

# ADA Website Compliance Guidance

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While your time is best spent in your taprooms, your website is another place that you need to accommodate everyone who is interested in learning about, tasting and enjoying your product.

Title III of the ADA requires that every owner, lessor, or operator of a “place of public accommodation” provide equal access to users who meet ADA standards for disability. Although the regulations are silent on whether this specifically includes websites, ADA-based lawsuits regarding accessibility of websites have been more successful than ever recently, and even defending a frivolous lawsuit can be costly.

When evaluating these types of lawsuits, courts are looking at a standard identified as WCAG 2.1. This is a good standard to keep in mind to help avoid costly and time-consuming issues down-the-line. Simply put, you can take some easy steps now to ensure your website is perceivable, operable, understandable, and robust.

1. Perceivable: a website is perceivable if its content and user interface can be perceived by one or more senses.
  - Objects on your website that are not text should have some sort of descriptor.
  - Provide captions and other alternatives for multimedia.
  - Create content that can be presented in different ways, including by assistive technologies, without losing meaning.
  - Make it easier for users to see and hear content.
2. Operable: A website is considered operable if all users can navigate the website effectively.
  - Make all functionality available from a keyboard by allowing keyboard shortcuts to be utilized on the website.
  - Give users enough time to read and use content.
  - Do not use content that causes seizures.
3. Understandable: A website is considered understandable if both its content and user interface are easy to understand.
  - Make sure that your website is navigable, and that the user can easily find what they are looking for and get back to your home page.
  - Try to avoid having broken links that lead to nowhere.
4. Robust: A website is robust if standard web browsers and assistive technologies can interpret it.
  - If your website is only usable from Internet Explorer, it is probably not considered “robust.”

Making your website more compliant doesn't have to be complicated. It may be something as simple as choosing different colors for your words (no, yellow writing on a white background probably won't cut it) or choosing an easier-to-read font.

Whether you work with a vendor for your website or have an internal team member that handles the site, be sure that they are aware of the WCAG 2.1 standards and have them keep these tips in mind. This is especially

important when promoting events or time sensitive promotions so that you will not have anyone missing out on your latest special batch or community event because they were unable to use your website.

If you choose to manage your own webpage, there are several free accessibility checkers online. Go ahead:  
[Accessibility Checker](#)

The information presented in this Article is not to be taken as legal advice. Every person's situation is different. If you are facing a legal issue of any kind, get competent legal advice in your state immediately so that you can determine your best options.