



GRAND INSPIRATION

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KEITH BUNDY

Digital Accessibility Consultant and Trainer
Siteimprove



ABOUT THE SPEAKER

Keith Bundy is a digital accessibility consultant and trainer at Siteimprove, a Minneapolis-based global software company. In this role, he provides consultation and training to assist in making websites accessible to all users. Prior to joining Siteimprove last summer, Bundy was the assistant dean for student development and the Americans with Disabilities Act coordinator at Dakota State University, Madison, S.D. He was born totally blind and received primarily a mainstream education. He earned a bachelor's degree in psychology from the University of Evansville (Ind.); a master's degree in college student personnel work from Indiana State University, Terre Haute, Ind.; and a bachelor's degree in philosophy and religion from Indiana Wesleyan University, Marion, Ind.

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.