



The deadlile to improve your
website's accessibility was
June 28th, 2025.



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



1.3 BN



Worldwide people live with disabilities. That's 16% of the global population. This market represents a \$1.9 trillion annual opportunity.



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.**



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.

Common misconceptions about the Accessibility Act



It only affects public websites.



No! The Accessibility Act **also applies to many private digital services**, including e-commerce, apps and electronic devices.

Only large companies need to comply.

Wrong! Even SMEs, if they exceed the turnover limits, **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**.

How do you improve a website's accessibility?



We're here to help!



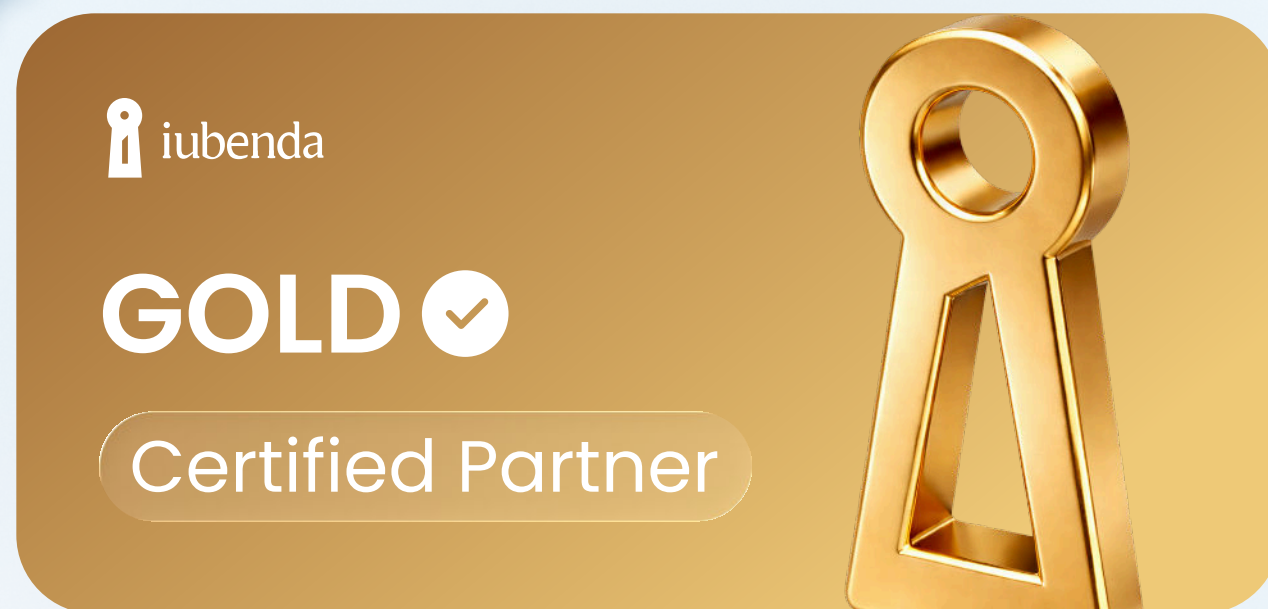
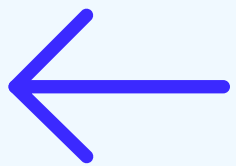
We've integrated iubenda's new Accessibility Solution into our services. It's simple: just one line of code that instantly enhances your website's accessibility.

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



Do you need to comply with the European Accessibility Act?

As a **Gold 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!