



# How CHEQ Achieved Automatic, Cost-Effective Accessibility With UserWay



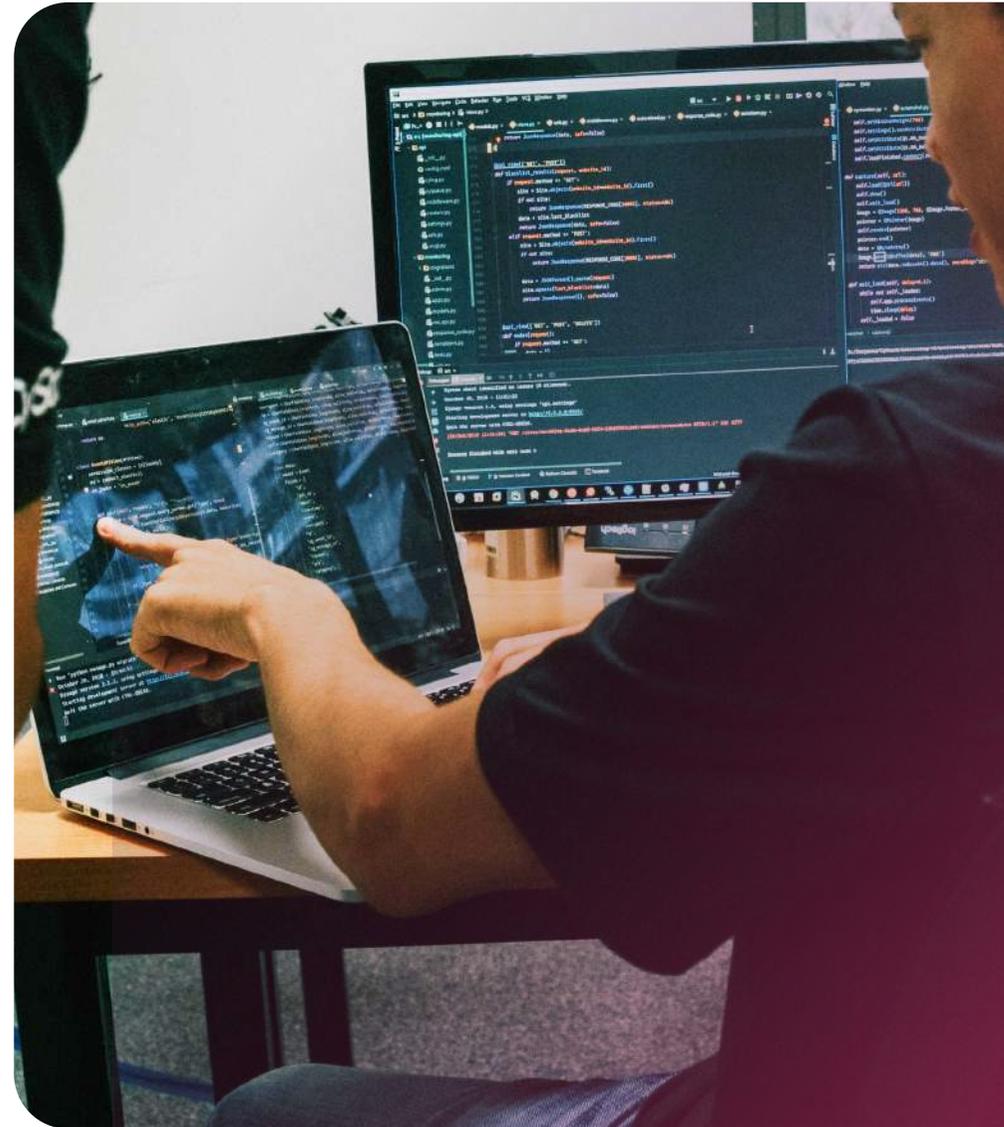
[cheq.ai](https://cheq.ai)

## Client Background

CHEQ is the leading solution in the world for Go-to-Market organizations looking to secure their business from invalid traffic (IVT). The company is at the forefront of cybersecurity innovation, leading the growth of Go-to-Market Security (GTMSec), one of the fastest growing categories in tech today. Paradome, the company's signature product, is the first cybersecurity platform designed for marketers, providing the most accurate and robust GTMS solution in the market.

**“We’re Putting Cybersecurity In The Hands Of Go-To-Market Leaders, To Secure Their Operations, Marketing, Sales, Data And Analytics From Fake Users, Bots, And Other Malicious Actors, Who Makeup Over 40% Of The Internet’s Traffic.”**

Guy Tytunovich, Co-Founder & CEO, CHEQ



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## The Challenge

CHEQ leaders were aware of US and international web accessibility requirements and wanted to make their site conform to the accepted standards. The company started this process, but as its development team got deeper into the process, they realized maintaining a high level of compliance would take too much time away from product development. They wanted to find a solution that was easy to implement, kept their site current, and truly met the needs of people with disabilities.

Its executive team had already ensured the company's website content was easy to read. The development team had also completed an initiative that allowed the site to completely be translated into Japanese with one click. But CHEQ's leadership knew they needed help to guarantee the site worked flawlessly for everyone who visited from around the world, including people who use assistive technologies to navigate the web.

Specifically, CHEQ wanted a solution that wouldn't require the high costs or time delays of manually re-coding all the pages on the website. The leadership team also wanted a promise that any new materials added to the site would automatically be accessible.

Lastly, visitor privacy was a critical requirement. The management team didn't want a service that tracked or asked for personal information.

## Benefits Of The UserWay AI-Powered Widget



### Quick Setup

By implementing the UserWay AI-Powered Accessibility Widget, CHEQ avoided manually adjusting the code across all the pages on its website.



### Preserves Privacy

CHEQ website visitors are never asked to select their disabilities from a list to make pages adapt to their needs. All of the accessibility tools are available as soon as each page loads.



### Brand Integration

The button for visitors to access the widget matches the colors and style of the CHEQ website without looking out of place or being a distraction.



### Simple To Use

The UserWay widget makes navigation and customizing how a page is displayed simple to manage. The overlay is always easy for visitors to find in the corner of the screen.



### Team Management

CHEQ staff can easily make edits to the remediations performed by the widget, all from a simple interface that doesn't require coding knowledge.

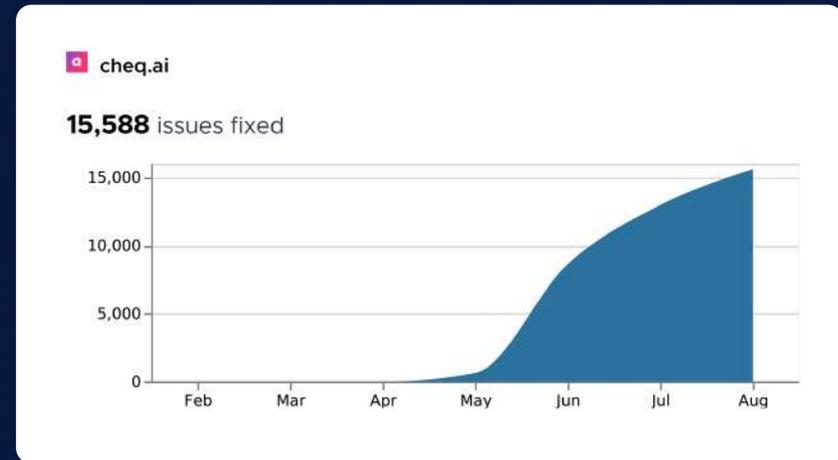
## Measurable And Impactful Results

Since the UserWay widget only requires one line of code to install, CHEQ was able to test it immediately. The development team could see right away that it didn't cause any visual changes to the site or interfere with its functionality. In fact, with a simple color adjustment from within the widget, the team was able to make it exactly match the branding on the site.

The UserWay widget also fixed more than 15,588 accessibility violations across the CHEQ website. The corrections included writing and inserting 4,805 alt-tags that were missing from links and 4,533 instances of links that would open a window or tab without warning visitors. At this scale, it would be almost impossible for a development team to accomplish in a timely manner.



Approximately 98% of the organization's website pages are fully-accessible and compliant now, while the company's risk from lawsuits based on ADA violations has dropped significantly.



But the most important difference for CHEQ is that accessibility is now seamlessly built into the website, without distracting from it. Users around the world are able to easily navigate the CHEQ website instead of facing technical access barriers.

**“Our Mission At CHEQ Addresses One Of The Biggest Challenges Of Today’s Internet – To Fight The ‘Fake Web.’ Malicious Web Traffic, Bots And Fake Users Are A Serious Drain On The Budgets Of All Online Businesses. UserWay Helps Us Meet That Challenge. ”**

Asaf Botovsky, Co-Founder & CTO, CHEQ



Visit [UserWay.org](https://UserWay.org) to learn more about our accessibility widget and other solutions that can help your organization meet ADA and WCAG requirements.

No matter what the code on your website looks like, UserWay can get it compliant and help you demonstrate a commitment to making the web more inclusive for everyone.

UserWay is the world's #1 global digital accessibility leader, committed to enabling the fundamental human right of digital inclusion for everyone. Our widget has been installed on more than 1 million websites and is relied upon by more than 60 million users with disabilities every day.

Our AI-powered technology, combined with a Human-in-the-Loop remediation process, helps enterprise websites more readily achieve compliance with accessibility technical standards, such as WCAG 2.1, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.

[Request a UserWay Demo](#)