accessiBe

Blac & Bloo and accessiBe Announce a Strategic Partnership

Blac & Bloo can now provide its clients with access to accessiBe's AI-powered accessibility solutions, promoting internet accessibility for the disability community

Sydney, NSW - 22 Nov 2022 – Blac & Bloo**,** a leading provider of digital marketing services, announced today a partnership with accessiBe, the market leader in web accessibility. Blac & Bloo will join the accessiBe Partner Program, which is designed to provide web and digital agencies, freelance developers and marketers, website and e-commerce builders, hosting services, and others with the tools needed to make their clients' websites accessible for people with various disabilities. As a result of the partnership, Blac & Bloo and its clients will have access to accessiBe's AI-powered solution, accessWidget, which seamlessly makes websites usable and ADA and WCAG 2.1 compliant.

Blac & Bloo will have access to an easy-to-use solution to help ensure their clients' websites are accessible in a business-friendly way. Making your website accessible will boost your brand's reputation, open your consumer base to the disability community totaling more than one billion people globally, and minimize the risk of being exposed to legal action.

"Joining the accessiBe Partner Program was a no-brainer for us," said Louis du Pisani, Founder of Blac & Bloo. "We are thrilled to provide our clients with the ability to make their websites available to everyone, while also achieving compliance and mitigating any legal risk."

"We are committed to partnering with professionals, from web agencies to freelance developers and marketers, to equip them with the tools they need to open their websites to the disability community," said Shir Ekerling, co-founder and CEO of accessiBe. "We are thrilled to partner with Blac & Bloo to help ensure that their clients can achieve and maintain web accessibility."

Blac & Bloo will also receive 24-hour automatic maintenance scans of any new and updated content, along with monthly compliance audits.

For additional information on the program, please visit https://www.blacbloo.com

About Blac & Bloo

At Blac & Bloo we deliver digital marketing that makes an impact.

We're experts in website design, search engine optimisation, content marketing, pay-per-click advertising and other digital marketing services. We drive online growth using digital marketing for businesses in Australia and across the globe.

We're trusted by businesses just like yours to deliver world-class marketing campaigns with a highly-targeted commercial focus and hit ambitious business growth goals. Let's make it happen.

About accessiBe

accessiBe is the market leader in AI-powered web accessibility solutions and technologies.

As a web accessibility hub, accessiBe provides different solutions for testing and remediating web accessibility, as well as various professional services, to make the web inclusive and help businesses and agencies comply with web accessibility standards and regulations.

accessiBe's full suite of web accessibility solutions enables agencies and businesses of all sizes, from solopreneur to large corporations, to take part in global inclusion efforts by making their websites available to everybody, regardless of ability.

accessiBe's founding team has deep domain expertise in the field of web development and accessibility services and has developed the technologies in close partnership with users who have vision impairments or blindness, epilepsy, motor impairments, cognitive dysfunctions, and other disabilities.