

## Use of Lists

### Why Web Accessibility is Important (the unordered list)

Taken from: <http://www.admixweb.com/2010/02/09/web-accessibility-6-reasons-why-its-important/>

- Its the Way of the Web
  - it follows the principles of the web as a place to provide information to anyone who wants to seek it
- Your Audience is Important
  - estimated that 25% of the world's population has some sort of disability
- Increases Usability
  - web has evolved into a more complex and difficult world
- Improves your Knowledge and Ability
  - the field is constantly changing and improving
- Increases Web Conversion
  - it can considerably affect the overall bounce rate of people coming to and staying on your page
- Most Importantly, Its the Law
  - Americans with Disabilities Acts (ADA)

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