CS INCLUSIVE

PROVIDING EQUAL ACCESS TO OPPORTUNITIES AND RESOURCES

Apply modern approaches to create accessible content and experiences.

▶ SOLUTION OVERVIEW

Let's innovate by taking the best content practices, insights, and innovations to enable accessible content in experiences designed for all.

▶ BENEFITS

Reduced legal risk

More useful + usable experiences

Improved content visibility

▶ SAMPLE PROJECTS + NEEDS

Whether you're trying to meet specific accessibility guidelines or bring your commitment to inclusive values to life, the right content approach is crucial.

- ▶ Reimagine content to meet plain language guidelines
- ▶ Convert PDFs to accessible formats
- ▶ Assess website compliance with W3C or Section 508 standards
- ▶ Audit content for inclusive language
- ▶ Establish standards and guidelines for inclusive content and experiences

- ▶ Create and code responsive designs
- ▶ Train team members in accessibility or inclusive design
- ▶ Set up AI tools to automate ongoing maintenance
- ▶ Update templates, designs, and content for accessibility or inclusivity

---

▶ SAMPLE CLIENTS

CDC — U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION

MD MARCH OF DIMES

Elevance Health

TVA

◈ CONTENT WRX

Our unique system evaluates and scores your content's effectiveness while collecting invaluable first party data. Make better content decisions with better data.

"WORKING WITH CONTENT SCIENCE WAS NICE BECAUSE WE KNEW THE CONTENT ON OUR SITE WAS VERY IMPORTANT. WE NEEDED PEOPLE TO UNDERSTAND IT SO THEY WOULD MAKE THE RIGHT DECISIONS ABOUT THEIR HEALTH. IN THAT WAY, WE FOUND A KINDRED SPIRIT WITH CONTENT SCIENCE."

Kelly Holton, CDC

CONTENT SCIENCE
Insight ▸ Idea ▸ Implementation ▸ Impact