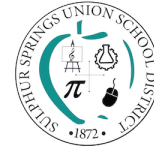# Welcome to Ally

What is Ally?

Alternative Formats for Better Quality, Usability & Accessibility of Content, for Everybody

Ally automatically checks for accessibility issues and generates alternative accessible formats using advanced Machine Learning Algorithms.

Efficiently Check What Matters

Ally automatically checks content for accessibility issues against an accessibility checklist based on key areas of the WCAG 2.0 A.A. standard.

What is WCAG 2.0 A.A. standard

Web Content Accessibility Guidelines (WCAG) 2.0 covers a wide range of recommendations for making Web content more accessible. Following these guidelines will make content accessible to a wider range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity and combinations of these. Following these guidelines will also often make Web content more usable to users in general.

[Find out more about web accessibility](#).