

How Big Red Jelly Increased Organic Traffic On Client Websites by 34%



With accessiBe, Big Red Jelly clients have experienced:

34%▲

avg organic traffic

4.34%▼

avg bounce rate

6%▲

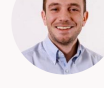
Engagement rate

Key Takeaways

- ✓ Utah-based agency Big Red Jelly anticipated the impending legal requirements for web accessibility and proactively began creating accessible websites, positioning themselves as pioneers, ahead of the competition.
- ✓ The educational material accessiBe provides, helps their clients quickly understand and recognize the benefits of web accessibility
- ✓ Being an accessiBe partner has resulted in better web performance for their clients and increased revenue and retention for their agency.

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“Web accessibility provides legal risk mitigation for us as well as for our clients. We actually have it built into our standard contract. So clients would have to opt out. Once we explain why it’s important, it’s a no-brainer.”



Zach Webber
COO

Meet Big Red Jelly

Big Red Jelly is a branding, web design and digital marketing agency with a specialization in online tools, automations, and strategy. The young and creative team appeared on the web agency scene just as web accessibility was becoming legally mandated. With all of its benefits, accessiBe has become a standard part of the Big Red Jelly offering.

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We’re here for businesses that want to lean on our expertise and get a holistic experience. We work to understand who they are, identify their target audience, and how to position their website.”

2018

Year Founded

23

No. of employees

2,000+

No. of clients

The Challenge

The Big Red Jelly team knew that they needed a web accessibility solution for their rapidly-growing client base. These were the 3 main challenges they needed to address:

Legal Risk for ADA Non-compliance

- 01 As web accessibility laws went into effect in California, Big Red Jelly needed to prevent legal risk around ADA compliance both for themselves and the clients that trusted them.

An Additional Revenue Stream

- 02 Agencies live and die by recurring revenue. Without web accessibility in their offering, clients would need to go elsewhere. Could offering a web accessibility solution actually generate recurring revenue?

Lack of In-House Accessibility Knowledge

- 03 The time and coding knowledge required to have an in-house manual accessibility service was out of the question for the Big Red Jelly team. They needed an automated solution that could get the job done, and quickly.

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“90% of our clients don’t know what ADA compliance is when they come to us. They don’t know what accessibility means or how important it is. So when we tell them they can be compliant and also increase conversion rates and traffic, they are on board.”

The Solution

With accessiBe in their toolbox, Big Red Jelly was able to address all of their challenges with one solution. Here’s how the accessiBe + Big Red Jelly partnership closed the gaps and made an impact:

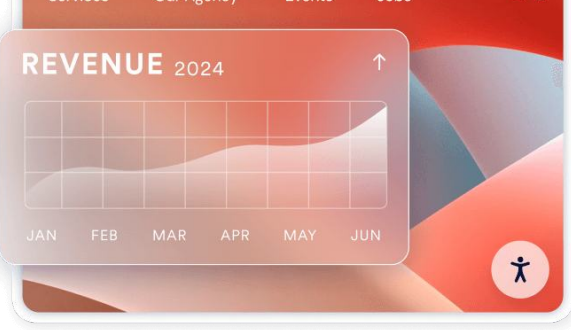
01 Educational Materials & Legal Support

Big Red Jelly utilizes the materials and training provided by accessiBe to educate their clients about the legal risks of non-compliance. Not only do they have the capability to prevent ADA-related lawsuits, but they also secured buy-in from clients concerned about ADA litigation by assuring them that accessiBe’s Litigation Support Package provides a team of experts should any legal issues arise.



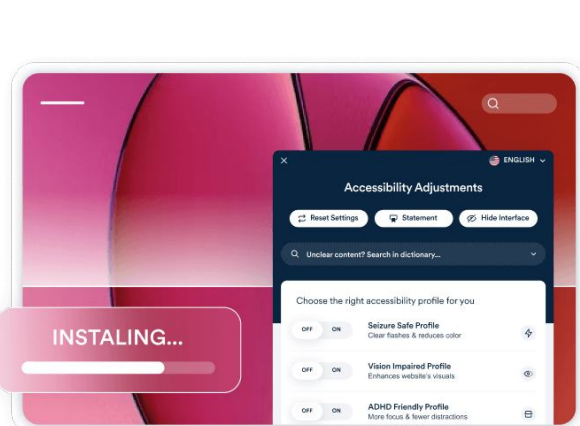
02 Web Accessibility That Also Offers Recurring Revenue

Once a client chooses to have an accessible website, Big Red Jelly can close on a price for accessiBe that suits the client’s budget. The annual re-subscription model provides a lucrative revenue stream long after the initial installation. Big Red Jelly delivers a more inclusive web package to clients and benefits from recurring revenue through ongoing subscriptions every year.



03 Web Accessibility That’s Easy to Install & Monitor

With the accessiBe partnership, Big Red Jelly doesn’t need to add to their development headcount or pay a consultant for manual coding. The accessiBe team makes installation simple and the Customer Portal makes client tracking easy. Big Red Jelly has integrated automated web accessibility into their standard website offering, with ease of use for both them and their clients.



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“Since offering web accessibility, we’ve seen a 3.3% increase in MRR, which accounts for about 1% of our total ARR. Considering accessiBe requires no heavy lifting from us - this is an extremely valuable and beneficial addition to our agency.”



Zach Webber
COO

Delivering More Than Clients Expect

Big Red Jelly prides themselves on being a holistic agency. They’ve gained a reputation of expertise that clients have come to trust. With accessiBe, the Big Red Jelly team found an important and impactful way to round out their all-inclusive offering. With the accessiBe partnership, they’re delivering beautiful websites that have increased performance rates, are accessible to everyone, and comply with legislation.

★★★★★
Client Experience



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“Our agency has become much more about the big picture, in which we say, what’s going to be the best decision for our clients’ success later on? Web accessibility is clearly a part of that.”

Ready to get accessible?

Get Started >