

Website Accessibility

What is the **European Accessibility Act (EAA)** and what should you do about it?

Important changes have arrived

The European Accessibility Act (EAA) came into full force on June 28, 2025, introducing new accessibility requirements for businesses operating in or selling to the EU market.

Does this affect your business?

Your business must comply with the EAA if you:



Sell products or services to consumers in the European Union



Employ at least 10 people OR have an annual turnover/balance sheet exceeding €2 million

The risks of ignoring accessibility requirements

Legal consequences

- ✗ Potential discrimination lawsuits
- ✗ Administrative penalties and sanctions
- ✗ Possible exclusion from EU markets

Business impact

- ✗ Loss of approximately 16% of potential customers (1.3 billion people worldwide live with disabilities)
- ✗ Missed opportunity to tap into the \$1.9 trillion annual spending power of people with disabilities
- ✗ Reputational damage from lack of inclusivity

Benefits of improving website accessibility

Enhanced user experience

- ✓ Better usability for ALL visitors, not just those with disabilities
- ✓ Improved navigation and interaction
- ✓ Higher customer satisfaction rates

Better SEO performance


- ✓ 73.4% of websites see increased organic traffic after accessibility improvements
- ✓ Enhanced site structure that search engines reward
- ✓ Improved page speed and performance metrics


Expanded market reach


- ✓ Access to previously untapped markets
- ✓ Improved conversion rates
- ✓ Enhanced brand reputation for inclusivity

Common website accessibility issues


Most websites have accessibility barriers without their owners being aware of it:

 Insufficient contrast between text and background

 Missing alternative text for images

 Poor keyboard navigation

 Incorrectly labeled forms and buttons

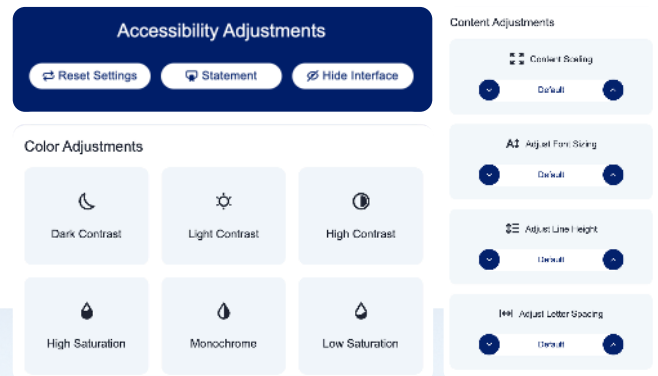
 Multimedia content without captions or transcripts

 Flashing content that can trigger seizures

Our powerful solution: accelerate your accessibility journey

As your digital partner, we can help implement iubenda's Accessibility Widget: an AI-powered widget that provides a floating accessibility panel that gives users control over:

- ✓ Text adjustments (size, spacing, fonts)
- ✓ Visual adaptations (contrast, colors, dark mode)
- ✓ Motion controls (reduce or pause animations)
- ✓ Navigation aids for motor impairments
- ✓ Screen reader optimization



Implementation is simple

- | Integration requires just one line of code
- | No need to rebuild your website from scratch
- | Real-time accessibility adjustments based on individual user needs

! Important note

While this solution significantly improves accessibility and commences your accessibility journey, complete EAA compliance may require additional measures across your organization's digital properties.

Let's start your accessibility journey

Our Process:

01 Assessment

We'll evaluate your current website against accessibility guidelines

02 Implementation

We'll integrate the accessibility solution tailored to your site

03 Documentation

We'll help you create the necessary accessibility documentation

04 Ongoing Support

We'll ensure your site maintains accessibility standards

Ready to make your website more accessible?

[Contact us today to schedule a consultation.](#)

As your trusted digital partner, we're committed to helping you navigate the changing landscape of digital compliance while improving user experience for all your visitors.