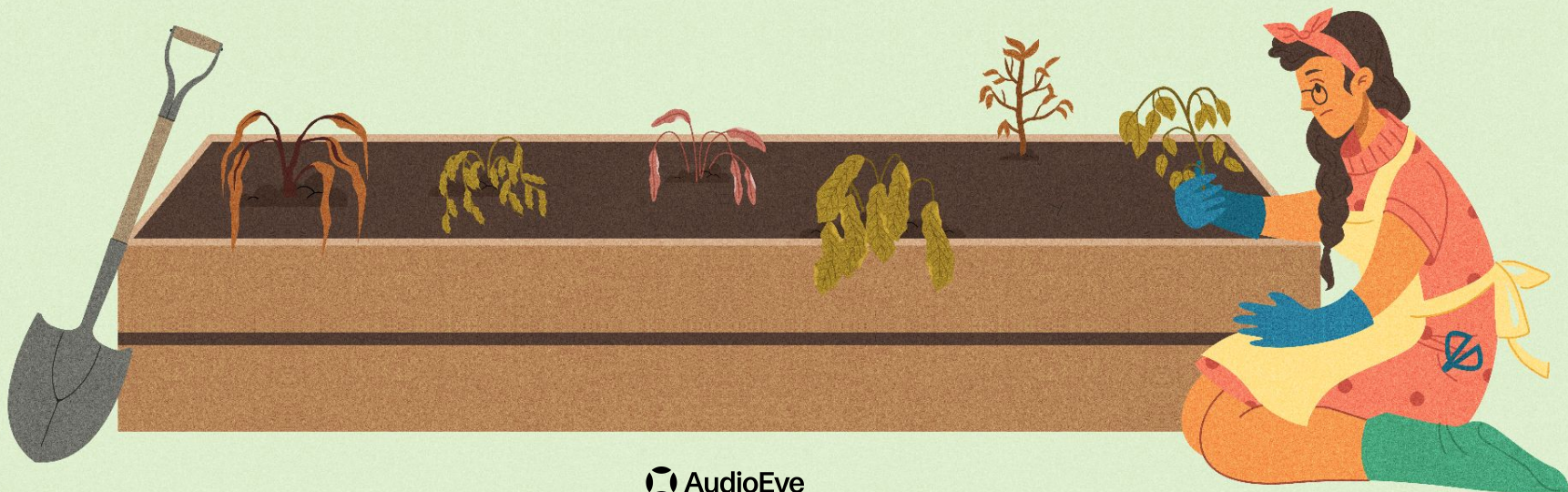


# Accessibility at Scale

Maximizing Coverage and Quality





# The Garden That Won't Grow

The goal has always been a web that works for everyone.  
Despite years of effort, we're not getting there.



# A Complex Problem Is Getting *More Complex*

The accessibility solutions we built for a slower, simpler web weren't designed for the digital reality of 2026.

-  Average page complexity increased 61% in just 6 years (WebAIM Million Report, 2025)
-  Websites aren't static documents anymore
-  Teams across organizations are pushing website changes
-  Deployment cycles have compressed from quarterly releases to weekly or monthly

# Three Reasons Accessibility Isn't Growing (Scaling)



Incomplete Automation



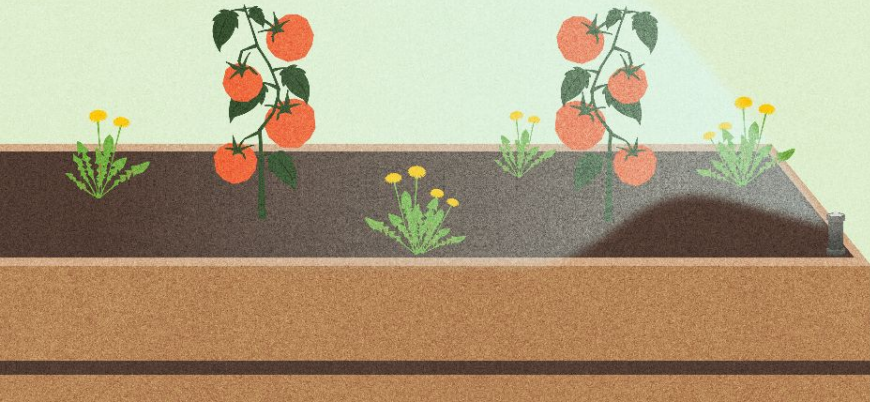
Manual Labor





The Expertise Gap

# Automation Alone Isn't Enough for Real Accessibility



But it's a foundational and powerful layer  
in getting there.



## What automation does well:

-  Improving fast and catching more issues, more accurately, than ever before
-  Handles the repeatable, pattern-based issues really well

## Where it can't go:

-  Accessibility is fundamentally a human experience
-  Automation doesn't have a 'green thumb'

# Manual Audits Don't Scale

Essential for the hard stuff.  
But they solve for a moment, not momentum.



## What audits do well:

- 🍅 Catch the complex, high-impact issues that matter most
- 🍅 Conducted by experts, many of whom are people with disabilities who experience barriers firsthand

## Where the process breaks down:

- 🍅 Audit reports often tell you what's wrong, not how to fix it
- 🍅 Most developers don't have deep accessibility or assistive technology expertise
- 🍅 Every audit produces a backlog that competes with every other dev priority

## THE "YET" PROBLEM:

# The Intent Is There. Infrastructure Isn't.

Intention isn't infrastructure. Most organizations aren't equipped to sustain accessibility.



**89%** say accessibility is a leadership priority, YET **67%** miss their goals year over year



**50%** lack internal accessibility expertise YET many hire one or two specialists and expect them to cover everything

## Result?

Many hire one or two specialists and assume they're covered — but having someone doesn't mean you're equipped



**43%** say competing priorities push accessibility behind the next sprint



**62%** of leaders believe customers still abandon transactions due to barriers

**The Garden Needs Sunlight,  
Skilled Hands, and Daily  
Tending.**

**Not One. All Three.**

What If the Right Approach Isn't a Choice — It's a Combination?

# A Comprehensive Approach that Scales

**Technology to scale. Expertise to get it right.  
Monitoring to keep it growing.**

The organizations actually moving the needle aren't choosing between automation and expertise. They're combining both into a system that holds.



## Automation

Always-on coverage across every page, every day. The work machines do best.

## Expert Fixes

Skilled humans on the complex, high-impact issues automation can't reach. The work that requires judgment and lived experience.

## Continuous Monitoring

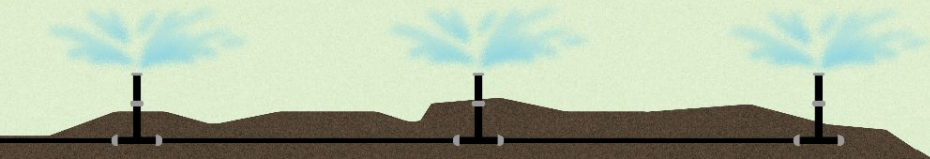
Daily checks that catch regressions the moment they appear. No gaps. No waiting for the next audit.

# Automation is the Foundation of Scale

## But a foundation is only as strong as what it detects

The stronger your foundation, the more your experts can focus on the work only humans can do. The weaker it is, the more your team spends compensating for what the automation should have caught.

- 🍅 Scans every page, every day catching the pattern-based, repeatable issues machines handle best
- 🍅 Always on, always protecting
- 🍅 Not all automation is equal. Independent testing (Adience, 2026) found detection rates vary by 89–253% between providers
- 🍅 Works with assistive technology, not against it. Validating against WCAG, ARIA patterns, and real AT behavior
- 🍅 The same automation layer also delivers expert-written fixes at scale — more on that next



# Expert Custom Fixes Enhance Quality Coverage

Experts find what automation can't, and shouldn't.

Automation gives you breadth — coverage across every page, every day. Expertise gives you depth — the quality and judgment that automation alone can't deliver.




- 🍅 The ~50% of issues automation can't reach carry the highest user impact and the highest legal risk
- 🍅 Conducted by certified specialists, many of whom are people with disabilities using AT daily
- 🍅 These aren't the issues a scan finds. They're the issues your customers find when they can't complete a task.
- 🍅 Expert fixes target the work your dev backlog will never reach not because they don't care, but because the sprint is always full

# Continuous Monitoring Keeps the Garden Growing


You can't protect what you aren't watching.




## Always watching, never waiting:

-  Daily automated scans catch regressions the moment a site update, new integration, or content change introduces a barrier

## Delivers expert fixes at scale

-  The same monitoring layer that detects issues is the delivery mechanism for expert-written custom fixes, pushing them live in real time with no dev sprint required

## Turns a moment of compliance into sustained coverage

-  Compounding protection over time as your site evolves

# How Expert Fixes Actually Work

Our experts don't hand you a list. They ship the fix.

Expert judgment at automation speed. Depth and scale in the same system.



1

Expert identifies a complex issue



2

They write a custom fix for that issue



3

The fix is delivered via the automation layer



4

It's live in the user's browser in real time



5

Your source code stays untouched



# A Modern Comprehensive Approach in Action

REAL WORLD:




# From Constant Complaints to Comprehensive Accessibility

"With AudioEye, we're spending far less time dealing with accessibility issues or litigation. The time we save on accessibility enables us to focus on other important initiatives for the business."

— Mandy Nowles, SVP of Strategic Initiatives

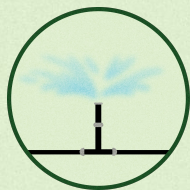
THE SPICE & TEA  
EXCHANGE®

## Three things changed when Spice & Tea Exchange switched to AudioEye:

-  **Closed gaps their previous vendor missed:** Automation + expert custom fixes fixed significantly more than their automation-only tool
-  **Freed the team from constant 'weed trimming':** Internal resources shifted from patching complaints to scaling the business
-  **Ended the legal exposure:** Repeated law firm targeting stopped; real accessibility at scale kicked in

# Consistency Is the Advantage.

A thriving garden needs all three. So does accessibility.



## Scaled irrigation systems

Automation across every page, every day; consistent, reliable, running in the background so nothing goes dry



## Experts with skilled hands

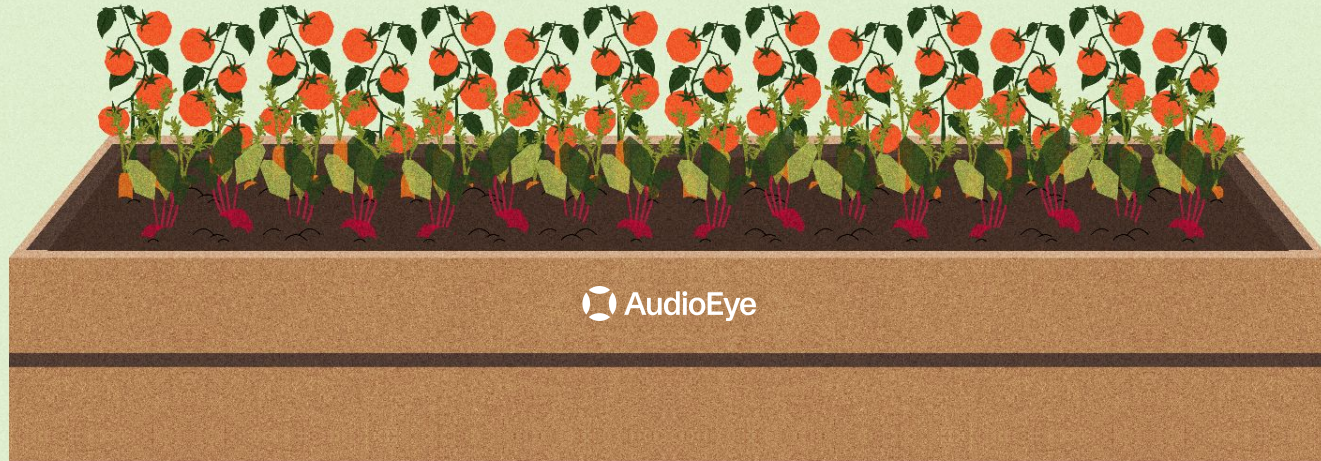
Humans finding and fixing the complex issues automation can't reach, delivered through the same layer, in real time



## Daily tending

Ongoing monitoring catches issues the moment they appear, so progress never quietly unravels overnight

# It's Time to See This Garden *FLOURISH*.



Let's connect

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