

Closing the 97% gap

Despite growing awareness and regulation, most websites still contain accessibility barriers.

In this session, AudioEye examines how AI can accelerate detection and fixes, support scalable compliance, and help close the long-standing accessibility gap.

We'll share AudioEye's proven approaches and recommendations for achieving accessibility at scale.

Key takeaways for this session:

- * **Understand** the current state of web accessibility and the scope of the challenge
- * **Learn** how AudioEye uses AI to transform accessibility testing and fixes
- * **Discover** practical strategies for scaling accessibility across large digital portfolios
- * **Navigate** evolving regulatory requirements with confidence

The state of web accessibility



BY THE NUMBERS

+3%

Improvement in last 6 years

2019: 97.8% of homepages had detectable WCAG failures.

2025: 94.8% still fail — only a 3% gain across six years of effort.

50M

Distinct accessibility errors

Over 50 million distinct accessibility errors detected across 1 million homepages.

51

Average errors per homepage

Down from 57 in 2024, but still a significant barrier. Each error is a potential point of failure for users relying on assistive technology.

TOP 6 PERSISTENT ISSUES

Low contrast text 79% of pages

Missing alt text for images 18.5% of images

Missing form input labels

Empty links

Empty buttons

Missing document language

WHY PROGRESS HAS BEEN SLOW

01

Increasing web complexity

Page elements have grown 61% in six years.

02

Manual fixes are time-consuming

Manual fixes cannot keep pace with content production (147 zettabytes of data created in 2024).

03

Treated as an afterthought

Accessibility often treated as an afterthought rather than built into design/development workflows.

04

Knowledge gap

ARIA usage has quadrupled, but misuse creates more barriers.

AI as an Accelerator — Not a Shortcut

The web has outpaced the
model designed to fix it

Recap: In 6 years...

- * Page complexity ↑ 61%
- * 147 zettabytes of content created in 2024
- * Continuous deployment is now standard

The web has outpaced the model designed to fix it

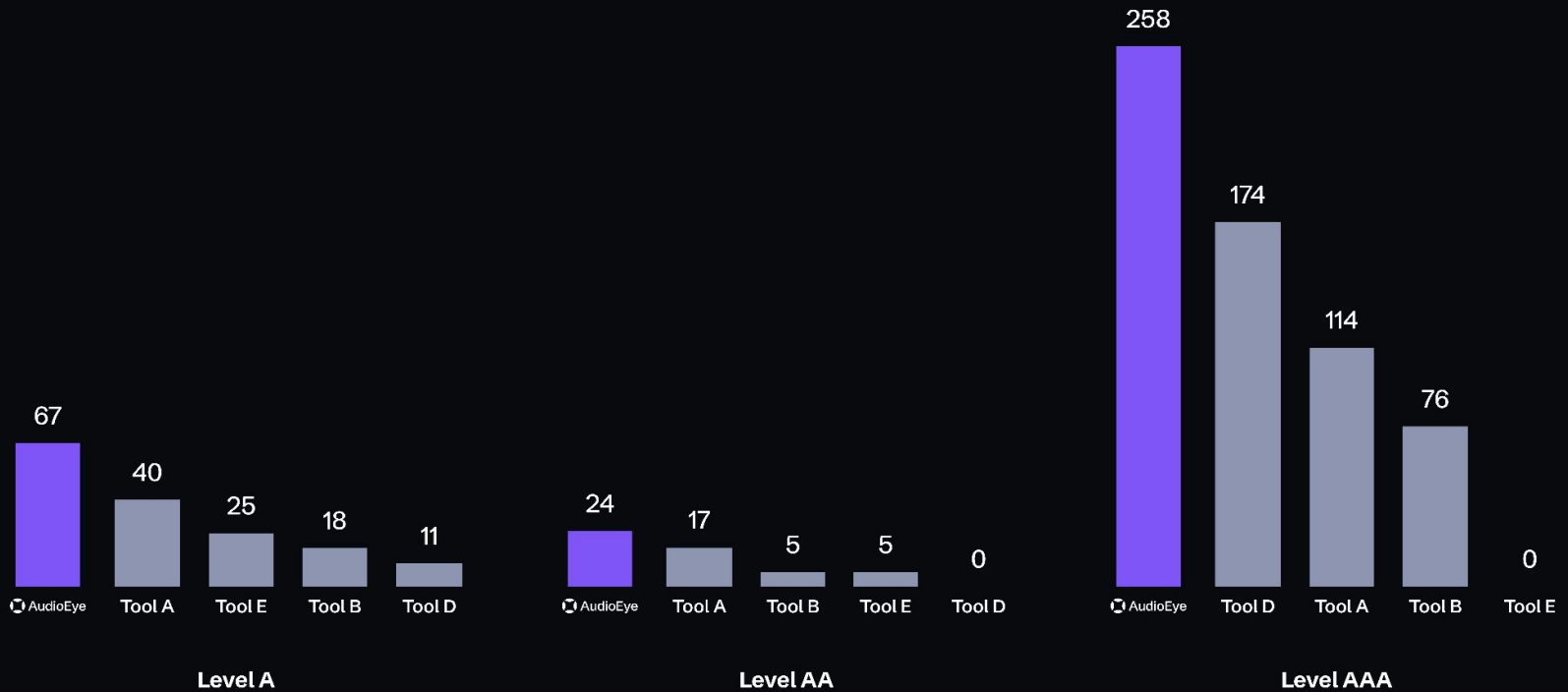
Traditional models weren't built for this pace

- * Manual audits
- * Rule-based automation (~30% detection)
- * Overlay tools (~38% of lawsuits target these sites)
- * A11y resets with every release - the gap compounds instead of shrinking

AudioEye: Layered detection and resolution

A11y issues are detected through multiple channels by design

- * Automation addresses repeatable, high-frequency barriers at scale
- * ~140 detection rules evaluate 37 WCAG A/AA success criteria and resolve ~50% of detected a11y issues instantly
- * AI detects contextual a11y issues and provides fix suggestions
- * Human experts review / resolve high-risk issues
- * Layered approach achieves over 90% issue coverage



Number of validated a11y issues detected by WCAG conformance level

**AudioEye's automation
is working**

Third-party study conducted by Adience (January 2026) that evaluated AudioEye and four leading competitors across six major websites.

AudioEye's AI investment is expanding detection

Adience study findings

- * Spanned ten WCAG success criteria, with AudioEye automation consistently identifying a11y issues across every site evaluated.

AI investments

- * Expand detection coverage, with automation already resolving ~50% of a11y issues and continuing to grow.

AI Investment in Action: Context Matters

We launched a new AI-assisted system that generates context-aware fix suggestions — starting with alt text.

- * AI-generated alt text has existed for years.
- * But without context, it often degrades the experience.
- * We invested only when we could meaningfully control quality.

**Image appears informative in isolation.
Both describe the image. But neither
considers the page context.**

Client-provided alt text:

- * *“lounging in relaxation lounge”*

AudioEye AI-generated fix suggestion:

- * *“Woman sitting in modern lounge reading magazine”*



Same image. Full context.

Header + paragraph already describe the experience and setting. The image reinforces the content visually.

Correct Decision

- ★ `alt=""` (decorative image)
- ★ Adding descriptive alt text would duplicate meaning



Spa & Wellness

Step into our newly renovated spa, a tranquil retreat boasting two stories with 14 treatment rooms, a grooming lounge, relaxation lounges, a

[read more +](#)

Learn more

What this means

For real users

- * Fewer broken experiences after updates
- * Clearer, more reliable user journeys
- * Truly usable digital experiences

And for the teams behind them

- * Continuous detection, not point-in-time audits
- * Human judgment preserved where context matters

Closing the gap

Q&A

Statistic	Source
94.8% of homepages have WCAG failures (2025)	WebAIM Million 2025
51 average errors per homepage	WebAIM Million 2025
Top 6 issues account for 96% of all errors	WebAIM Million 2025
Page complexity up 61% over 6 years	WebAIM Million 2025
~5,000 accessibility lawsuits projected (2025)	UsableNet / Seyfarth Shaw
40% of ADA Title III filings are pro se	Seyfarth Shaw 2025
22.6% of lawsuits targeted sites with overlays	EcomBack H1 2025
1 billion+ people globally have disabilities	WHO