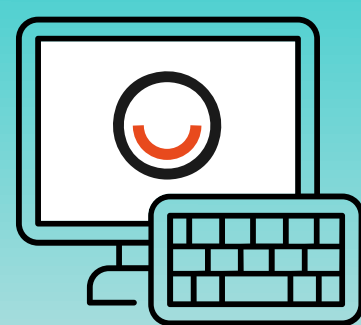
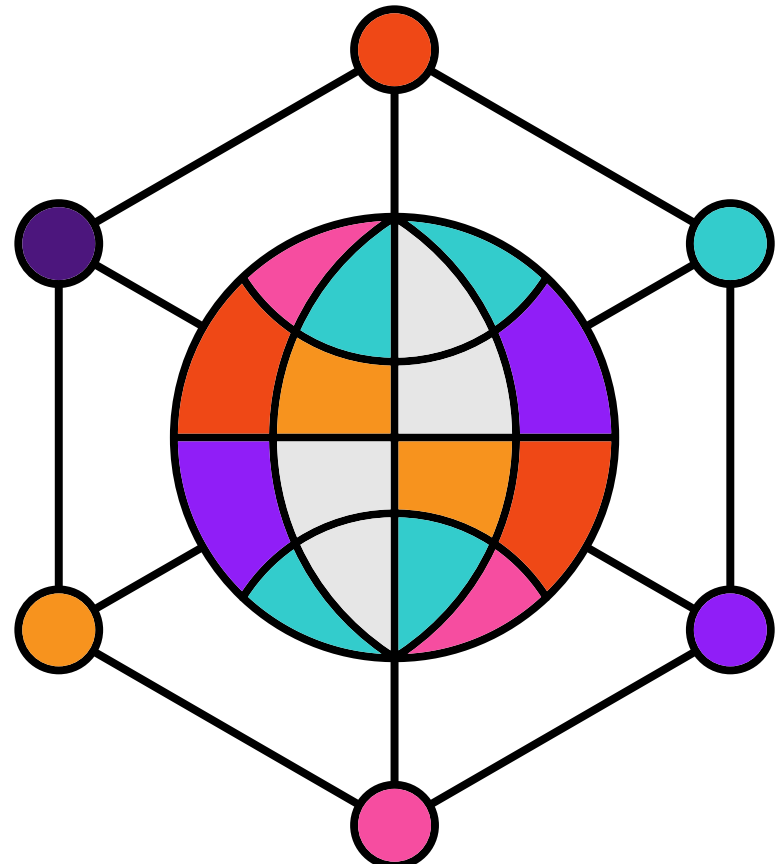


Web Accessibility Standards are Changing – Is Your Website Ready?



The Importance of Web Accessibility. – Why does it matter?

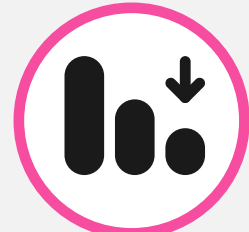
The European Accessibility Act (EAA) becomes law on 28th June 2025. The EAA is a landmark directive designed to break down digital barriers and create a more inclusive online world. It sets mandatory accessibility standards for websites, apps, and digital services across industries including banking, e-commerce, transport and media.



1.3 billion people (16% of the world) have a disability. 16 million in the UK.



Businesses lose billions annually due to inaccessibility.



90% of websites are not fully accessible.



Who is affected?



Visual Impairments

250m people worldwide have visual impairments.

Accessibility Needs:

Screen readers
Alt-text
High Contrast Colours



Hearing Impairments

430m people worldwide have hearing impairments.

Accessibility Needs:

Video Captions
Transcripts



Motor Disabilities

200m people worldwide have motor disabilities.

Accessibility Needs:

Keyboard friendly design



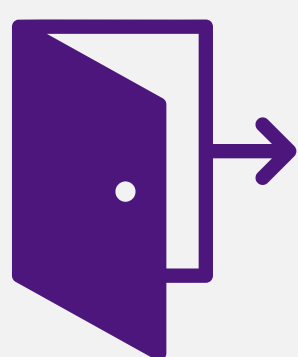
Cognitive Disabilities

Cognitive and Learning disabilities impact how people process information, affecting perception, memory, comprehension, and more.

Accessibility Needs:

Simple Layouts
Readable fonts
Clear navigation

The impact of Inaccessibility



71%

of users leave websites that are hard to use or are inaccessible.



83%

of users with disabilities prefer easy to use, accessible websites.



72%

of mobility-impaired users struggle with mouse-based navigation.

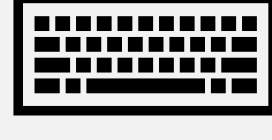
Tips to make your website Accessible



Use alt text for images



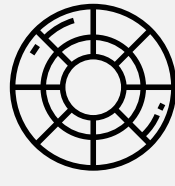
Provide captions for videos



Ensure full keyboard navigation



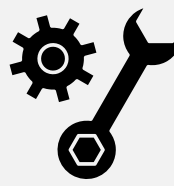
Use ARIA Labels



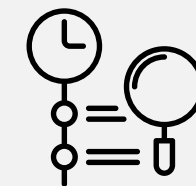
Use High-Contrast Colours



Keep Content Simple & Structured

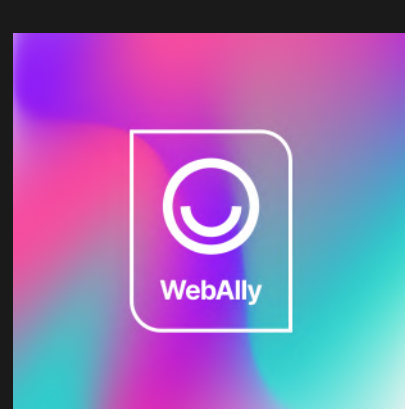


Use an Accessibility Checker



Get an in-depth Website Audit

Do You Think You Might Need an Accessibility Audit and Upgrade for your website?



At Grinning Graphics, we can help

Get in touch for a web audit.

We help businesses and organisations create barrier-free digital experiences by identifying and fixing accessibility issues, ensuring compliance with WCAG, ADA, and other global standards.