

MARY-FRANCES O'DEA

ADA Compliance Consulting • 2024

Compliance is not just a legal requirement—it's a smart business move!



CONTACT ME

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EXPERIENCE

Mary-Frances has been sought after to deliver solo presentations and participate in expert panels on topics such as Social Media, Websites, and Digital Marketing. Her speaking engagements have spanned a variety of organizations, including the African Travel Association, the Broomfield Chamber, Mothers for Affordable Housing, the Cherry Creek Business Women's Association, Alignable, and the Longmont Chamber.

ACCESSIBLE DIGITAL SOLUTIONS

Disability is a natural part of being human, with 1.3 billion people (16% of the global population) experiencing significant disabilities—a number that keeps rising due to aging and non-communicable diseases. As more people are affected, creating inclusive environments online and offline is increasingly important.

Addressing ADA compliance on websites and social media ensures people with disabilities can engage with your content. Improving website accessibility benefits all visitors while expanding your site's usability and reach.

Accessibility aligns with UI and UX best practices like mobile-friendly design, device independence, and SEO, often leading to better search rankings and broader audience reach.

Key Points:

- The Colorado "Digital Accessibility Act" requires state and local public entities to meet standards by July 2024.
- Improving accessibility can expand your customer base.
- Compliance may take time, but it's straightforward.
- Non-profit organizations can apply for grants
- Businesses are eligible for a \$5,000 tax credit and can deduct up to \$15,000.

AVAILABLE TOPICS

These talks offer practical guidance for making digital spaces more inclusive and user-friendly.

- Why Accessibility Matters (overview)
- Benefits of an Accessible Digital Presence
- Simple Steps Toward an Accessible Website

FOR MORE INFORMATION

Have something else in mind? Contact me!

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