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The Visual Business Accelerator™

Future-Ready. AI-Optimised. Legally Compliant.

Visual Compliance Checklist

**Is Your Content Ready for the EAA, AI, and Accessibility
Standards in 2025?**

Next: See how the right visual structure increases discoverability, trust, and contract readiness.

The Law Has Changed

The European Accessibility Act (EAA) came into force on 28 June 2025 — and it's now legally binding across the EU.

It applies to:

- Public-facing organisations
- Publicly funded services
- Sectors like infrastructure, transport, education, and digital platforms

But if you **operate in the EU, serve EU citizens, or supply to affected sectors** — it includes you too.

This means your:

- PDFs
- Websites
- Apps
- Digital services

Must **ALL** be accessible.

If assistive tech can't read your content, or users can't navigate it without barriers, you're no longer compliant.

The risk?

Legal penalties. Contract loss. Damaged trust.

This isn't just design.

It's a legal obligation — and a business risk.

If your content can't be used by everyone, your business can't meet today's legal or commercial standards.

The Hidden Risks in Your Image Library

Most businesses still treat photos as decoration -
not strategic assets.

But AI tools, search engines, and assistive technologies need:

- Alt text that describes image purpose
- Image titles, descriptions, and keywords
- Accessible file structure and formatting

Without these, your images are invisible to AI and unreadable by accessibility tools.

What You Can Do Now

- Add **descriptive alt text** to every image
- Use clear **titles, captions, and contextual descriptions**
- Optimise image **size and format** (JPG, PNG, or WebP)
- Include **metadata**: creator, copyright, keywords, and purpose
- Ensure **layout and colour contrast** meet WCAG 2.2 standards

Inaccessible images aren't a design issue. They're a compliance failure. And regulators are catching up.

Why It Matters

Accessible images aren't just about inclusion – they influence search, trust, and compliance at every level.

When your visuals are compliant and correctly structured:

- You **mitigate legal and financial risk**
- You **increase discoverability** in AI and search
- You **demonstrate credibility** to councils, clients, and funders
- You **strengthen your position** in tenders and procurement
- You **align with ESG, accessibility, and transparency goals**

Accessible visuals aren't just ethical – they're strategic.

They support:

- Higher **SEO rankings**
- Better **user experience**
- Stronger **brand reputation**
- Long-term **digital resilience**

If your content can't be read by humans or machines, it can't compete.

Compliance isn't the finish line.

It's the price of entry for visibility, funding, and trust.

If your content can't be read by humans or machines, it won't rank, won't win bids, and won't scale.

That's not just a risk. It's lost revenue, reputation, and reach.

Strategic Support Available

Support for audits, training, and strategic compliance planning

Visual accessibility is now a requirement – not a recommendation.

I support organisations across infrastructure, commercial, and public sectors to:

- **Audit websites, documents, and image libraries for compliance**
- **Fix alt text, metadata, file structure, and image formatting**
- **Train internal teams to maintain standards independently**
- **Develop long-term strategies that meet both legal and visibility goals**

This isn't just about avoiding risk. It's about ensuring your visual content is usable, searchable, and trusted, by people, AI, and regulatory bodies.

If you're preparing for funding applications, contract bids, or compliance reviews, this support ensures your visual content holds up under scrutiny.

→ **A Visual Compliance Checklist is included on the next page – use it to get started today.**

Contact: diane@dijonesphotography.co.uk

(The Visual Business Accelerator™ new email will be live shortly)

Compliance delays can cost **visibility, trust, and revenue.**

If you're unsure where to start, **audit your visuals first.**

Our **checklist** shows you how.

The Visibility Checklist

Every image you publish needs to meet these standards — for compliance, discoverability, and trust.

ALT TEXT & ACCESSIBILITY

- Alt text** is descriptive and purpose-led
- Avoids “**image of...**” or redundant phrasing
- Colour contrast** meeting accesibility guidelines
- Tested with **screen reader** or accessibility tool

METADATA & STRUCTURE

- Image has **title, description, and keywords**
- Caption** is included if needed for context
- File name** is clear, descriptive, and SEO-friendly
- Image structure is **consistent across platforms**

These ensure your **visuals are seen, read, and understood** — by people and machines.

The Visibility Checklist

Every image you publish needs to meet these standards – for compliance, discoverability, and trust.

FORMATTING & PERFORMANCE

- Format is appropriate (**JPG, PNG, or WebP**)
- File size** is optimised for web performance
- Responsive design** works across all devices
- Surrounding text **supports image meaning**

COMPLIANCE & GOVERNANCE

- Meets WCAG 2.2 Level AA requirements
- Checked for European Accessibility Act (EAA) relevance
- PDF downloads include accessible image setup
- Reviewed for inclusive, clear communication
- Ownership and accountability are assigned

This is where **compliance** meets **credibility** – and **protects your business**.