

The Optimise.Education website has been meticulously designed with the principles of universal accessibility in mind, ensuring that it can be used by individuals of all abilities. We have gone to great lengths to adhere to the Section 508 Amendment to the Rehabilitation Act of 1973, specifically Subpart B, which encompasses Technical Standards (1194.22) and covers Web-based Intranet and Internet Information and Applications (comprising 16 rules). Additionally, we have conducted evaluations against the Web Content Accessibility Guidelines 2.0, focusing on making our website Perceivable, Operable, Understandable, and Robust.

Recognizing that there is no one-size-fits-all solution, we have strived to reach the widest possible audience. We remain committed to the continual assessment and modification of our methods to enhance functionality. Section 508 is undergoing review and adaptation to accommodate evolving technologies, and we are dedicated to keeping pace with these developments.

Here are some key features we have incorporated to enhance the usability of our website for everyone, listed without any specific order:

- A mobile-friendly design.
- Providing comprehensible text alternatives for graphics and multimedia.
- Category submenus on main category pages.
- Tools for changing color contrast, enlarging text size, and adjusting grayscale contrast.
- A site map for efficient navigation to any page on the site.
- Utilization of Alt Text tags for images.
- Implementation of skip tags.
- Inclusion of field labels.
- Embedding videos within the page to minimize user confusion and improve the overall experience.
- Closed captions on videos, with a commitment to working on adding captions to more videos over time.

In addition to our website enhancements, we've introduced a plugin that offers additional accessibility features, including:

- Text size adjustment.
- Grayscale mode.
- High contrast mode.
- Negative contrast mode.
- Light background mode.
- Underlining links for improved visibility.
- A choice of more readable fonts.

Website accessibility is an ongoing journey, and we conduct monthly audits to ensure compliance with WCAG 2.0 Level AA standards. If you have feedback on how we can further improve or encounter difficulties accessing any part of our site, we encourage you to reach out to us at [crm@crmarketing.com](mailto:crm@crmarketing.com). All emails will be thoroughly reviewed, and we will provide a response when appropriate. Your input is invaluable in helping us create a more inclusive online environment.