

ADA Compliant Service Proposal

By



Introduction

We help render your website and web content ADA compliant in order to;

1. Keep you/your business from losing tens of thousands of dollars to imminent lawsuits PLUS,
2. Become more visible and accessible by search engines to guarantee you a flood of hot, targeted traffic,
3. Give your business an EASY 'Foot in The Door' into the over 650 Billion Dollars per year Disability market.

About us

We are a Relationship Digital Marketing Agency with over 35 years of Direct Sales and Marketing experience working with Buyers and Sellers. My agency and business partners have all the necessary skills, expertise, and solutions to render your websites, and web content ADA compliant and Search Engine friendly. This will also help to take advantage of potential missed opportunities.

We hold years of experience under our belt to fully satisfy our clients' every digital marketing need.

Mission

To help the disabled! We aspire to deliver easily accessible websites, stores, blogs, and web pages to all, by making them fully ADA compliant and search engine friendly.

What We Do

We help businesses with marketing and to get their websites, stores, blogs, web pages and web content to become not only ADA compliant and save thousands of dollars in lawsuits but also to become much more visible and search engine friendly to bring in more targeted traffic.

Certifications and Experience

Our Solutions includes; Web consulting services, ADA compliance services, and Search Engine optimization services.

- We have over 12 years of experience under our belt
- We've helped tens of businesses escape ADA compliance charges

- Saved our clients tens of thousands of dollars from imminent lawsuits
- Helped our clients rank better on search engines
- And lots more

Testimonials

Don't believe our report, hear directly from business and website owners like yourself who have trusted us to help them in the past;

A big thank you to *Know Your Lane Coaching, LLC* ! The company of an associate of mine is facing a lawsuit currently, and my company would be in the same shoes today but for your services.

Mr. J. C. Mark [Company name Withheld]

Know Your Lane Coaching, LLC delivers EXACTLY as they promised, they are truly dependable partners to work with.
OCD Autobody Repair, LLC

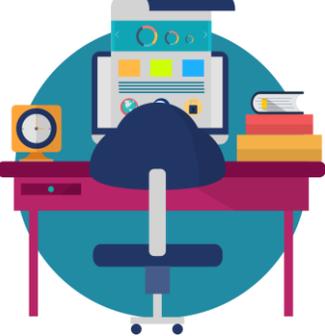
I am most amazed at how much traffic I now get simply by making my site become ADA compliant. More traffic; more money for me, a big thank you to *Know Your Lane Coaching, LLC*.

Is Your Website ADA Compliant? ... AND Why It Is Important!

 <p>The screenshot shows the top of a Los Angeles Times article. The page title is "Los Angeles Times" with a "LOG IN" button. Below the title, it says "BUSINESS". The article title is "Lawsuits targeting business websites over ADA violations are on the rise". There are social media icons for Facebook, Twitter, and LinkedIn. A small image of a person's face is visible at the bottom of the article snippet.</p>	<p>Something is currently going on and it'll only be a matter of time before it gets to you or your company!</p>
---	--

 <p>Christina Rose ▸ ClickFunnels (Official)</p> <p>Aug 2 · 🌐 · ADA compliant website? If not you could apparently have legal action taken against you. This happened to a business owner friend in San Diego. Has anyone ever dealt with or heard of this before? Beyond having audio transcription for text and CC on videos, does anyone else</p>	<p>Website owners are being targeted and sued for a law they are ignorant of . . .</p> <p>It's the 'ADA' act which requires businesses to make accommodations for people with disabilities in ALL their web content.</p>
---	---

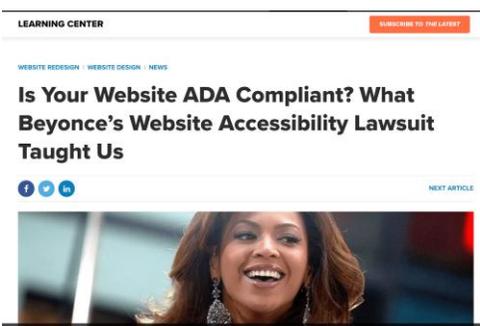
No One Is Safe. Doesn't Matter If You're:

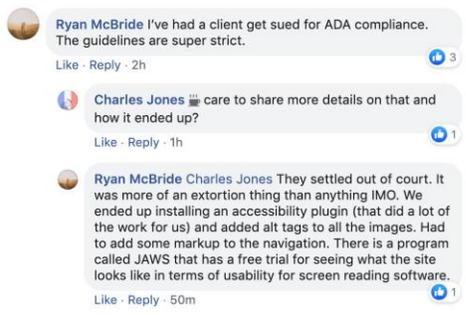
		
<p>Local Biz Owner</p>	<p>Ecom Store Owner</p>	<p>Realtor</p>
		
<p>Online Marketer</p>	<p>Doctor, Dentist Or Specialist</p>	<p>Or Own A Website</p>

ADA provides that web content should be accessible to the blind, deaf, and those who must navigate by voice, screen readers or other assistive technologies . . .

		
Text to speech	Zoom Feature	Alt Feature

Americans with Disability Act [ADA] . . . Many Have Fallen Victim, You May Just Be Next!

	<p>An historic supreme court judgment last year caused a surge in website owners being sued for non-compliance with ADA.</p> <p>1,500+ legal cases related to non-accessibility compliance in new york alone in 2018 . . .</p>
---	--

 <p>Ryan McBride I've had a client get sued for ADA compliance. The guidelines are super strict. Like · Reply · 2h 3</p> <p>Charles Jones ... care to share more details on that and how it ended up? Like · Reply · 1h 1</p> <p>Ryan McBride Charles Jones They settled out of court. It was more of an extortion thing than anything IMO. We ended up installing an accessibility plugin (that did a lot of the work for us) and added alt tags to all the images. Had to add some markup to the navigation. There is a program called JAWS that has a free trial for seeing what the site looks like in terms of usability for screen reading software. Like · Reply · 50m 1</p>	<p>More than 10,000 websites sued in 2019 for their website not being ADA compliant. This number is expected to hit 100k by next year - 2020.</p> <p>Unlike GDPR, The ADA law requires no notice before a lawsuit is filed against a company for non-compliance.</p>
---	--

Note: The law provides no time for a company to take action before a lawsuit is filed, and it offers no real defense to a company after a lawsuit has been filed!

There are so many benefits to having your website/web content ADA Compliant . . .

		
<p>Avoid Nasty and Costly Lawsuits That Suck Your Bank Accounts Dry</p>	<p>Rank Higher In The Search Engines With Less Effort</p>	<p>Profit From the \$650 Billion Disabled Market With A Capital 'B'</p>

... Plus Tap into The \$650Billion/Year Disability Market

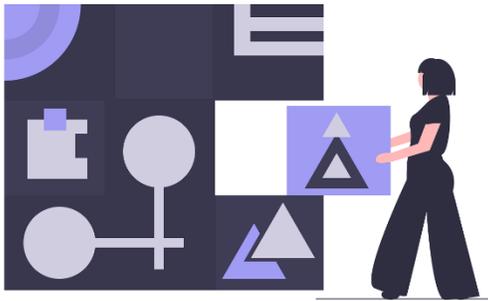
 <p>Billion Dollars</p>	<p>If you ever thought that the blind, deaf, and physically challenged don't use the internet or shop online just like you do, then you need to have a RE-THINK!</p> <p>Having your website/web content ADA compliant gives you an easy 'Foot In The Door' into this multi-billion-dollar disability market!</p>
--	--

But How Do You Get Your Website ADA Compliant?

<ul style="list-style-type: none">• Frustrated man/woman!	<ul style="list-style-type: none">• Truth is, it's not close to being easy . . .• You'll have to go through TONS AND TONS of assets, HOPING that you'll get everything compliant on your site.
---	--

- And even if you take care of current items on your site, what about all the other pages, files, videos, audio files, and more that are lurking in the dark recesses of your server that you've forgotten about?

To try and sort through each and every one of these items, making sure they are ADA compliant could take you weeks or even months!



Not to mention that you need to make sure that you:

- Have training
- Have a web accessibility policy page
- Make a web accessibility statement
- Appoint an accessibility coordinator
- Hiring an independent consultant, (depending on how large your business is)
- Invite feedback

Not getting any of these right AT ANY MOMENT can cause you INTENSE legal pressure and tens of thousands of dollars to lawsuits

But We've Got You a Better Way . . .

	<p>Why not seatback, while we help you get your websites and ALL your web contents ADA compliant in a flash . . .</p> <p>[+] We've helped businesses and site owners like you for years and saved so many others from imminent lawsuits!</p> <p>[+] We have the requisite skills and team players to get the job done.</p> <p>[+] We have the experience too!</p>
--	---

Let Us Bring Our Experience Into Play And Help You Get Your Website & Web Content ADA Compliant In A Flash . . .

Guess What . . . ADA is Great for SEO Too!



Did you know that having an accessible website is so important that Google gives it more relevance than one that isn't accessible?

So by not having an accessible website for disabled people, you could be losing out on a ton of potential customers which means losing out on more potential revenue.

Just another reason to get your web content to be ADA-compliant now!

Our Pricing and Packages

We have the most competitive rates in the industry. Instead of paying thousands of dollars to have your website, and web content ADA compliant, followed by recurrent maintenance fees.

You pay one low fee to cover it all.

Basic	Platinum	Custom
\$500	\$1500	\$2500 - \$\$\$

Project Break Down

Strategic Planning & Project Management	\$xxx
Website & Web Content Review	\$xxx
ADA compliance web widgets set up	\$xxx
Policy Statement compliance set up	\$xxx
Final Review & Go Live	\$xxx

**Today is your good day, Don't procrastinate
 . . . Or risk going to court soon!**

Frequently Asked Questions

Q1. How Does the Entire Process Work?

ANS: Because we have an astute team of experienced expert, we can push your web content live within 2 weeks of commencement.

Q2. How does the payment process work?

ANS: The project starts with a 50% deposit. After review, sign off and before we move to implementation and set up, we collect 25%. Once we have completed and fulfilled our scope, the final 25% is collected and your website or web content is then scheduled to go live.

Q3. What kind of businesses do you work with?

ANS: The ADA compliance act covers every website and content on the web, and according to our mission statement, we want to work with every site owner to ensure their website and web content are all ADA compliant, easily accessible and search engine friendly.

Q4. What kind of businesses do you work with?

We work with businesses that care about their customers and want to do their best to make their websites accessible to all!

Why Not Get The Process Started Today By Signing Up For Your Free Website ADA Report Card?

<https://knowyourlanecoaching.com/ada>