



Welcome to Recite Me

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INTRODUCTION



Who is Recite Me?

From creating WCAG-compliant websites to providing customized 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 customizable 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.



WHAT IS THE RECITE ME ASSISTIVE TOOLBAR?



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

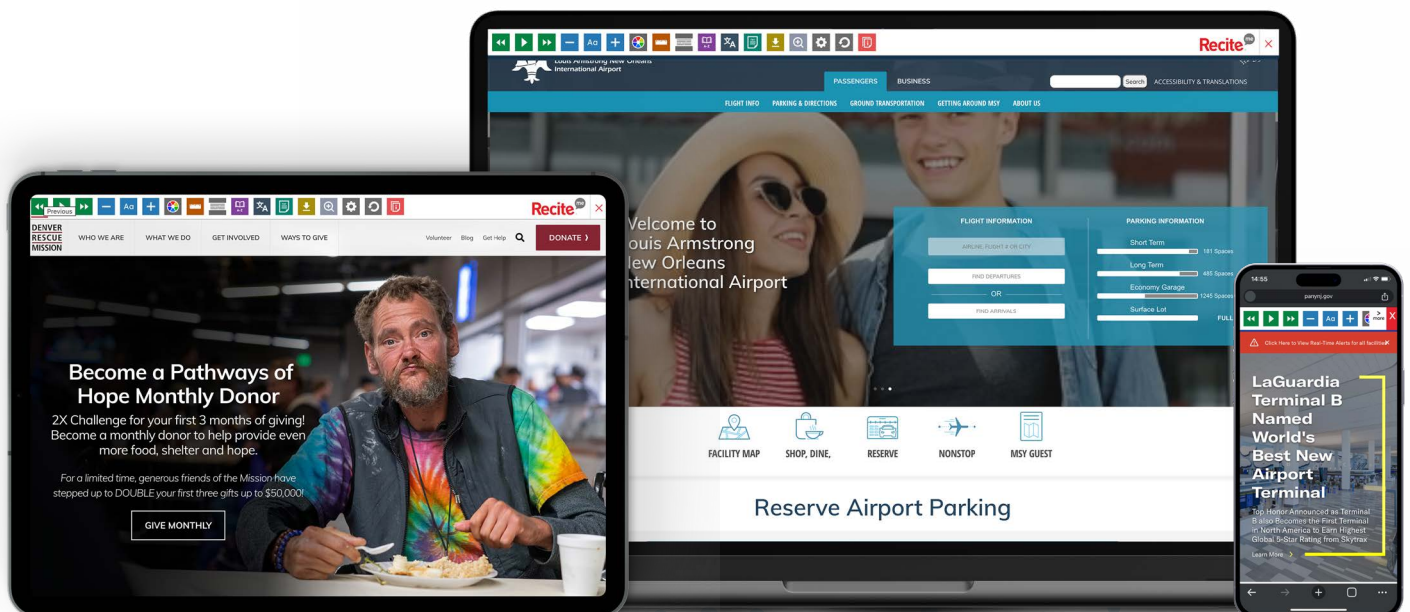


This innovative technology makes websites accessible through a unique range of features.

This easy-to-use, award-winning software includes text-to-speech functionality, fully customizable 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 customizable options allowing them to choose how they navigate and consume information.

5,000+
Websites now using
Recite Me



WHY PROVIDE RECITE ME ASSISTIVE TECHNOLOGY?

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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 are of old age.



One in four people (27%) in the US have a disability



One in five people in the US speak a language other than English at home



15% of the US population has some form of learning disability



20 million people in the US 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 US is now **\$500 billion**.



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



US Businesses are missing out on **\$6.9 billion per year** to competitors whose sites are accessible.



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



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 Americans with Disabilities Act (ADA) prohibits discrimination based on disability in places of public accommodation, including websites.



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



Section 508 of the Rehabilitation Act requires federal agencies to ensure that their websites are accessible to people with disabilities.

WHY MARKET WITH RECITE ME?

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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 customize 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

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



Stakeholders



Employees



Clients/customers



Prospective 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 organizations have some huge successes in getting the word out



Denver Housing Authority Elevates Inclusivity with Recite Me Technology

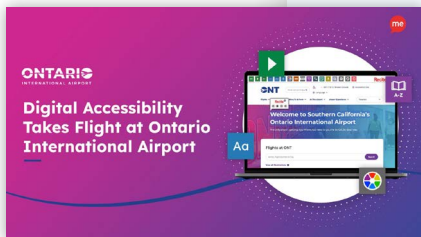
11TH OCTOBER 2023

Published By: **Craig Repasky**

The Denver Housing Authority (DHA) serves as a gateway to the thriving community of Denver, Colorado. Known for its diverse neighborhoods and rich culture, Denver is a city that embraces everyone who calls it home.

With a portfolio of over 13,000 units and housing choice vouchers, DHA provides affordable housing to more than 26,000 very low, low, and middle-income individuals representing over 12,000 families. Through their hard work, DHA has transformed public housing in Denver creating a vibrant, revitalized, sustainable, transit-oriented, and mixed-income community of choice.

DHA is dedicated to creating a welcoming and inclusive housing environment for residents and community members. By prioritizing diversity, equity, and inclusion (DEI) in all its operations, DHA aims to ensure that everyone has access to quality



Digital Accessibility Takes Flight at Ontario International Airport

23RD MAY 2023

Published By: **Raissa Rurangwa**

Ontario International Airport (ONT) is breaking down digital barriers by providing Recite Me cloud-based accessibility tools on its website.

Located in the Inland Empire, approximately 38 miles east of downtown Los Angeles in the center of Southern California, ONT is a full-service airport that offers nonstop commercial jet service to nearly two dozen major airports in the U.S., Mexico, Central America, and Taiwan.

It is estimated that 1 in every 4 people in the US lives with a disability which makes accessing online content challenging. This means that many individuals do not have access to the tools they need to carry out day-to-day online tasks such as booking a flight ticket or obtaining information on how to get to and from the

ACCESSIBILITY STATEMENT

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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 organization's dedication to accessibility.



Legal Requirement

Ensure compliance with regional legal requirements.

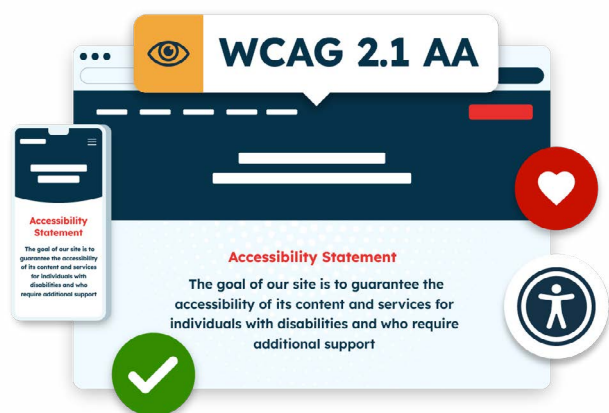


Providing a great user experience for website visitors around the world

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](#)

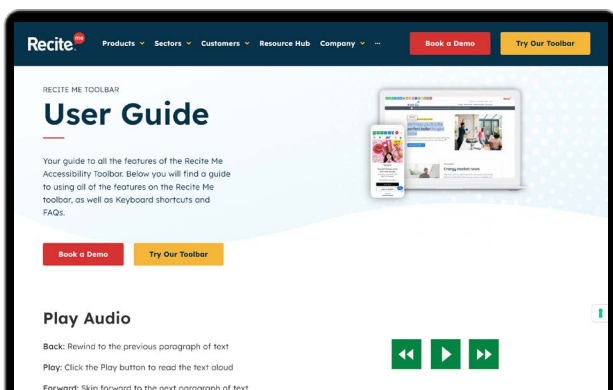


RECITE ME TOOLBAR USER GUIDE



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.



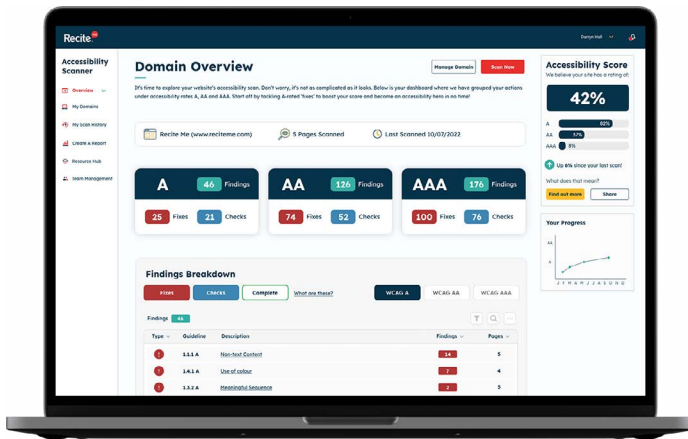
Translation

Recite Me web accessibility technology quickly and easily translates all your web content into over 100 languages, including 65 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.



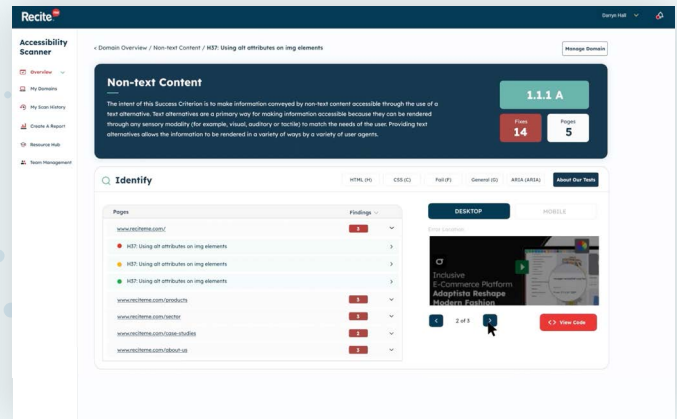
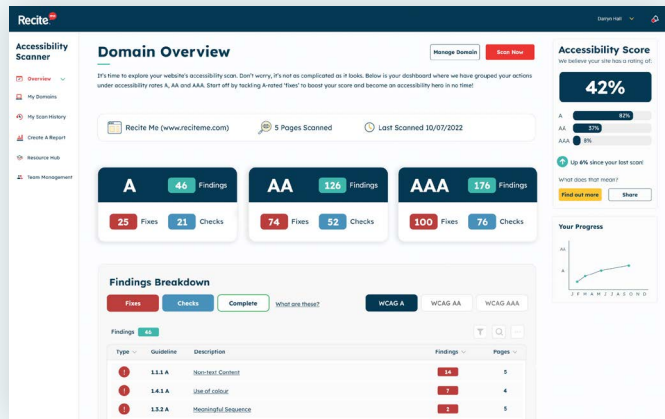
We all know that our websites need to be built to an accessible standard.

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!



The logo features the word "Recite" in a large, white, sans-serif font. To its right is a red speech bubble containing the word "me" in white. A registered trademark symbol (®) is positioned to the right of the word "Recite". The background of the entire page is a dark blue gradient with a pattern of white dots of varying sizes, and a faint image of hands typing on a laptop keyboard.

Recite[®] me

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