

# 2026 WEBSITE COMPLIANCE SURVIVAL GUIDE

Prepared by [Urbane Digital](#)

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## HOW TO USE THIS CHECKLIST

- ★ Check each item as you complete it.
  - ★ Items marked **HIGH RISK** require immediate attention.
  - ★ **Stuck?** [Book a free 15-minute strategy call](#) with Urbane Digital.
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## SECTION 1: ADA ACCESSIBILITY

Legal Risk Level: **CRITICAL** | Average Lawsuit Cost: \$150,000+

### 1.1 Basic Requirements (**HIGH RISK**)

- Screen reader compatibility:** All images have alt text
- Keyboard navigation:** The entire site is navigable without a mouse
- Color contrast ratios:** Meet WCAG 2.1 AA standards (4.5:1 text, 3:1 graphics)
- Form field labels:** All inputs properly labeled for assistive technology
- Skip navigation links:** "Skip to main content" present on all pages

### Standard Requirements

- Resizable text up to 200% without breaking layout
- No content that flashes more than 3 times per second
- Video content includes captions and transcripts
- Audio descriptions available for video content
- Focus indicators are visible on all interactive elements
- ARIA landmarks are properly implemented
- Heading hierarchy logical (H1 → H2 → H3, no skipping)

- Link text is descriptive (no "click here" or "read more")

## 1.2 Accessibility Documentation

- Accessibility Statement published and linked in the footer
  - VPAT (Voluntary Product Accessibility Template) / ACR completed
  - Section 508 compliance documented (if government contractor)
  - Accessibility policy includes the remediation process
  - Contact method for accessibility issues is clearly stated
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# SECTION 2: CALIFORNIA SB37 / UMBERG ACT

Legal Risk Level: **CRITICAL** (CA Attorneys Only) | Effective: January 1, 2026

## 2.1 Attorney Advertising Requirements

- Website includes the attorney's State Bar number
- Physical office address displayed (no PO boxes)
- "Attorney Advertising" or "Advertising Material" disclosure present
- Accessibility statement specifically mentions SB37 compliance
- Website meets WCAG 2.1 Level AA standards
- Accessibility features tested and documented
- No misleading claims about accessibility
- Website violations have been remediated

## Documentation

- Annual accessibility audit completed
  - Accessibility testing results documented
  - Remediation plan for any issues identified
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# SECTION 3: DATA PRIVACY & COOKIE COMPLIANCE

Legal Risk Level: **SEVERE** | GDPR Fines: €20M or 4% Revenue

## 3.1 Privacy Policy Requirements (**HIGH RISK**)

- Privacy Policy is published and accessible from every page
- Terms & Conditions clearly displayed
- Policy covers ALL relevant jurisdictions:**
  - GDPR (EU)
  - CCPA/CPRA (California)
  - VCDPA (Virginia)
  - CPA (Colorado)
  - CTDPA (Connecticut)
  - UCPA (Utah)
  - ICDPA (Iowa)
  - TDPSA (Texas)
  - OCPA (Oregon)
  - MTCDDPA (Montana)
  - FDBR (Florida)
  - NJDPA (New Jersey)
  - TIPA (Tennessee)
  - DPDPA (Delaware)
  - PIPEDA (Canada)

### Privacy Policy Must Include:

- What data you collect (cookies, forms, analytics, etc)
- How data is used and stored
- Third-party data sharing disclosures
- User rights (access, deletion, portability, opt-out)
- Data retention periods
- Security measures are in place
- Contact information for privacy inquiries
- Last updated date
- Children's privacy protections (COPPA compliance if applicable)

## 3.2 Cookie Consent & CIPA Compliance

- Cookie consent banner appears **BEFORE** cookies load
- Users can accept/reject non-essential cookies
- Granular consent options (analytics, marketing, functional)
- Cookie policy is easily accessible
- Consent choices are saved and respected
- "Do Not Sell My Personal Information" link (California)
- Opt-out mechanism for targeted advertising

### 3.3 User Rights & Data Management

- Process for users to request their data
  - Process for users to delete their data (Right to be Forgotten)
  - Process for users to correct their data
  - Process for users to port their data
  - Process for users to opt out of data sales
  - Verification system to confirm identity before data release
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## SECTION 4: TECHNICAL SEO FOUNDATION

**Revenue Impact:** Poor SEO = \$50K-\$500K/Year in Lost Revenue

### 4.1 Core Web Vitals (Google Ranking Factors)

- Largest Contentful Paint (LCP) < 2.5 seconds
- Interaction to Next Paint (INP) < 200 milliseconds
- Cumulative Layout Shift (CLS) < 0.1
- Mobile PageSpeed score > 90
- Desktop PageSpeed score > 95

### 4.2 Technical SEO Essentials

- XML sitemap submitted to Google Search Console
- Robots.txt file is properly configured
- No orphaned pages (pages with zero internal links)
- No broken links (404 errors)
- Canonical tags prevent duplicate content
- Mobile-first design (responsive)

- HTTPS/SSL certificate active
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## SECTION 5: DEVOPS & INFRASTRUCTURE

**Uptime Goal:** 99.9% | **Security Incidents:** 0

### 5.1 Hosting & Performance

- Cloud hosting (AWS, Google Cloud, Azure, or premium)
- CDN (Content Delivery Network) implemented
- Caching strategy optimized (browser, server, CDN)
- Database queries optimized
- Image lazy loading enabled
- Code minification (CSS, JavaScript)
- GZIP/Brotli compression enabled

### 5.2 Security & Backup

- Firewall configured (WAF)
  - DDoS protection is active
  - Regular security patches applied
  - Strong password policies enforced
  - Two-factor authentication is enabled
  - Automated daily backups & offsite storage
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## SECTION 6: CONVERSION RATE OPTIMIZATION (CRO)

**Revenue Impact:** 1% CRO Improvement = \$10K-\$100K+ Annually

### 6.1 User Experience & Conversion Elements

- Clear value proposition above the fold
- Primary CTA is visible without scrolling
- Trust signals present (testimonials, certifications, reviews)
- Contact information is easily accessible

- Forms optimized (minimal fields, clear labels)
  - Page load time < 3 seconds
  - A/B testing platform installed
  - Conversion goals tracked in Google Analytics
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## FINAL COMPLIANCE SCORE

Count your unchecked boxes:

- 0-10 unchecked:** LOW RISK - Minor improvements needed
  - 11-25 unchecked:** MODERATE RISK - Compliance gaps present
  - 26-50 unchecked:** HIGH RISK - Significant legal exposure
  - 51+ unchecked:** SEVERE RISK - Lawsuit likely without immediate action
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## Need Help?

Work with Urbane Digital

- **Estimated Turnaround Time:** 2-4 weeks\* to full compliance
- **Benefit:** A team of specialists will implement your remediation, ensuring global compliance.

[Schedule Your Free 30-Minute Consultation](#)

*\*ETATs may vary depending on the scope of work, compliance deadline, and remediation budget.*

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**Disclaimer:** *This checklist is provided for informational purposes only and does not constitute legal advice. Consult with a qualified attorney for legal guidance specific to your situation.*