Haley Marketing Group Launches Major Web Accessibility Initiative to Ensure WCAG 2.0 Compliance and Great User Experience for All

Haley Marketing, the leading website development, social and content marketing firm serving the temporary staffing and executive recruiting industries, has launched a major initiative to make its Starter Websites, Custom Websites and Job Board (career portal) software products WCAG 2.0 compliant, in accordance with Section 508 of the Rehabilitation Act. Changes are being made to ensure that all individuals, regardless of their limitations or disabilities, have a great experience using websites built by Haley Marketing and their Job Board products, while helping keep clients compliant with The Americans with Disabilities Act.

WILLIAMSVILLE, N.Y. (PRWEB) October 11, 2019 -- Haley Marketing, the largest website development, social and content marketing firm serving the temporary staffing and executive recruiting industries, has launched a major initiative to make its Starter Websites, Custom Websites and Job Board (career portal) software products more accessible for people with disabilities. Changes have been made to improve user experience, while helping to keep Haley Marketing's clients compliant with The Americans with Disabilities Act (ADA).

In December 2008, the World Wide Web Consortium (W3C) announced its Web Accessibility Initiative (WAI) to improve the accessibility of the World Wide Web. Since then, the W3C has expanded and evolved its Web Content Accessibility Guidelines (WCAG), to make it easier for individuals with disabilities to surf the Web by making websites more perceivable, operable, understandable and robust. Recently, the U.S. Access Board approved a final rule to update Section 508 of the Rehabilitation Act. This new rule adopts 17 WCAG 2.0 success criteria, but 22 of the 38 existing Level A and Level AA criteria were already covered by existing Section 508 guidelines.

In light of these updated criteria, Haley Marketing has made a significant investment to ensure that all users of its website and Job Board products, regardless of their limitations or disabilities, have a great experience. In addition to educating their entire staff on compliance requirements:
- They hired a senior-level web consultant who spent several months researching compliance guidelines, reviewing Haley Marketing's sites and products, developing standards for their sites, and creating a path forward to ensure adherence to required standards.
- They are updating all Starter Sites and Custom Sites to comply with WCAG 2.0's Level A and Level AA success criteria. They have established a development checklist to ensure that all such websites designed are compliant and have updated their quality control process to check for compliance at two points in their website build process.
- They are releasing a new version of their Job Board (Career Portal) product which has been updated and enhanced to be fully compliant when used on a compliant website.

Haley Marketing will be reviewing the changes they have made to help keep their clients ADA compliant in a free upcoming Product Demo webinar on Wednesday, Oct. 30 at 2:00 p.m.

Creating a Great User Experience for All
"Everyone, regardless of accessibility level, deserves a great user experience when interacting with the websites and Job Board products we develop for our staffing and recruiting clients," said Haley Marketing Digital Media
Graphic Designer and WCAG Compliance Expert Sara Dziadaszek. "Many of us take the ease of how we experience the world around us for granted, so we consider this initiative to be extremely important. As technology evolves, we remain committed to leveraging it in ways that improve accessibility and user experience for all people."

About Haley Marketing Group
Haley Marketing provides website development, recruitment marketing, content and social media marketing and strategy consulting to the staffing industry. The company provides services to more than 1,400 staffing and recruiting firms throughout the world.

Haley Marketing’s mission is to make great marketing more affordable, and the firm’s clients range from solo recruiters to larger staffing and recruiting organizations with regional, national and international offices.

Haley Marketing’s services include:
Website Design
Recruitment Marketing
Email and Content Marketing
Blog Writing and Social Media
Reputation Management
Search Engine Marketing
Corporate Identity & Creative
Marketing Strategy
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Online Web 2.0 Version
You can read the online version of this press release here.