



Burning Daily Announces Website Accessibility Improvements for Broader Customer Reach

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Jungle Works LLC, the company behind the online retailer Burning Daily, has completed a series of accessibility improvements to its website, aimed at making the browsing and shopping experience easier to navigate for a wider range of visitors.

The updates focus on how customers move through the site, locate product categories, and complete transactions. Enhancements include improved keyboard navigation, clearer contrast between text and background elements, expanded compatibility with screen readers, and more descriptive labels for images and interactive features. These changes align the platform more closely with recognized web accessibility standards used across the digital retail sector.

The improvements extend across the primary sections of the site, including New Arrivals, Shop All, Brands, and the Deals area where discounted items appear. Navigation menus have been restructured so that visitors using assistive technology can more readily reach the categories they are looking for.

Manny Soto, spokesperson for Burning Daily, said the accessibility work reflects a broader effort to make the

site usable for every visitor. "Accessibility is a core part of a responsible online experience, and these changes are intended to remove barriers that some visitors previously encountered," Soto said. "The goal was to build a site that people can navigate comfortably regardless of the tools or devices they rely on."

The project involved a review of page structure, color usage, and the labeling of interactive elements throughout the site. According to the company, the review identified several areas where visitors using screen readers or keyboard-only navigation faced difficulty, and each of those areas was addressed during the update process.

Soto noted that accessibility is treated as an ongoing responsibility rather than a one-time project. "Standards evolve, and visitor needs continue to change, so the site will be evaluated on a recurring basis," Soto said. "These improvements establish a foundation that can be built upon as new guidelines emerge."

The company indicated that additional refinements are planned in the coming months, including further testing with assistive technologies and continued attention to mobile navigation. Feedback gathered from visitors will inform the direction of future updates.

The accessibility initiative arrives as online retailers across many industries place greater emphasis on inclusive design. As more purchasing activity moves to digital channels, the ability to navigate a website without obstacles has become an important factor in the overall customer experience. Burning Daily positioned the update as part of its ongoing commitment to serving a diverse customer base.

Burning Daily is an online retailer operated by Jungle Works LLC that offers a broad selection of products across categories including flower and prerolls, vape items, edibles, accessories, and pet products. The retailer features offerings from a variety of brands and maintains sections for new arrivals and current deals. Free shipping is available on U.S. orders over fifty dollars. The company continues to expand its catalog and refine its online platform to support customers throughout the shopping process.

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Jungle Works LLC

Burning Daily is an online retailer offering premium, third-party lab-tested hemp products, including THCA flower, gummies, pre-rolls, and disposables, with fast, discreet shipping where permitted.

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