



# Recite Me **Brochure**

---

[www.reciteme.com](http://www.reciteme.com)

## Contents

---

- 3 CEO's Story
- 4 Supporting Millions Online
- 5 Who needs support online?
- 6 How will Recite me help my business?
- 7 Usability + Accessibility
- 8 Understanding legal compliance
- 9 Using the Recite Me Toolbar
  - 10 Screen Reader & Translation
  - 11 Styling Customisation
  - 12 Reading Aids
  - 13 PDF Reader
- 14 How to implement the Toolbar
- 15 Supporting Services
- 16 Website Accessibility WCAG Checker
- 17 Client Success

## About Recite Me

---

**From creating WCAG-compliant websites to providing customised user experiences, Recite Me is here to support you to be more inclusive online through a range of accessibility solutions.**

Over 1 billion people worldwide encounter barriers when trying to read and understand content online. This can be due to disabilities, learning difficulties, visual impairments, or if people speak English as a second language.

Recite Me offers a range of on-demand accessibility solutions that support you in conforming to WCAG standards and ensure that your website is user-friendly for individuals with disabilities, situational challenges and language support, through customisable options. This includes Recite Me's Accessibility Checker and Assitive Toolbar.

# CEO's Story

---

## Athlete, Entrepreneur, Dyslexic

**As a sprinter with dreams of Olympic glory, Ross always found ways to push himself to the absolute limit to gain a competitive edge and ensure his acceptance and inclusion in the racing world.**

Finding out he was dyslexic at University did not stop Ross in creating that winning edge to drive himself forward in business. One thing that Ross did notice was that he was particularly disadvantaged online, with no resources provided to overcome his exclusion. It was at this pivotal moment that the idea for Recite Me was born.

The next few years were a blur of hard work, building a winning team, refining our products and shaping the mission that would see over 5,000 websites worldwide using Recite Me.

Fast forward to 2024 and Ross continues to drive our innovation with the same guiding belief in Accessibility for all.



# Supporting Millions Online



We strive to support as many people as we can online one website at a time.

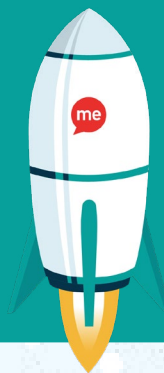
**Over 43 Million**

Accessible Pages viewed



**Over 6.2 Million**

Toolbar Launches



**Average 6.89**

Pages Per Session



**Over 70 Million**

Content Read Aloud



**Over 80 Million**

Translations Made



**Over 17 million**

Customisations to the styling of a page



**Over 2 Million**

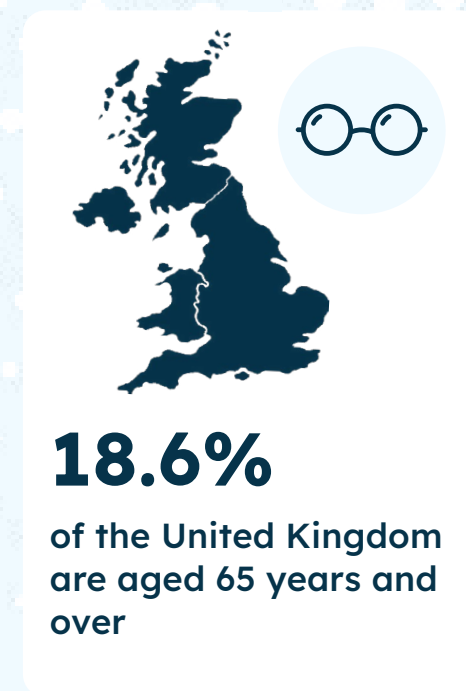
Reading aids used



# Who needs support online?

me

**24% of the UK Population have some form of disability, meaning that they can find accessing online content challenging.**



# How will Recite Me help my business?

me

**Allow everyone the opportunity to use your website in the way that it is intended.**



## **The RIGHT Thing to Do**

Everyone should have the opportunity to be able to access online content. Make your website inclusive to all by supporting people who are neurodiverse, visually impaired, elderly or speak English as a second language.



## **The SMART Thing to Do**

Make your business available to a wider audience and enhance the user experience on your website. Providing accessibility technology increases web traffic, engagement and ultimately leads to more uptake and sales conversions.



## **The Thing I MUST Do**

There are several international and regional laws plus many local regulations that stipulate how a website should be designed and built. Avoid negative customer sentiment and possible lawsuits by providing an inclusive experience online.

**Usability + Accessibility = *Inclusion***



# Understanding legal compliance

me

**You can make a website that technically passes all accessibility tests but that still is terribly difficult for a person to use**



## The Equality Act of 2010

The Equality Act says it is reasonable to expect organisations to take steps to provide information in alternative formats. It requires organisations to think ahead about the difficulties Disabled people experience accessing information, rather than waiting until a Disabled person attempts to use their service.



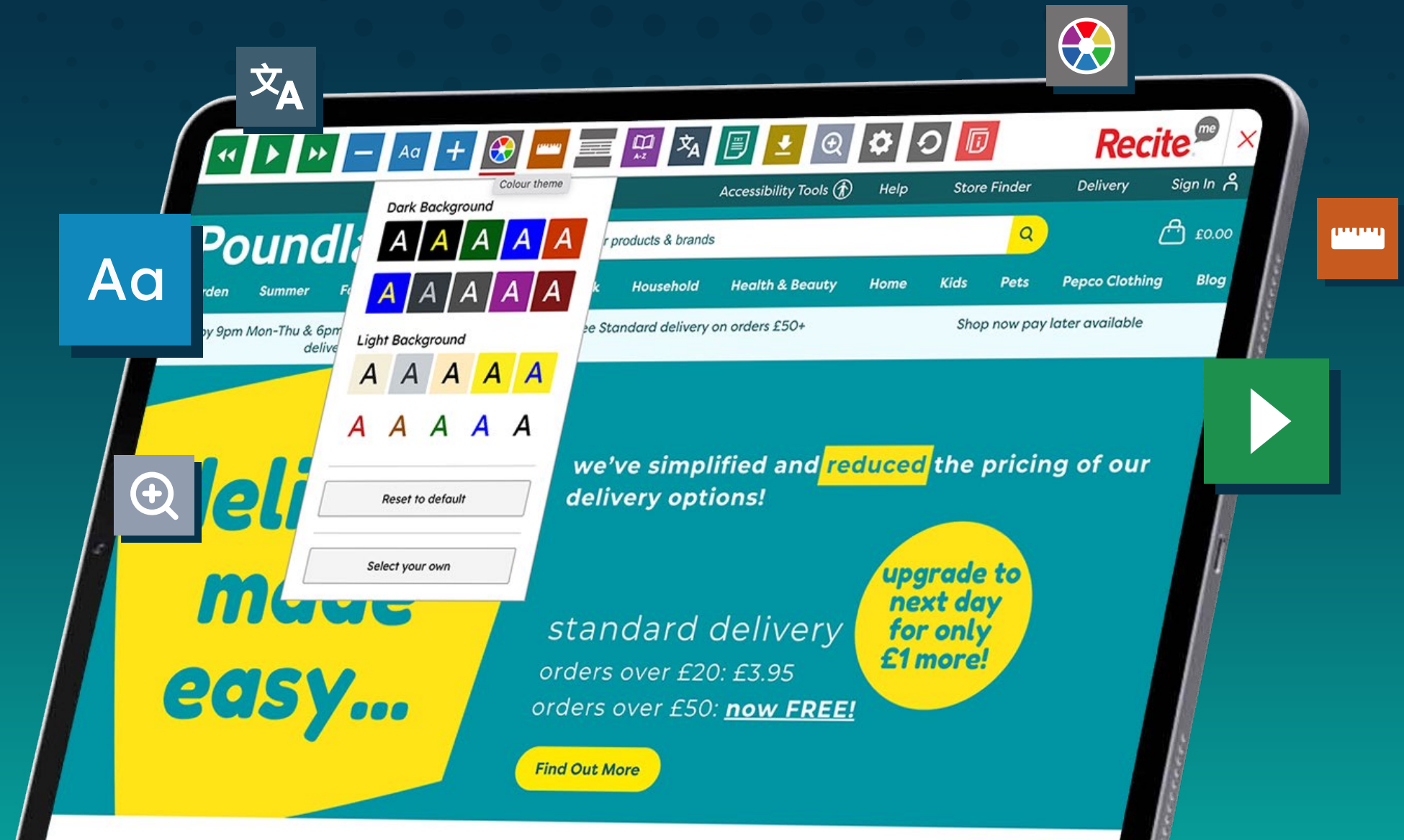
## Web Content Accessibility Guidelines (WCAG)

International standards that define how to make web content more accessible to people with disabilities.





# Using the Recite Me Toolbar



# Text to Speech & Translation

me

Enable people to perceive and understand your digital content by reading aloud website text, which can be downloaded to be listened to at any time.



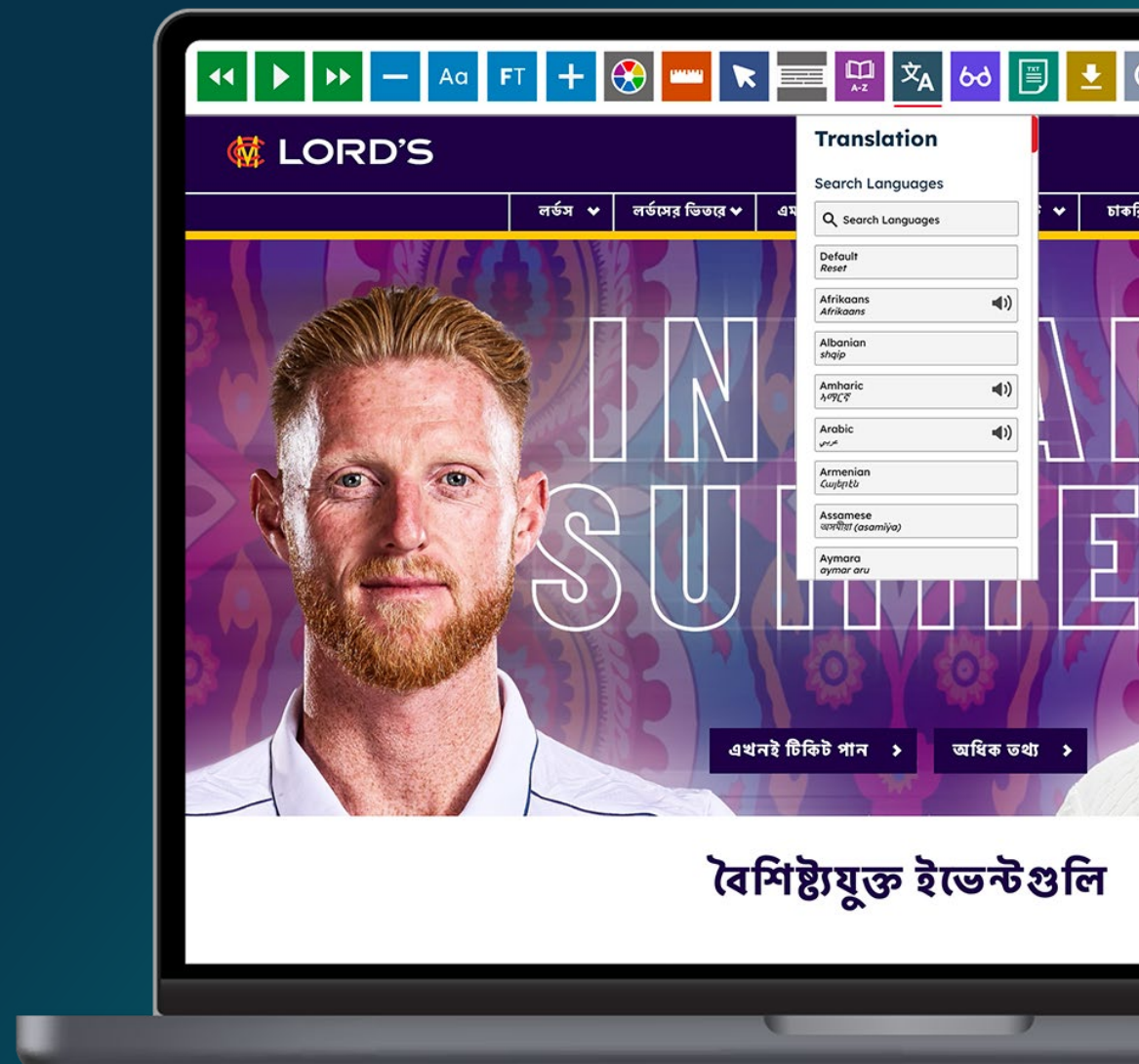
Text to Speech



Translation



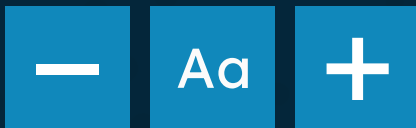
MP3 Download



# Styling Customisation

me

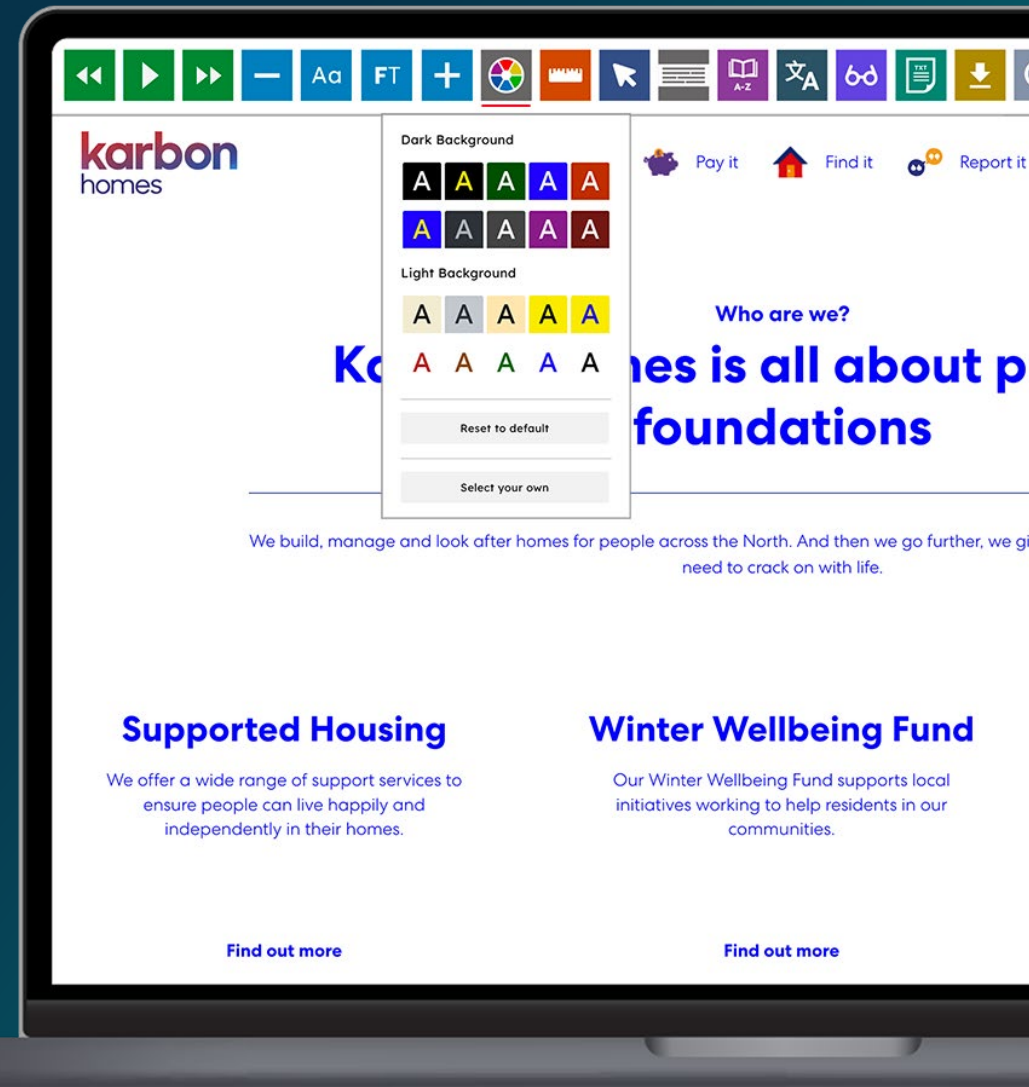
Enable your online audience to customise your website in a way that suits their individual needs.



Font Type and Text Size



Colour Options



# Reading Aids

me

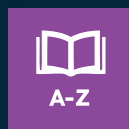
Reading content online can be a challenge for some people. To simplify and support your website visitors Recite Me provides five main reading accessibility tools.



Ruler



Screen Mask



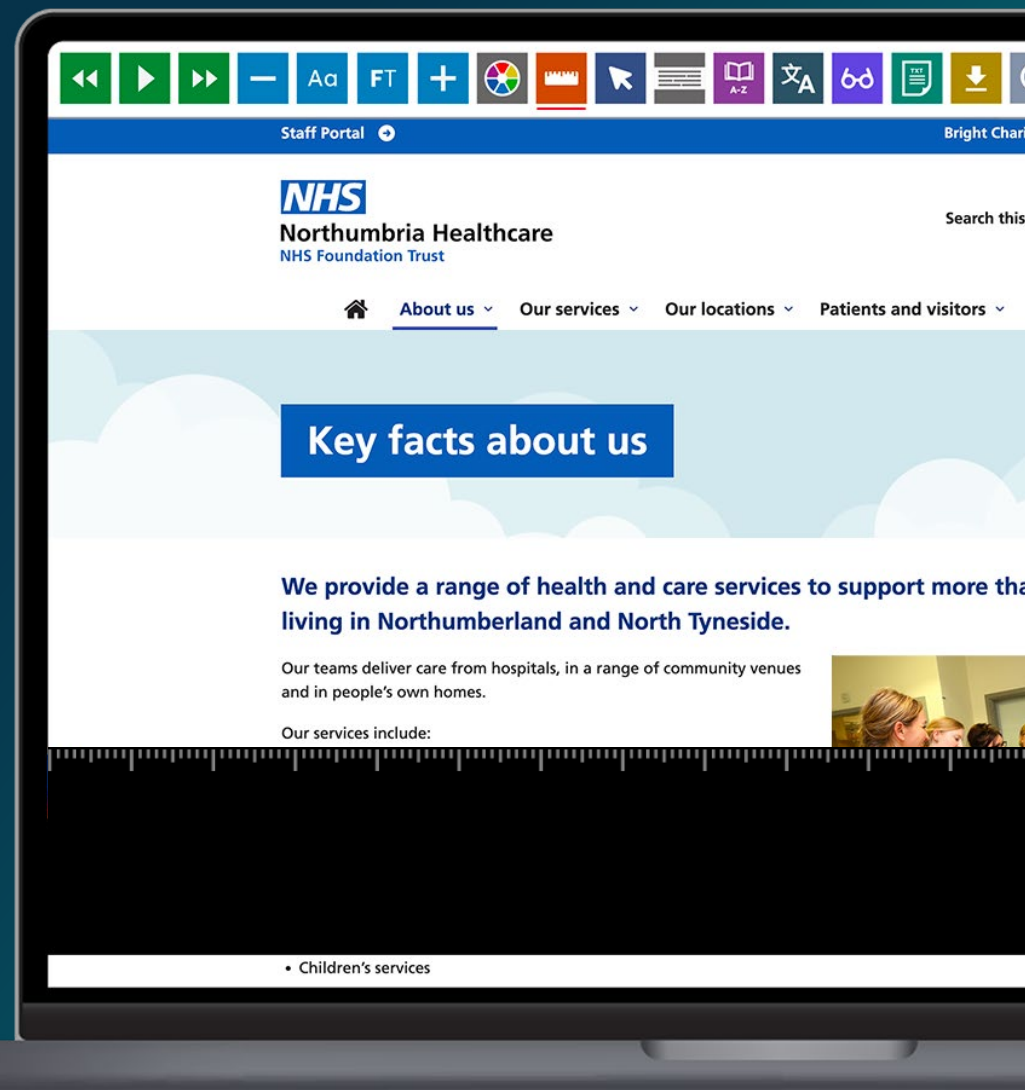
Dictionary



Text Only Mode



Magnifying Glass





# Marketing Support

me

## Digital Inclusion is Worth Shouting About!



### Internal Awareness

Custom resources to help raise internal awareness of your accessibility efforts



### Launch Campaign

Custom social media, infographics and blog posts designed to amplify your accessibility success



### Accessibility Calendar Events

Accessibility is a good news story with great brand optics every day of the year

Offers Business Search Find out how we can help power, protect and repair your home.

British Gas Energy Cover Heating Plumbing Electrical Appliances Help

### Accessibility - our pledge to you

This accessibility statement applies to britishgas.co.uk and the British Gas mobile app.

We know there isn't a one-size-fits-all approach to making our site accessible. So if you're having problems using this site, please let us know. We'll try to find a way for you to access our content.

British Gas are committed to meeting the recognised Standard of Accessibility (Level AA) Standards. We believe in listening to our customers and working with professional testers to make it easier to navigate through our website and app. The website and our app partially comply with the Web Content Accessibility Guidelines version 2.1, and we're working on making all our content accessible.

The website has been created and is managed so that as many British Gas customers as possible can use it. For example, that means you should be able to:

- change colours, contrast levels and fonts
- zoom in up to 300% without the text spilling off the screen
- navigate most of the website using just a keyboard
- navigate most of the website using speech recognition software
- listen to most of the website using a screen reader (including the most recent versions of JAWS and NVDA)
- Listen to the British Gas Apps using the latest operating systems for VoiceOver (Apple) and Talkback (Android)

### Recite Me toolbar

We've also partnered with [Recite Me](#) who provide an online toolbar which contains a number of different assistive technologies that could aid you when using our website.

### How to use the toolbar

The toolbar will be available shortly across all pages within the website. To activate the toolbar, click on the accessibility tools link that will appear in the top navigation of the page. The toolbar will then appear, which you can use as you see fit. More information on the various options can be found within this [user guide](#).

Recite Me 5,055 followers 1mo · 🌐

Are you prioritising inclusive recruitment in 2024?

Everyone deserves an opportunity to search and apply for roles without... see more

**KFC**

**KFC Leads the Way to an Inclusive Recruitment Process**

11 3 reposts

Like Comment Repost Send

Believing in Accessibility for All



# How to implement the Toolbar

---

## We've Done the Hard Work for You



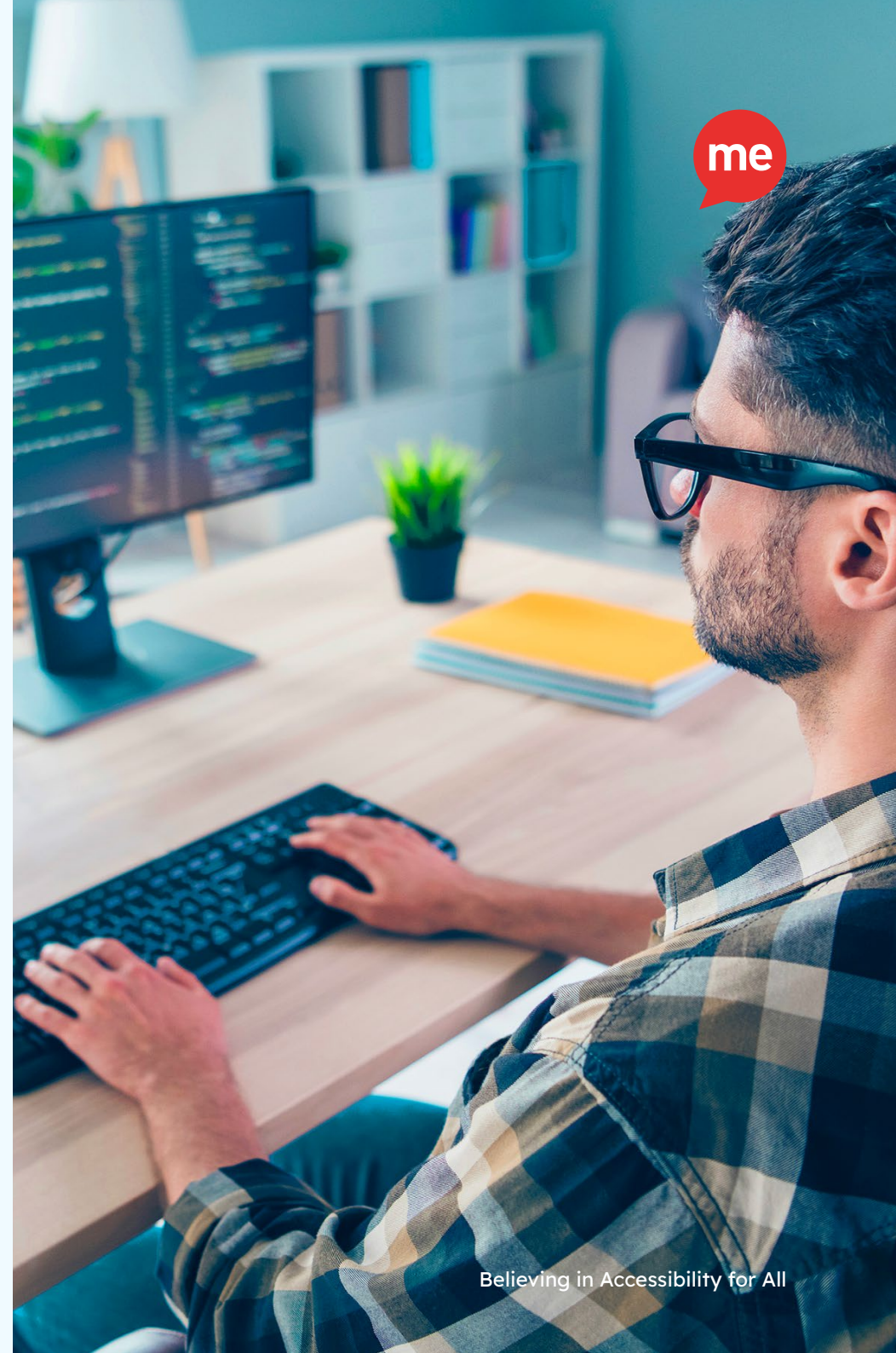
### 'Cut & Paste' JavaScript Code

Deploy native to page or via container tag



### Button Design & Placement

Choose from our tried & tested or create your own



# Website Accessibility WCAG Checker

me

Website accessibility and compliance made simple. Create a website that is built with accessibility in mind and to WCAG industry standards, with the help of the Recite Me Accessibility Checker.



## Scan

The scan report includes an overview of errors, the locations of errors, and a comprehensive list of actionable errors to fix and check.



## Fix and Check

Our software identifies areas of non-compliance and shows you what to fix and check and in what order for the biggest improvement against your efforts, investment, and time.



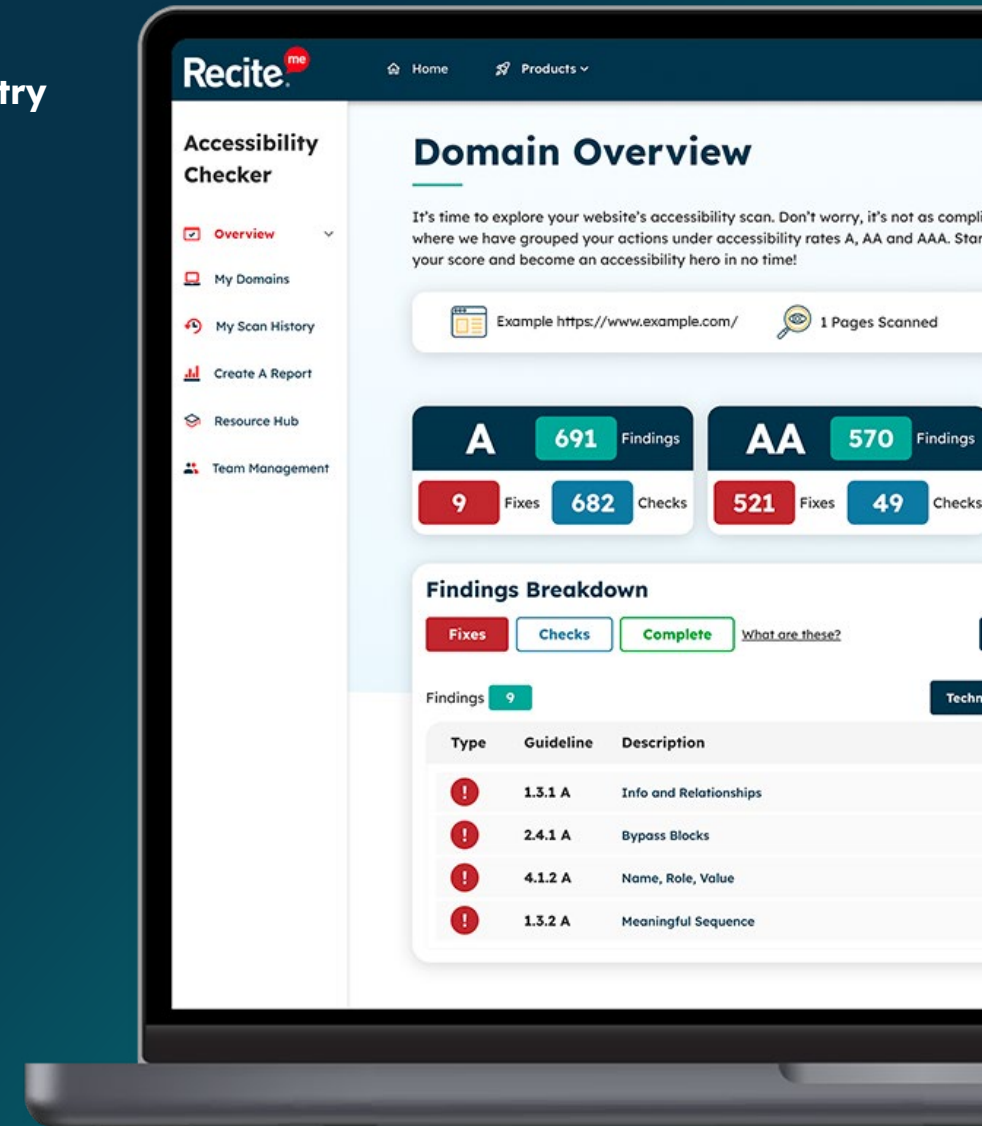
## Track

Our compliance tracking service helps you manage your web accessibility improvements over time, make the most effective changes in the right order, and manage your fix queue.



## Share

We give you all of the tools needed to demonstrate your commitment to developing an accessible website. You can share your accessibility report and score to showcase your digital inclusion goals and achievements.



# Client Success

me

## Recite Me clients making a positive change to help people online

“As the largest energy and services provider in Britain, it’s vital that our online customer support is accessible to all the diverse communities we serve around the country, which is why we are proud to launch the “Recite Me” accessibility toolbar on our website.”

**Spokesperson,  
British Gas**



“Recite Me is a great tool to help candidates who are neurodiverse. 1 in 7 of us in the UK is understood to be neurodivergent and we believe it is higher in the food and beverage industry.

“A neurodiverse workforce is crucial, and brings so many additional skills such as problem solving and creativity, the list is endless!”

**Charlie Cruickshanks,  
Talent Acquisition Partner,  
KFC**



“It is fantastic to see so many students using Recite Me as a supporting tool for reading and understanding university information online. This tool allows our users to interact with digital content in a way that’s accessible and efficient, making it inclusive for as many people as possible.”

**Stuart Heenan,  
Web Specialist,  
Dublin City University**



“Recite Me plays a pivotal role in our commitment to providing our candidates with a truly inclusive experience, helping them to kick off their job search in the best way and increasing the number of applications per job role.”

**Nick Kirk,  
CEO,  
PageGroup**





# Supporting Services

## The Associated Benefits of Recite Me

### Analytics



#### Automated Monthly Reports

Detailing the number of launches, features used and people assisted



#### Google Analytics Plug-in

Connect to your GA and drive more insight on how we influence the customer journey

### Account Manager



#### Named Account Manager

Detailing the number of launches, features used and people assisted



#### Quarterly Reviews

An in-depth quarterly review session to discuss the people you are supporting online





**Phone:** +44 (0) 191 432 8092

**Email:** [info@reciteme.com](mailto:info@reciteme.com)

**Website:** [reciteme.com](http://reciteme.com)

Baltimore House,  
Baltic Business Quarter,  
Gateshead, NE8 3DF

Believing in Accessibility for All