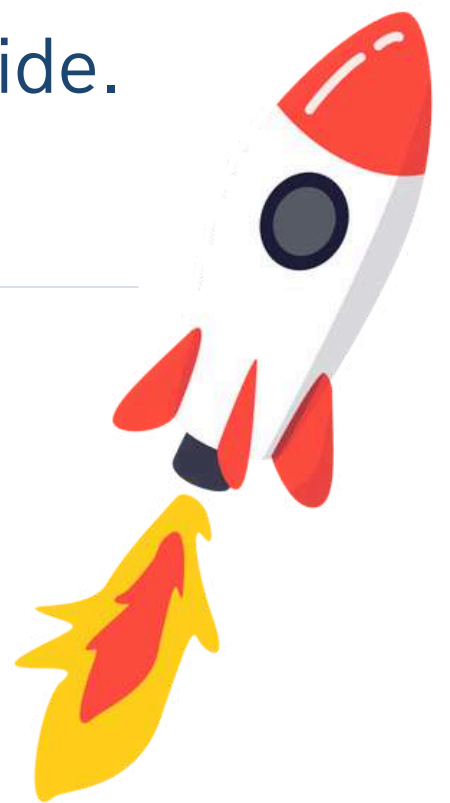

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The benefits of website accessibility:

Improved SEO: 73.4% of websites that improved accessibility also saw increased organic traffic.

Increased conversions: $1.9 trillion is spent annually by people with disabilities worldwide. Tap into this valuable market.

Brand boosting: Make your brand more inclusive and open to everyone.

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Common misconceptions about the European Accessibility Act:

❌ **"It only affects public websites."**

✅ **No!** The EAA applies to both private and public businesses that provide goods or services in the EU, including e-commerce, apps and electronic devices.

❌ **"Only large companies need to comply."**

✅ **Wrong!** Even SMEs, if they exceed the turnover limits or have 10 or more employees, must comply.

❌ **"It does not apply to my case, so it is not beneficial."**

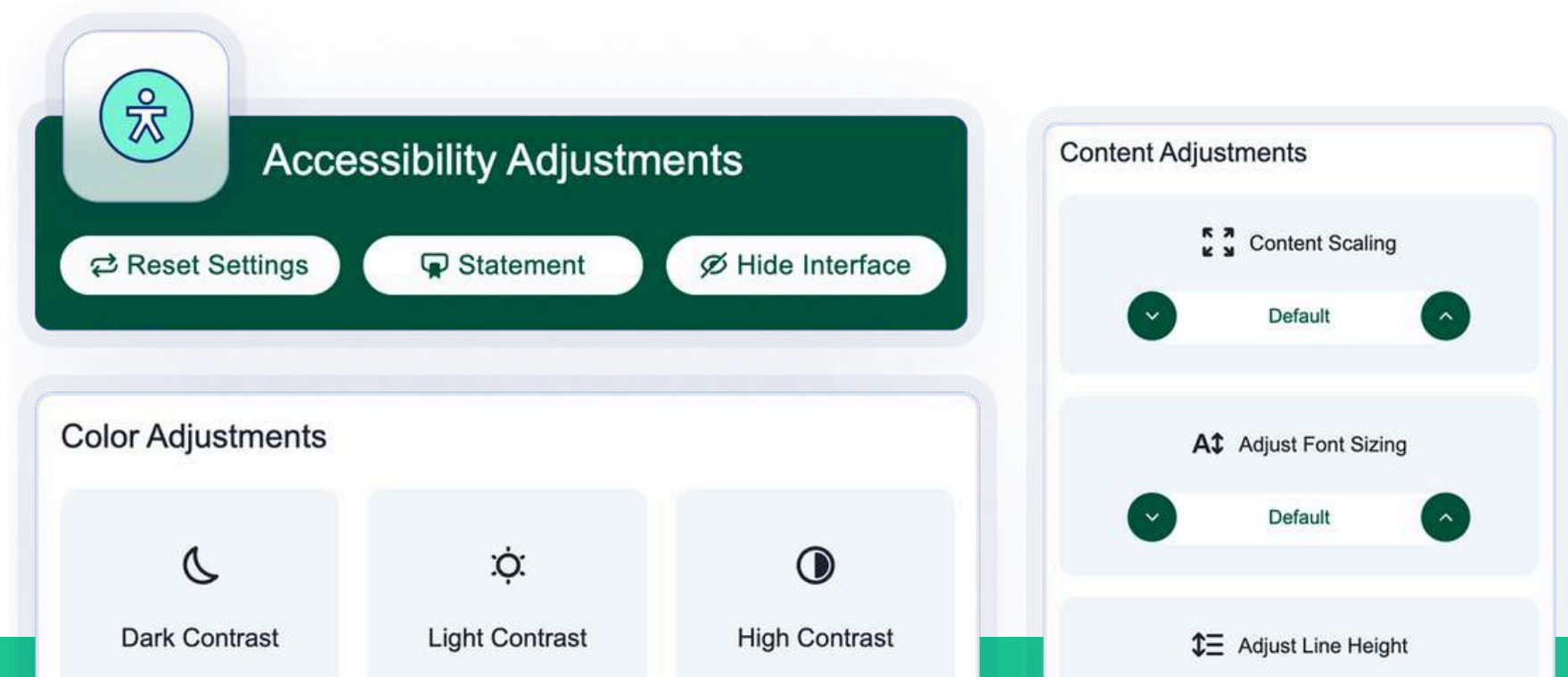✅ **Not necessarily.** Improving accessibility broadens your audience and can result in new business opportunities.

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How do you improve a website's accessibility?

We're here to help!

We've integrated iubenda's new Accessibility Solution into our services. It's simple: just one line of code that instantly enhances your website's accessibility.

If your website handles more complex scenarios, additional adjustments may be needed.

Do you need help with the
European Accessibility Act?

As a **Bronze Partner** of iubenda, we help you improve your website's accessibility with a **dedicated and easy-to-implement tool.**

Don't wait until the very last day: start making your website more accessible now.

Book a free consultation, and together, we'll determine what you need!