



GRAND INSPIRATION

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ABOUT THE SPEAKER

Eric Slezak has been an insurance account executive at Siteimprove, a website optimization company, since 2015. Slezak partners with a wide range of insurance and financial organizations, advising and consulting on industry trends and website best practices. He earned his bachelor's degree in business administration, with an emphasis in marketing, from Texas A&M University.

PRESENTATION SUMMARY

Boost Your Bottom Line with an Accessible Website

One in five adults are affected by a disability that impacts the way they use the internet and the number of impacted individuals will continue to escalate as our aging population increases. Perhaps more than other consumers, these users need easy online access to insurance information.

Without an accessible website, organizations could be excluding more than 20 percent of the insurance marketplace, which could equate to a lot of lost business. Creating an accessible website for your organization boosts search engine optimization and provides a better user experience for every visitor, not just the aging population or those with disabilities.