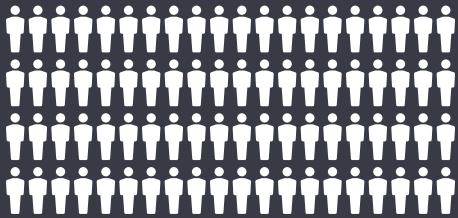# Why Career Site Accessibility

M A T T E R S

1 BILLION+
People Have Disabilities

Companies could be excluding candidates simply because their career site is not accessible

Americans with Disability Act (ADA) Lawsuits on the Rise

2017
814 LAWSUITS

2018
2,258 LAWSUITS

177% △

[THAT'S OVER 6 LAWSUITS A DAY]

89%

Fortune 100 COMPANIES Did Not Pass at Least One (1) WCAG* 2.0 Standard

11 COMPANIES met all six standards

46 COMPANIES failed three or more standards

2019 Phenom People study of Fortune 100 career sites across six common WCAG 2.0 standards.

Fortune 100 WCAG 2.0 Failures

65
did not meet
color contrast standards
(WCAG 1.4.3)

55
did not meet
table standards
(WCAG 1.3.1)

39
did not meet
alt text standards
(WCAG 1.1.1)

33
did not meet
resize text standards
(WCAG 1.4.4)

27
did not meet
focus indicator standards
(WCAG 2.4.7)

4
did not meet
keyboard navigation standards
(WCAG 2.1.1)

Understanding Accessibility

Color Contrasting (1.4.3)
Text color on top of backdrops or images must be a ratio of at least 4.5 to 1. This excludes large headings, incidental text, and logos.

Resize Text (1.4.4)
Text that can be resized up to 200% of its original size without assistive technology. This excludes image captions.

Focus Indicators (2.4.7)
Indicators highlight the web content users are interacting with and enable site navigation via the keyboard.

Most commonly missed standard
65 companies did not meet this standard

Alt Text for Links & Images (1.1.1)
Text that describes image content so that it can be translated into print, braille, speech, or other forms.

Keyboard Only Navigation (2.1.1)
Websites should be navigable via keyboard with no use of mouse or mouse pad at any keystroke pace.

Using Tables (1.3.1)
Tables' structure and information should have text descriptions so that it can be translated into print, braille, speech, or other forms.

✳ The Web Content Accessibility Guidelines (WCAG) are a set of guidelines for improving web accessibility. Produced by the World Wide Web Consortium (W3C), WCAG is the best means of making websites useful for all users.