



Making a legal website. - Nucent Technologies (Website Design Company) Guide

Website Design Company in India thinks about advertising standards, copyright, and legally offensive content when they consider the law. But they sometimes forget that there exists a law that affects everybody doing business in public. This law also affects web design company in India and the development sector. This law is known as the Disability Discrimination Act (DDA), which was implemented in 1995.

This law states that providing a service that is not accessible to everybody is illegal. It is irrelevant whether the service is paid for or it is provided free. This legislation is applicable to information and services provided the Internet. The major services in this sector are website design India, web development India, web hosting India, website promotion India etc.

Following the DDA guidelines will not only make your website legal but also go beyond that. Having an accessible website for disabled people, you will be reaching a far more number of people than you normally would. You will build a reputation for your website design company and eventually for your website as one that cares for disabled people. If you are selling products on your website then you will be reaching a far greater audience.

Many people believe that if they make the text on their website suitably large, or that they make it resizable and include text descriptions of the images on their website then they are fulfilling the needs of disabled visitors. However, this interpretation is demonstrably short of the mark, and leaves many disabled users of the Internet with websites that are often partly or completely inaccessible.

When you realize that disabled means people who are other than just visually impaired, you will understand that numerous people have their rights compromised by poorly thought-out, constructed and designed websites.

Lets look at Dyslexia as an example. The British Dyslexia Association estimates that four percent of the population is severely dyslexic, and another ten percent have symptoms of the same condition. This means that is your website has long content, long sentences, and vague navigational devices, then that 15% percent of the population will avoid your site and visit another one, which could probably be your competitors. So, it is of utmost importance that your website design company in India follows the guidelines of the DDA.