

TOGETHER WE MAKE YOUR WEBSITES DIGITAL ACCESSIBLE

WCAG is your chance to become digitally accessible while enhancing your entire online experience. Make a difference in the market. We provide the right technology, smart advice, and creative solutions for a website that is both accessible and offers an amazing experience.

UXBEE.EU



COMMITMENT TO THE FUTURE WITH A WCAG-MINDSET

WCAG accessibility may seem overwhelming, especially if you manage dozens of websites, as many governments and municipalities do. Where do you start? How do you make your website WCAG-compliant?

Your WCAG journey begins with insight. Map out your websites, understand where you stand and what steps are needed. Uxbee can help you with that. You will receive a clear overview, an initial assessment, and concrete advice with a step-by-step plan.

We will help you a long way. However, being – and remaining – truly WCAG accessible requires commitment. Accessibility is not a one-time project, but a mindset.

🟡 **Stay consistent**

Are you adding new texts, images, or videos? Make sure they continue to meet the guidelines.

🟡 **Ensure accountability**

Assign an internal team or individual to oversee compliance. This way, accessibility remains embedded in your organization.

🟡 **Build support**

Ensure that management also continues to think about digital accessibility. Just like safety and customer satisfaction, this requires ongoing attention.

Make WCAG part of your DNA. Then you'll make the difference.



TWO FLOWS, ONE APPROACH

When you start your WCAG optimization of your websites with uxbee, we go through 6 components: quick scan, optimization plan, technical audit, implementation plan, adoption, and website design.

To make the WCAG process clear, we have divided the 6 components into two flows, each with corresponding clear steps:

🟡 Flow 1: Technology

- Step 1: Technical audit
- Step 2: Quick wins
- Step 3: Implementation of technical adjustments
- Step 4: Validation and documentation

🟡 Flow 2: People and Organization

- Step 1: Inspiration and awareness
- Step 2: Training and capacity building
- Step 3: Content optimization
- Step 4: Process optimization
- Step 5: Hands-on guidance and support
- Step 6: Reporting and progress

We'll take you through what those steps mean and what we do at each step to make your organization WCAG accessible.



FLOW 1: TECHNOLOGY

Within the first flow, technology, we will focus on optimizing the existing codebase of your DXP platform. This way, we ensure that your technology meets the WCAG guidelines.

Since we are working within your existing environment, we aim to identify and implement the necessary technical adjustments that align with the current infrastructure.

With targeted optimizations within the current codebase and configuration, we will achieve a technically accessible website without compromising the timeline.

STEP 1: TECHNICAL AUDIT

We start with a thorough technical audit of the current codebase and configuration. Using automated checks with tools like Lighthouse and Wave, we identify accessibility issues such as:

- Missing alt texts;
- Insufficient color contrast;
- Inaccessible forms;
- Poor keyboard navigation.

STEP 2: QUICK WINS

Some technical improvements can be implemented relatively quickly, and we will do that right away. Think of:

- Correct implementation of aria-labels and semantic HTML;
- Configuration optimizations, such as user-friendly content templates.

STEP 3: IMPLEMENTATION OF TECHNICAL ADJUSTMENTS

Step by step, we implement the necessary changes while optimizing the codebase within the existing infrastructure. Common adjustments include:

- ◆ Content templates that automatically apply accessibility requirements;
- ◆ Configuration of standard components to ensure they remain consistently WCAG-compliant.

To ensure that all adjustments meet the WCAG standards, they are tested. We do this both automatically and partially manually for the best results.

STEP 4: VALIDATION & DOCUMENTATION

In the final step of the technology flow, we create a validation report that documents the adjustments made and their impact on accessibility.

We integrate the accessibility guidelines into the technical documentation to ensure future compliance.

Additionally, we organize regular feedback sessions with your organization to review any priorities and address technical barriers.



FLOW 2: PEOPLE AND ORGANIZATION

Digital accessibility requires more than just technology. It's about an approach where guidelines, people, and organization come together.

We don't just implement the WCAG standards; we embed them into your processes, knowledge, and team culture. This way, accessibility becomes not just a separate obligation, but a shared responsibility. The result? An inclusive and future-proof organization.

STEP 1: INSPIRATION AND AWARENESS

The first step focuses on building support and awareness. The content team needs to understand the value of digital accessibility and be motivated to get started.

How do we approach this?

- ◆ Introductory workshop on WCAG standards and digital accessibility;
- ◆ Practical examples that demonstrate why accessibility is essential.

This way, we lay a strong foundation for an accessible and inclusive digital environment.



STEP 2: TRAINING AND CAPACITY BUILDING

A motivated content team is one thing, preparing for independent WCAG management is the second step. We teach your team everything about making content accessible and assessing it themselves.

We do this by:

- Offering practical workshops with hands-on exercises;
- Training in the use of tools, such as accessibility scanners from Axe and Siteimprove;
- Providing simple guidelines and checklists that are immediately applicable.

STEP 3: CONTENT OPTIMIZATION

Is your organization content-heavy? Then direct support for WCAG compliance is a smart move. It saves time and helps you meet the deadlines of your WCAG project. We assist content managers in working faster and more efficiently under our guidance. This way, you tackle accessibility in an efficient and targeted manner.

We help with:

- Optimizing content: making texts, alt texts, and other elements WCAG-compliant;
- Structuring: transforming large amounts of content into clear workflows;
- Prioritizing: making the most critical content WCAG-compliant first.

STEP 4: PROCESS OPTIMIZATION

Fewer mistakes, more efficiency, and lasting WCAG compliance. That's the goal. The key? Streamlined processes for consistent accessibility.

How do we ensure a sustainable and efficient approach?

- 🟡 Set up workflows in your DXP to ensure accessibility;
- 🟡 Implement automatic checks that alert you to issues upon publication;
- 🟡 Integrate tools that incorporate accessibility directly into your workflow.

STEP 5: HANDS-ON GUIDANCE AND SUPPORT

Content managers need to feel supported and gain trust in the process. That's why we provide direct assistance at every step. This makes accessibility practical and achievable for your team.

What does that mean?

- 🟡 A single point of contact for questions and challenges;
- 🟡 Guidance on tricky WCAG issues to quickly reach a solution;
- 🟡 Review and quality control of optimized content.



STEP 6: REPORTING AND PROGRESSES

Finally, we provide clear insight into progress and timely identification of risks. Transparency and our effective approach give you control over accessibility.

What can you expect from us?

- Regular reports on the status of WCAG compliance;
- Targeted recommendations based on progress analyses;
- Feedback sessions with the content team to improve workflows.



WHEN DO YOU START YOUR JOURNEY TOWARDS **DIGITAL** **ACCESSIBILITY**

We love to brainstorm with you! Get in touch at:
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Uxbee – Your partner in digital marketing
transformation.

