



Peak Marketing Promotes Digital Inclusivity With Website Accessibility

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Peak Marketing, a leading digital marketing agency based in Colorado, is spearheading a new initiative to support online accessibility and inclusivity for all users. Recognizing the importance of providing an equal online experience, Peak Marketing is taking proactive steps to ensure that websites are accessible to individuals of all backgrounds, ability and so on.

This form of accessibility is a critical aspect of digital design, allowing users with disabilities to navigate and interact with online content effectively. By adhering to the Web Content Accessibility Guidelines (WCAG) 2.2, Peak Marketing aims to create websites that are perceivable, operable, understandable, and robust for all visitors.

According to the agency, WCAG 2.2 targets four key elements that every website needs to have in order to be considered compliant ? they have to be Perceivable, Operable, Understandable, and Robust (POUR). These principles each touch on an aspect of presentation and interaction that promote

accessibility for the user, minimizing (if not eliminating) any reduction in the quality of their experience compared to other users. Peak Marketing is adamant that accessibility should be a central focus on every website.

“Accessibility is not just a legal requirement; it's a moral imperative. We believe in creating digital spaces that are welcoming and user-friendly for everyone,” says Mike Sullivan, Founder and Creative Director of Peak Marketing. “Our team is dedicated to implementing the highest standards of web accessibility, ensuring that our clients' websites are inclusive and compliant.” The benefits of website accessibility extend beyond legal compliance. Accessible websites lead to enhanced user experiences, improved search engine visibility, and increased audience reach. By prioritizing accessibility, Peak Marketing is not only championing inclusivity but also driving positive business outcomes for its clients.

There are several objectives a website designer must keep in mind when bringing their project in line with WCAG guidelines. To be considered Perceivable, for instance, both information and user interface components on a website must be presented in a manner that users can locate them. To be Operable, users must be able to interact with and navigate through the website's content, and this again extends to user interface components and navigation elements.

It is also imperative that every aspect of a website be packaged in a clear, concise format that makes it Understandable. There should be as little confusion as possible regarding the purpose of on-screen elements and content. Finally, content should be designed with some thought given to future-proofing (making it accessible to both current and future technologies).

Since it is less likely that future iterations of the Internet will willingly wall itself off from being able to access most legacy content, this may apply to the use of certain niche or proprietary builds. Ensuring long-term accessibility in such a manner will make a website more Robust, allowing content to be enjoyed for years to come.

While website designers are free to implement POUR as creatively as they see fit to obtain the desired results, there are certain best practices that many may wish to take on board. Peak Marketing can provide a great deal of assistance in this regard. Further, the agency points out that WCAG compliance does not in any way have to come at the cost of innovation and progress. Instead, the goal is to ensure as many people as possible can enjoy the fruits of such innovation once a new website is launched.

Peak Marketing is a forward-thinking digital marketing agency dedicated to helping businesses thrive in the online landscape. With a focus on creativity, innovation, and results-driven strategies, Peak Marketing provides a range of services that include web design, SEO, content marketing, and social media management.

The agency recognizes that many will have questions about the new website accessibility initiative, including how compliance is assessed, whether existing websites can be considered compliant and how compliance can be achieved in an efficient manner. More details on all these topics and more can be found on the agency's official website.

Peak Marketing further invites interested parties to contact Mike Sullivan or his team directly for a more personalized consultation. The agency can be reached via phone or email, and it is active on various social media platforms.

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For more information about Peak Marketing, contact the company here: Peak Marketing Mike Sullivan 720-338-6611 mike@peakmktg.co 1475 Delgany St. Denver, CO 80202

Peak Marketing

Peak Marketing boosts SMBs with potent strategies: brand activation, digital & video marketing, prioritized website accessibility. Our mission: elevate Colorado's community impact through thriving businesses, both for-profit and non-profit.

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