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Better Web

DIGITAL ACCESSIBILITY. SIMPLIFIED.

Making the digital world more accessible for everyone.

CHALLENGES OF NON-COMPLIANCE

- **The Risks:**
  - Lower rankings in search engines
  - Less market reach
  - Potential legal liability

- **Legal Requirements**
  - US - Section 508, ADA compliance
  - EU, Japan, Canada, Australia, and more
  - Organizations are now required by law to comply with digital accessibility regulations

Accessibility lawsuits jumped by 30% in the first half of 2018*
  *Sevfarth Shaw LLP.

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COMPLIANCE IS NOT EASY

- **Creating and maintaining accessible content is:**
  - Difficult
  - Expensive
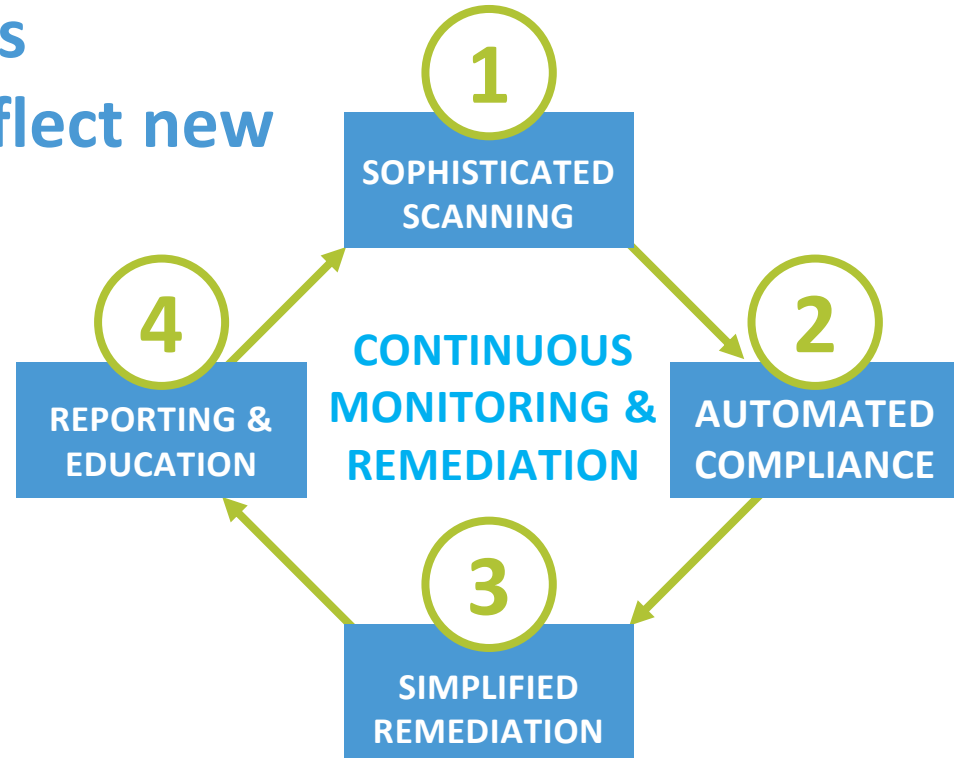 - Time and resource intensive

- **It never ends!**

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ABOUT MAKE-SENSE

- **Our technology**
  - Reduces complexity of access
  - Broadens reach for our customers
  - Enables compliance with laws and regulations
  - Improves end-users' experience and ease of use
  - Promotes domains in search engines (SEO)
  - Supports digital document accessibility (Patented)
  - Creates more job opportunities for everyone!

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WE SIMPLIFY ACCESSIBILITY

- **Up and running in minutes**
- **Continuous updates to reflect new guidelines**
- **On-demand support**
- **Customer training and knowledge transfer**

CONTINUOUS MONITORING & REMEDIATION

1 SOPHISTICATED SCANNING

2 AUTOMATED COMPLIANCE

3 SIMPLIFIED REMEDIATION

4 REPORTING & EDUCATION

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al view

sibility statement

t Us

rançais

Make-Sense: Automated Digital Accessibility Platform

Meet global regulations | Ensure continuous access to content

Request Demo   Get Started

Make Your Content Accessible to Everyone

Make-Sense - Digital Accessibility, Simplified

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Font size   A+   A-   Normal size   ✕

◑ Adjustment for visually impaired

◉ Adjustment for color blind

▦ Hide animations and flashes

💻 Typical View

📄 Accessibility statement

English   Español   Français

powered by Make-Sense Web Accessibility Solutions

Sense: Automated Digital
ibility Platform

al regulations | Ensure continuous access

emo   Get Started

❚❚

⊳

Make Your Content Accessible to Everyone

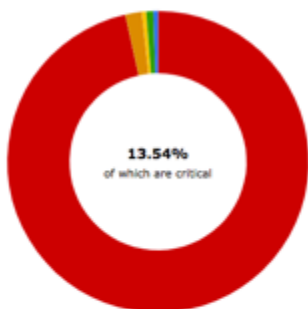ms Make Sense - Digital Accessibility, Simplified

DASHBOARD

PRODUCTS
A-Web
- Dashboard
- Issues
- Bundles
- Fixes
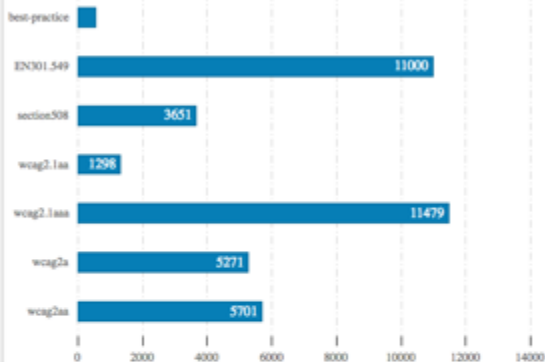A-SEO beta
- Dashboard
- Issues
- Bundles
ADMINISTRATION
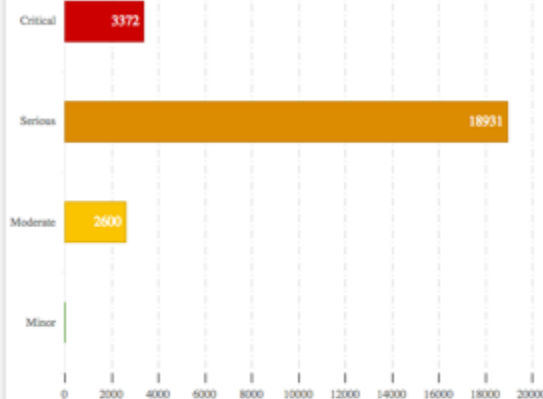Users
Partners
Accounts
Domains

A-Web - Overall summary

13.54%
of which are critical

A-Web - Issues summary

Total 24757

best-practice	
EN301.549	11000
section508	3651
wcag2.1aa	1298
wcag2.1aaa	11479
wcag2a	5271
wcag2aa	5701

0   2000   4000   6000   8000   10000   12000   14000

A-Web - Impact

Critical	3372
Serious	18931
Moderate	2600
Minor	

0 2000 4000 6000 8000 10000 12000 14000 16000 18000 20000

A-Web - Top 10 Domains

#	Title	Violations	Worst impact
1		24037	Critical
2		443	Critical
3		120	Critical
4		187	Critical
5		123	Critical

A-Web - Top 10 Pages

#	Title	Violations	Worst impact
1		2108	Critical
2		1927	Critical
3		972	Critical
4		427	Critical
5		415	Critical
6		366	Critical
7		436	Critical
8		332	Critical
9		461	Critical
10		312	Critical

Version: 2.24

DASHBOARD

PRODUCTS
A-Web
 - Dashboard
 - Issues
 - Bundles
 - Fixes
A-SEO beta
 - Dashboard
 - Issues
 - Bundles
ADMINISTRATION
Users
Partners
Accounts
Domains

A-Web - Overall summary

Domain	Critical	Serious	Moderate	Minor
	3255	18556	2228	6
	39	90	312	2
	2	87	31	0
	58	125	4	0
	19	76	25	3

13.54% of which are critical

A-Web - Issues summary

Category	Issues (count)
best-practice	552
EN301.549	11000
section508	3651
wcag2.1aa	1298
wcag2.1aaa	11479
wcag2a	5271
wcag2aa	5701

Total issues 24757

A-Web - Impact

Impact	Issues (count)
Critical	3372
Serious	18931
Moderate	2600
Minor	11

A-Web - Top 10 Domains

#	Title	Violations	Worst impact
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A-Web - Top 10 Pages

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Version: 2.24

DASHBOARD

PRODUCTS

A-Web
- Dashboard
- **Issues**
- Bundles
- Fixes

A-SEO beta
- Dashboard
- Issues
- Bundles

ADMINISTRATION

Users
Partners
Accounts
Domains

Home / A-Web / Issues /

Report Timeframe All

Totals		Impact				Correction				Summary					
Issues	Pages	Any	Critical	Serious	Minor	Moderate	Any	None	Auto	Manual	Any	New	Approved	Wait Approve	Disabled	Ignored
6	1		6	-	-	-		437	6	-		6	-	-	-	-

By Rules   By Pages   By Targets   All

‹ Ensures <img> elements have alternate text or a role of none or presentation

Target	Pages
.carousel-feature-area__container_content > article[role="main"]:nth-child(1) > .feature-area__column-contro	1
.carousel-feature-area__container_content > article[role="main"]:nth-child(2) > .feature-area__column-contro	1
.carousel-feature-area__container_content > article[role="main"]:nth-child(3) > .feature-area__column-contro	1
.carousel-feature-area__container_content > article[role="main"]:nth-child(4) > .feature-area__column-contro	1
.carousel-hero-area__container_content > div:nth-child(1) > picture > img.carousel-hero-area__slide-image	1
.top-slide > picture > img.carousel-hero-area__slide-image	1

‹   1 of 1

⚡ Fix   Disable   Ignore   Enable   Approve Fixes   Delete

Images must have alternate text

Correction Auto   Status New   Impact ↑ Critical

URL

Autofix

Instruction
- set [alt] attribute to value [""]

‹› Show HTML code changes

Path

.carousel-feature-area__container_content > article[role="main"]:nth-child(1) > .feature-area__column-control > .wrapper > .feature-area__content.left > .feature-area__content_media-area > .feature-area__content_media-img > picture > img.feature-area__content_media-img_img

Or

document.querySelector('.carousel-feature-area__container_content > article[role="main"]:nth-child(1) > .feature-area__column-control > .wrapper > .feature-area__content.left > .feature-area__content_media-area > .feature-area__content_media-img > picture > img.feature-area__content_media-img_img')

Element code

<img class="feature-area__content_media-img_img" src="   content/dam/projects/dotcom/english/public/images/Carousel/Landing-feature_01.gif">

Code Fix   Target [Issue   ▾]   CSS Selector   .carousel-feature-area__container_content > article[role="main"]:nth-child(1) .feature-area__column-control > .wrapper > .feature-area__content.left > .feature-area__content_media-area > .feature-area__content_media-img > picture > img.feature-area__content_media-img_img

| Set text | Typescript | SCSS | Settings |

Default	Language	Text
☐	English (United States)	enter description

Images must have alternate text

Ensures <img> elements have alternate text or a role of none or presentation
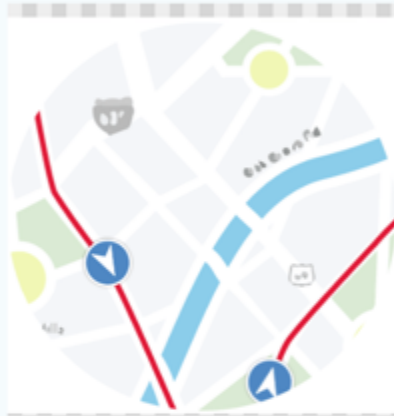
Open image in new tab

To solve this issue, you need to:

Fix at least one of these issues:

- Element does not have an alt attribute

- aria-label attribute does not exist or is empty

- aria-labelledby attribute does not exist, references elements that do not exist or references elements that are empty or not visible

- Element has no title attribute or the title attribute is empty

- Element's default semantics were not overridden with role="presentation"

- Element's default semantics were not overridden with role="none"

Fix State: ⬆ Publish   Cancel   Save   Apply

Version: 2.24

NOTE: Some services offered at an additional cost.

Knowledge Transfer
Enable their staff to use, manage, and benefit from our platform and industry expertise.

Insider Information
Stay up to date on all regulations, laws, and best practices with our accessibility experts.

Training Services
Learn about new features, and drive change with dedicated training sessions.

On-demand support
Our experts are available to offer dedicated support to end-users.

Strategic Roadmap
Help guide our roadmap with customer-driven feedback alongside our product teams.

Agile Development
Our architecture and talented team enable us to deliver new features very quickly.

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A SOLUTION TO ENABLE EVERYONE

- **Our solution and vision are 100% accessible.**
  - Partners and customers use our platform to fix digital assets;
  - Users with disabilities can be hired to help with the process through our platform;
  - Creating more jobs and opportunities for everyone.
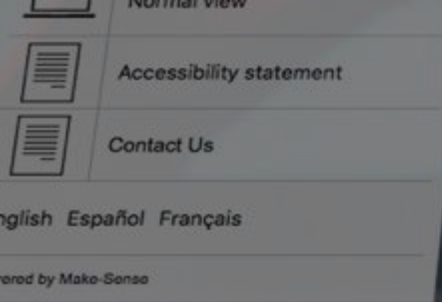- **We are determined to help make the world a better place!**

PARTNERS

USERS WITH DISABILITIES

CUSTOMERS

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14
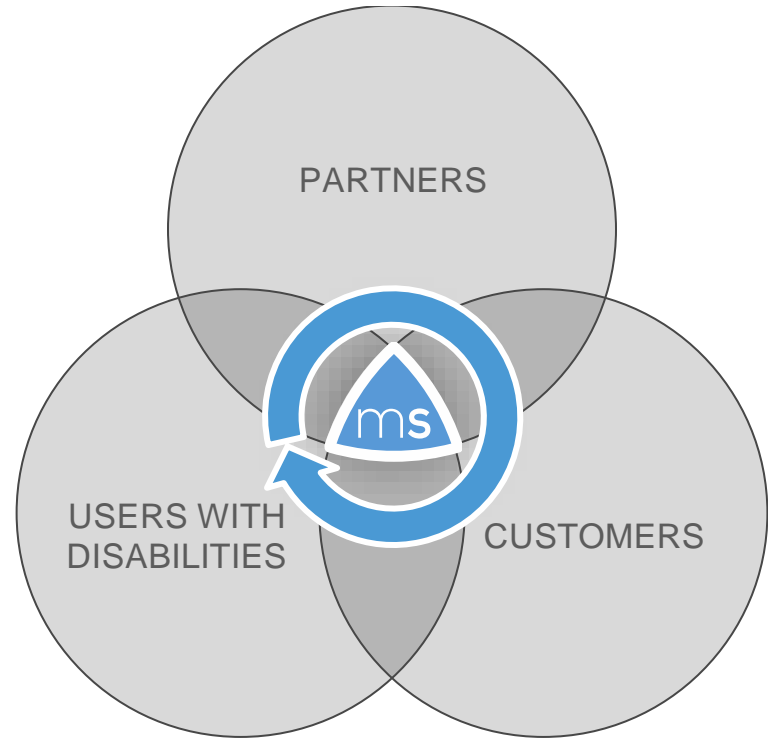
SOME VALUED CUSTOMERS

SOME SUPPORTED SYSTEMS

...**and any custom system inside/outside your network.**