Welcome to Recite Me

www.reciteme.com

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INTRODUCTION

Who is Recite Me?

From creating WCAG-compliant websites to providing customised user experiences, Recite Me is here to support you to be more inclusive online through a range of accessibility solutions.

Over 1 billion people worldwide encounter barriers when trying to read and understand content online. This can be due to disabilities, learning difficulties, visual impairments, or if people speak English as a second language.

Recite Me offers a range of on-demand accessibility solutions that support you in conforming to WCAG standards and ensure that your website is user-friendly for individuals with disabilities, situational challenges and language support, through customisable options.

Recite Me's core message is that Accessibility + Usability = Inclusion. We can support you in creating an inclusive online experience by ensuring your website is built with accessibility in mind and providing users with the tools they need to navigate and consume your website.

+ 34.4M

Web pages made inclusive

WHAT IS THE RECITE ME ASSISTIVE TOOLBAR?

Recite Me's cloud-based web accessibility assistive toolbar is a solution that allows website visitors to customise a site in a way that works best for them.

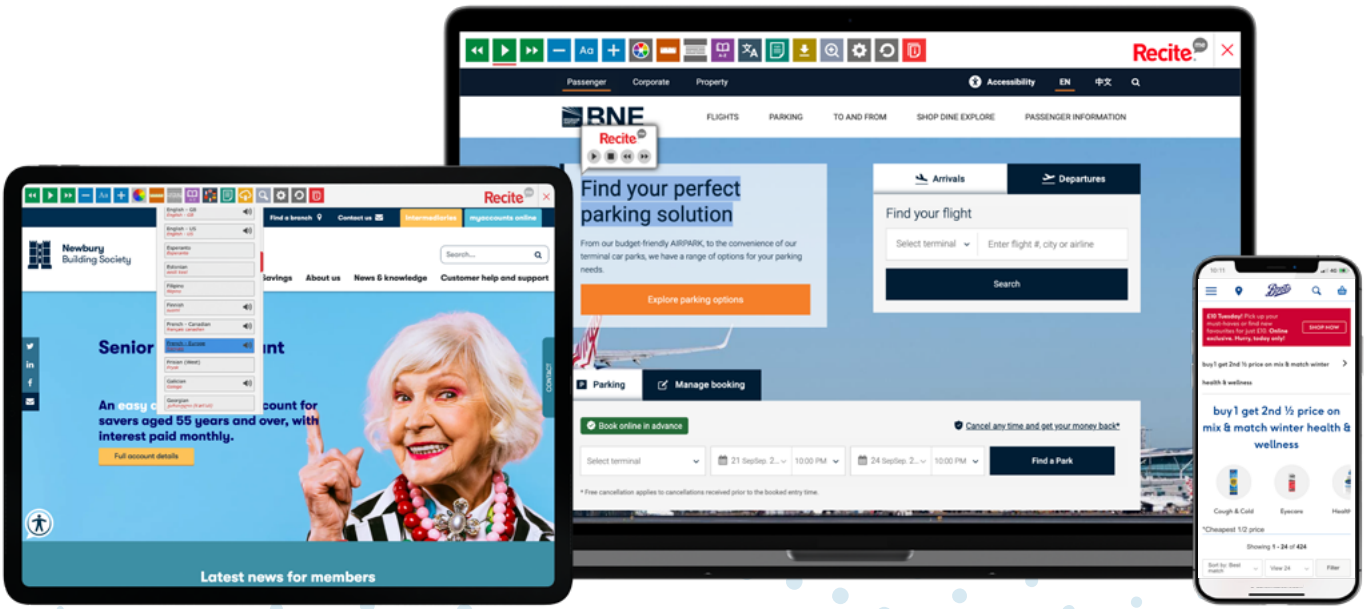
This innovative technology makes websites accessible through a unique range of features.

This easy-to-use, award-winning software includes text-to-speech functionality, fully customisable styling features, reading aids and a translation tool with over 100 languages, including 65 text-to-speech voices and many other features.

In today's world, everything we do is online, from booking holidays to looking after our finances and applying for jobs. Every website user deserves an inclusive online experience with customisable options allowing them to choose how they navigate and consume information.

5,000+

Websites now using Recite Me



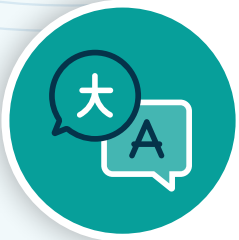
WHY PROVIDE RECITE ME ASSISTIVE TECHNOLOGY?

The Right Thing To Do

Improve User Experience

Make your website not only accessible but useable by all. Everyone should have the opportunity to be able to access online content. Support people who are neurodiverse, visually impaired, speak English as a second language or of old age.

One in five (20%) people in the UK have a disability



One in ten people in the UK don't speak English as their first language impairment

15% of the UK population have learning difficulties

2 million people in the UK have a visual impairment

WHY PROVIDE RECITE ME ASSISTIVE TECHNOLOGY?

The Smart Thing To Do

Increase Revenue

Become inclusive and enhance a user's journey and experience of your website. Open up your business to a wider audience by providing assistive tools for your visitors to engage and ultimately convert online.

The online spending power of people with access needs in the UK is now **£24.8 billion**

Fewer than **10% of businesses** have a targeted plan to access this disability market.

UK businesses are missing out on over **£17 billion per year** due to being inaccessible

+ £24.8B

online spending power of people with access needs in the UK

Making businesses accessible online and in-person increases profits and brand

86% of users with access needs would spend more if there were fewer barriers

83% of people with access needs limit their shopping to sites that they know are accessible

71% of those people simply left a site that they found hard to use

Something I Must Do

Accessibility Compliance

As our world moves online there are international and local laws and regulations in place to state how websites should be designed and built to be accessible. Avoid fines and lawsuits by providing accessibility support to your customers.

The Equality Act 2010 - These say that all UK service providers must consider 'reasonable adjustments for disabled people.

WCAG 2.1 AA accessibility standards - **97.8% of homepages failed to comply** with Web Content Accessibility Guidelines

Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility

WHY MARKET WITH RECITE ME?

Overview

Mission

To inform employees, customers and website visitors of the accessibility tools now available on your website.

Purpose

To make your website accessible to a wide audience. Allowing website visitors to customise your website in a way that suits their individual needs.

Values

Creating a better user experience for your website visitors.

Goals

Short Term

To inform everyone of your latest website update.

Long Term

Continuous user improvements and online support awareness to help reach a wider audience. Creating a better user experience, lowering website bounce rate and helping you to work towards overall business goals.

Key Results

Continue to support more visitors online as your audience grows.

Strategy

Insights

Recite Me will enhance the user experience on your website.

Plan

Message, tactics, platforms, media and timing.

Resourcing

Content, budget and time.

Measurement

Reach, engagement, toolbar usage and an increase in business.

AUDIENCE

Who do we need to inform that we now utilise the Recite Me toolbar on our website?

- Stakeholders
- Employees
- Clients/customers
- Prospect customers
- Website visitors

Communications

Creating lines of communication to educate, inform, and support

Types of content

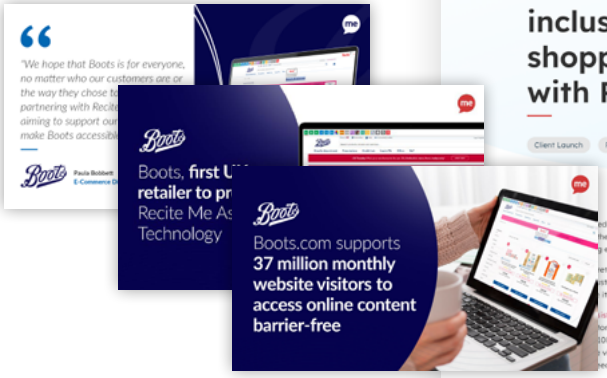
- Accessibility Statement
- User Guide Landing Page
- Internal newsletter
- Internal email
- Press release
- Blog/news article
- Q&A
- Social media campaign
- Demo video
- Recite Me blog post
- Recite Me success story
- User experience blog or video
- Joining in on awareness days

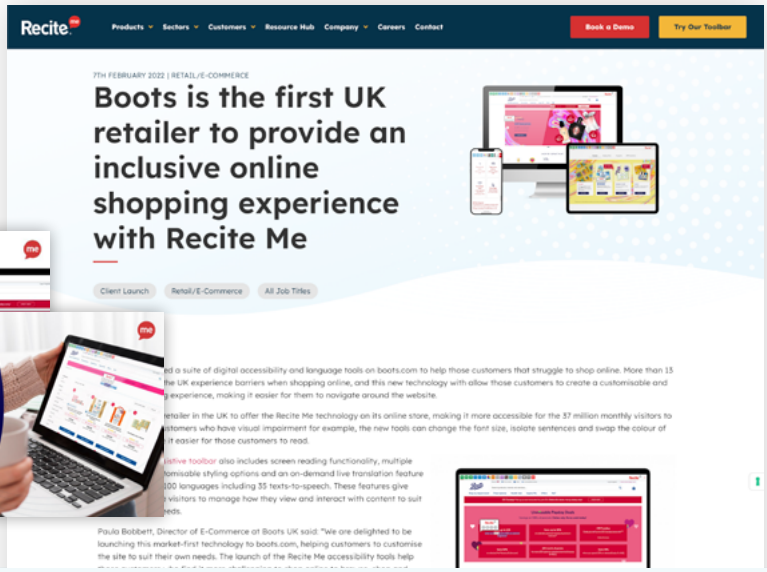
EXAMPLES OF MARKETING SUCCESS

The best way to get your website visitors to use the Recite Me toolbar on your website is by raising awareness through various external communications.

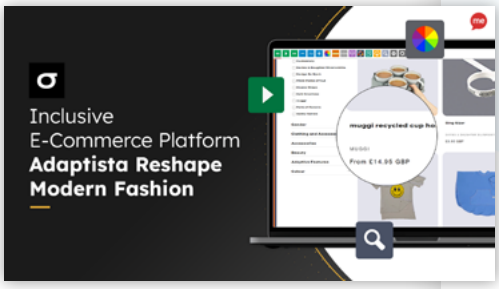
With over 5,000 websites now using the Recite Me toolbar, we have had some fantastic organisations have some huge successes in getting the word out

Boots





Adaptista



ACCESSIBILITY STATEMENT

A website accessibility statement is a concise declaration outlining an organisations commitment to ensuring equal access and usability for all users, regardless of disabilities.

This page clearly states your efforts to make digital content and services usable by people with diverse disabilities in line with WCAG 2.1.

Why Include an Accessibility Statement on your Website?

Accessibility Dedication

Show your organisation's dedication to accessibility.

Legal Requirement

Ensure compliance with regional legislation requirements.

Providing great user experience for users around the world

Create your Free Website Accessibility Statement

Complete a brief form, and Recite Me will generate a tailored accessibility statement ready for you to upload to your website immediately!

Create a Free Statement

RECITE ME TOOLBAR USER GUIDE

It is important for you to create a page on your website that details how your website users can use the Recite Me toolbar on your website.

This is to guide and support your visitors and help you to increase your positive brand reputation. It also acts as a base for you to link all your communications back to or to refer people to if they have any questions.

Toolbar User Guide

The page details, how to use **Recite Me**, **FAQ's, how to find support** and much more

View the User Guide

Screen Reader

Providing our screen reader will help website visitors to perceive and understand your digital content by reading aloud website text, which can be customized to suit the viewer.

Reading

To simplify use and support your website visitors, the Recite Me web accessibility toolbar provides five main tools; ruler, screen mask, magnifier, margins, and a dictionary.

Styling

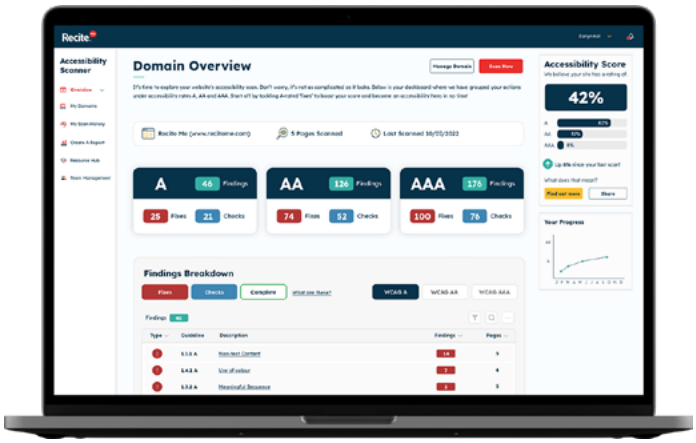
Recite Me assistive technology allows people to change the way a website looks. Users are able to customize the website's color scheme as well as the text, font style, size, color, and spacing.

Translation

Recite Me web accessibility technology quickly and easily translates all your web content into over 100 languages, including 35 text to speech voices.

RECITE ME'S ACCESSIBILITY CHECKER

Website accessibility and compliance made simple. Create a website that is built with accessibility in mind and to WCAG industry standards, with the help of the Recite Me Accessibility Checker.



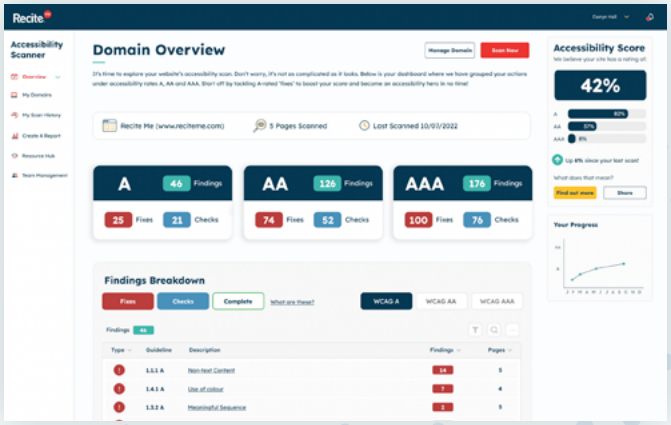
We all know that our websites need to be built to an accessible standard.

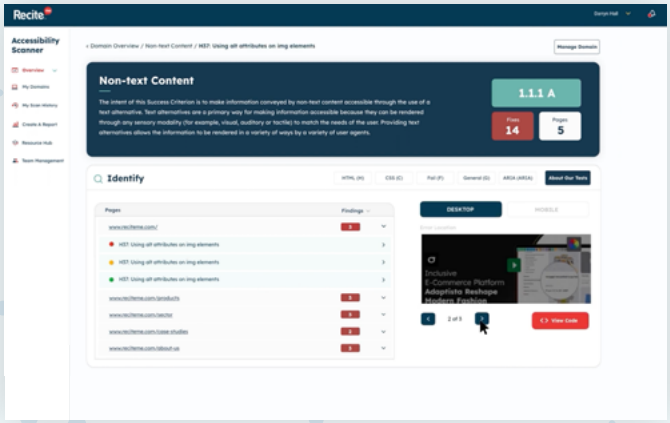
But where do you start on this journey, **how do you make your websites accessible and how do we make them compliant?**

Find out more

The world of accessibility and making your website compliant with a law or standard can be a confusing and daunting subject for many. The Recite Me Website Accessibility Checker is changing the way we address WCAG Guidelines on our websites. The key is to simplify the process and tasks while supporting you with expert knowledge.

Together you'll become an accessibility hero in no time with our free accessibility checker!





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