

The ADA challenge: Creating an accessible and inclusive website

Digital accessibility has always been on Cuisinart's radar, but when the need to meet the Americans with Disabilities Act (ADA) requirements suddenly became urgent, accessibility quickly rose to the top of their priority list. Cuisinart must bring their website up to compliance or risk facing legal consequences.

Mary Rodgers, Head of Marketing Communications at Cuisinart, was challenged by the legal team to make the company website ADA-compliant and show progress within a six-month period. At the time, they had no systematic process in place for ADA compliance and were in the process of migrating their website to the Optimizely platform, which added to the complexity of the situation.

In her search for the right vendor partner to address these issues, Mary found Siteimprove, who has a strong partnership with Optimizely, simplifying the integration and implementation process. "It was very easy to set up the tracking with Siteimprove," said Mary. "Basically, that was done pretty quickly."

As her team carried on developing the new website on Optimizely with Siteimprove integrated into the platform, they could make optimizations based on a prioritized list of recommendations from Siteimprove and test new changes for ADA compliance before deploying them to the live website, reducing the risk of any accessibility issues that could compromise compliance.

In less than a year of implementing Siteimprove with Optimizely, Cuisinart has made significant progress in meeting level AA requirements, improving their Siteimprove Accessibility score from 57.1 to 77.8 after resolving over 4.5 million issues on their site. Mary looks forward to tightening integrations between Optimizely and Siteimprove to streamline workflows for her team, as they continue enhancing the website's user experience.

The Challenge

Improving website accessibility to be ADA-compliant

Key Result

Resolved issues since implementation:

4,611,361



The Optimizely & Siteimprove Solution

Optimizely's best-in-class digital experience platform offers advanced capabilities for website building and content creation. Once integrated, Siteimprove's comprehensive cloud-based Digital Presence Optimization (DPO) software helps scan your website for accessibility issues and provides optimization suggestions, so you know exactly where to focus on and how to make the necessary improvements.

Increase in
Siteimprove
Accessibility score
since implementation:

41.92

Starting Score in
November 2020:

57.1

Current Score as of
October 2021:

77.8

3 Ways We Are Better Together

Data-driven decision-making

Siteimprove proactively helps you check and identify errors before content is published. Leveraging Siteimprove insights in Optimizely enables your content editors to make informed decisions about what to optimize, giving them the freedom and confidence to create inclusive, innovative content experiences.

Working smarter and faster

Reduce friction in your internal processes while ensuring quality user experiences. With seamless integration between Siteimprove and Optimizely, you can quickly detect accessibility issues in your website, make changes easily, and manage your website more efficiently – all in one place.

Greater control, better results

Optimizely's easy-to-use platform puts advanced capabilities at the fingertips of both technical and business users, allowing you to regain control over your website. Siteimprove further simplifies your website optimization journey, offering actionable insights to help you deliver a truly inclusive digital experience for everyone

Want to learn more about creating accessible websites?

Watch this webinar: [Digital Labs: Building a smarter tech stack with Optimizely & Siteimprove](#)

