



UserWay Makes More than 2000 CMS Max Websites ADA Compliant

Company Type: Website Building Platform

Client Background

CMS Max is a web and eCommerce platform that stays ahead of the curve by keeping abreast of the latest technologies. It's high-end website technology was developed according to Google's guidelines to ensure its wide client base of websites stay SEO friendly. It also integrates easily with popular third-party services, including Shopify, Square, and UPS Shipping. All of its customers can manage their websites with little to no programming experience.

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Our focus on digital accessibility predates other brands and is a core component within the CMS Max platform,

Sam Pizzo

Owner and CEO, CMS Max

We chose UserWay over other providers because of its incredible user experience.



“ UserWay’s widget is easy to use and customize, making it a huge advantage for over 2000 of our customers, who are now fully ADA compliant.”

The Challenge

CMS Max was looking for an ADA-compliant accessibility solution that would be easy to implement across the 2000 websites it hosts.

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CMS Max is always quick to adopt cutting-edge technology that gets results.

That's why we chose UserWay.

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Owner and CEO, CMS Max

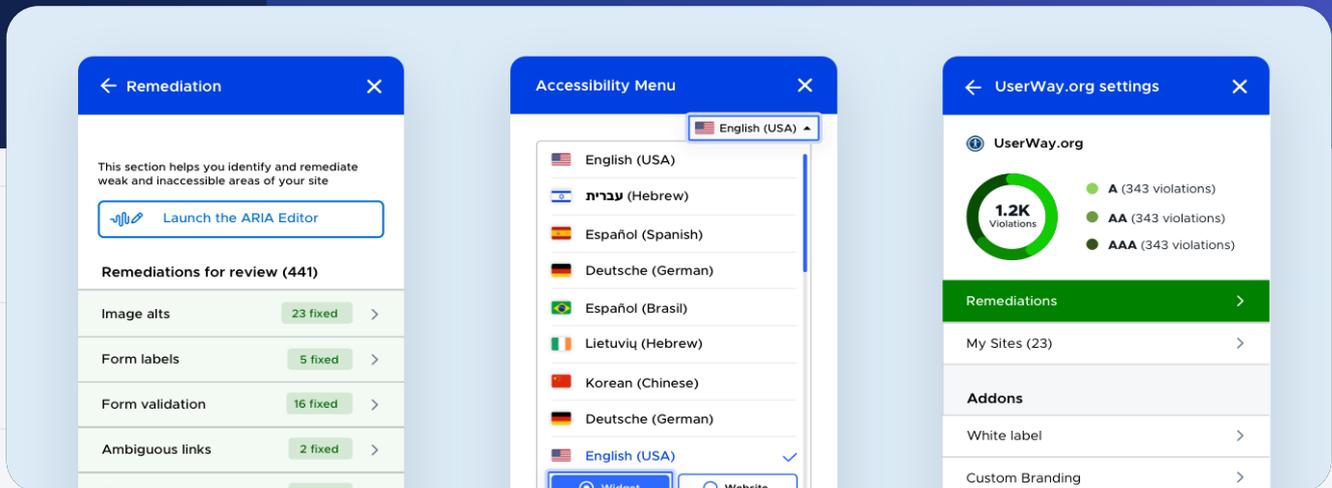
The company was adamant about finding a trustworthy high-end technology partner that could meet the needs of its clients, while also helping CMS Max demonstrate that it provides an unparalleled level of service.

Since the websites on its platform cover every type of industry, the company needed a solution that was easily adaptable without placing limitations on what individual website owners wanted to accomplish. Considering all the widgets and different ways a site can be structured, CMS Max leaders knew it wasn't a simple problem to solve.

The leadership team also wanted a way to automatically make its sites compliant, which would allow the company to skip the expense and headache of performing manual code revisions for thousands of sites.

The UserWay Solution

Pizzo found what he wanted the minute he visited the UserWay website.



Specifically, he was impressed by how easy the widget was to install and that websites already running on the platform wouldn't need manual changes to their code to become compliant. The messaging, widget branding, and the great UI were all important features, too. All of this led the company to gradually implement the UserWay solution across its websites.

“ UserWay seemed like the ultimate solution, he said.

We were looking at other solutions, but the UserWay UI was significantly more intuitive.

Going beyond just installing the widget, Pizzo collaborated with UserWay to make the CMS Max platform more responsive to people with disabilities. UserWay's developers suggested ways to change the code structure within the included themes available to CMS Max customers. This helped to make the websites compatible with a wider range of assistive devices and services.

Benefits



Ease of use

Visitors to CMS Max hosted sites don't need to click or trigger anything to make pages compliant. The code is automatically corrected as pages load.



Powerful, intuitive UI

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



ADA compliance for more than 2000 customer websites

By implementing the UserWay AI-powered widget, the team at CMS Max avoided manually adjusting the code across all of the sites it hosts.



Happy customers led to higher retention rates

The numbers don't lie. CMS Max customers are seeing much better results for bounce rates and traffic, which makes them more loyal to the service.

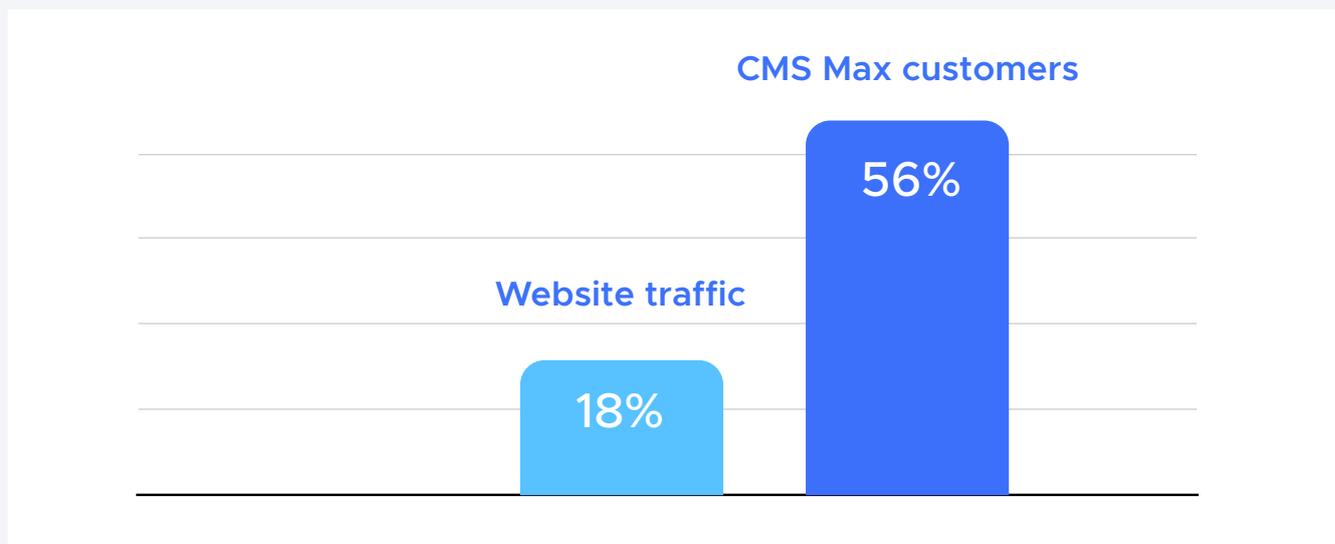


Improved search engine optimization (SEO)

The most popular search engines scan the code on websites looking for accessibility problems. Better accessibility leads to higher search rankings.

Results

Since collaborating with UserWay, CMS Max has seen a 56% increase in customers looking for an accessible website building platform. Traffic across its sites have also increased by 18%, just because they are now more accessible. Additionally, the bounce rate across its sites has dropped by 12%. This has translated to faster growth for the CMS Max platform while also helping increase sales for all of its users.



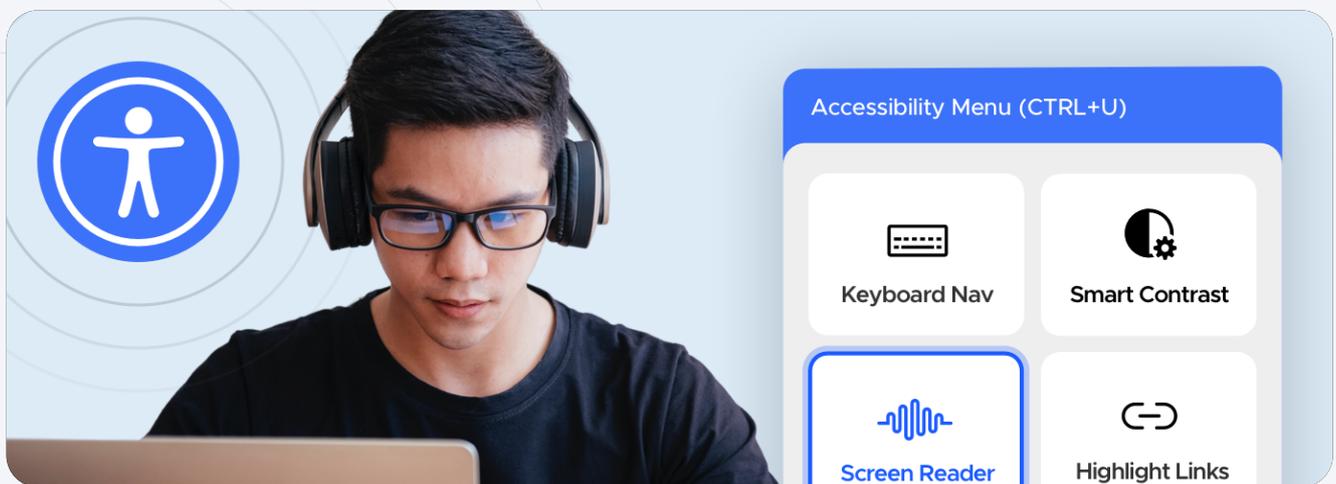
The transition to better accessibility was also seamless across the platform. It's users appreciated how the UserWay widget was automatically added to their sites without causing any layout problems, broken links or extra work for them.

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But the real winners are the visitors to the CMS Max ecommerce sites. Not only can they navigate the sites more easily, but they're never asked anything that might be considered embarrassing or intrusive, such as what type of disability they have, before being able to use the features included in the widget. Now everyone can comfortably navigate the sites hosted by CMS Max, regardless of what physical or cognitive challenges they may have.

Ready to find out how UserWay can help you prioritize accessibility across your websites and digital assets?

Visit [UserWay.org](https://www.userway.org) to learn more about the widget and other tools that can help your organization meet ADA 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 #1 global digital accessibility leader, committed to enabling the fundamental human right of digital accessibility for everyone. UserWay radically simplifies a website's ability to become fully accessible and ADA compliant by embedding just a single line of code. The UserWay widget has been installed on more than 1 million websites and is relied upon by more than 60 million users with disabilities. With UserWay's CaaS (Compliance as a Service) technology, website owners can effortlessly reach compliance with WCAG 2.1, ADA, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.