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Rollings Funeral Service Announces Acquisition of Redmon Funeral Home in Ohio

TYRONE, GA— Rollings Funeral Service is proud to announce the recent acquisition of Redmon Funeral Home in Stow, OH. The funeral home, which has been serving its community since 1968, was formerly owned by Keith Redmon and his parents, Bruce and Lou-Ann Redmon.

Greg Rollings, president and CEO of Rollings Funeral Service, commented “Like Debbie and myself, the Redmon family has built a successful business founded on family values and a passion for serving others. I knew immediately that Redmon Funeral Home would fit in perfectly with our family of firms and I look forward to this new chapter in the funeral home.” Rollings also added that this marks his eighth location in Ohio.



Staff at Redmon Funeral Home

Speaking with Keith, he mentioned that with the continued growth of the funeral home and his own children not wanting to get into funeral service, he needed to start looking at the next chapter in the business. When asked why he decided to sell the firm to Rollings Funeral Service, Redmon said “Greg and Debbie’s approach is far different than the large corporations. They like to keep in place what works, and they serve as a large support system to us as we continue to do the things that have made us successful.” For the Redmon family, it has always been about the families they serve, so the ability to now solely focus on serving is something that Redmon looks forward to in this partnership. “I know that by implementing the soft-

ware and structures that Greg is introducing to us, we will run smoother, more organized and increase even further family satisfaction,” Redmon noted.

Annually, Redmon Funeral Home serves over 300 families.

With nearly 70 locations, Rollings Funeral Service is one of the largest private funeral home owners in the eastern United States. With each of their firms operated on the local level, their managers work directly with Rollings Funeral Service to establish budgets, pricing, and best practices. They also pride themselves on being a great alternative to selling to a publicly traded company and they continue to search for firms that will be a great fit to their growing family of funeral homes.



Powerhouse Marketing with Welton

By Welton Hong



ADA Laws Have a Digital Component Too

Everyone knows that businesses must comply with the Americans with Disabilities Act (ADA). But did you know that the ADA’s regulations aren’t limited to physical locations? You also must ensure your funeral firm’s website accessibility conforms to the law.

According to Title III of the ADA, businesses with areas that accommodate the public must remove barriers that might keep people with disabilities from accessing business services or goods.

The language of Title III doesn’t literally mention websites (it was passed in 1990), and you might think digital locations shouldn’t count as “areas that accommodate the public.”

But the courts tend to disagree. In lawsuits and regulatory action on the matter, U.S. courts and the Department of Justice have repeatedly interpreted Title III as also applying to websites and mobile apps.

That makes sense, especially given everything that’s occurred throughout the COVID health crisis. For some businesses, digital channels might be the only touchpoints currently available for consumers. People who can’t fully access your site and its information and functions are at a disadvantage.

Digital Accessibility Guidelines

The technical requirements are spelled out in the law’s Web Content Accessibility Guidelines (WCAG).

The WCAG document is long. It’s also been updated a number of times over more than a decade, with another update expected in 2021. The updates are necessary because technology keeps changing—for example, the mobile app options available today didn’t exist when WCAG was first created.

Tons of information and a moving target can make it challenging for funeral service providers to ensure their websites are ADA-compliant. Here are some of the things required by WCAG:

- **Text alternatives for all content.** The ability to hear written content read aloud and have images described can be important to those with disabilities. All images should have descriptive “alt text” so text-to-speech programs have something to interpret. For example, where others might see an image of a woman selecting an urn for cremated remains, users with a need for auditory processing might hear alt text that states, “Image of a woman choosing among urn options.” Captions for videos, written explanations of charts and graphs and alt text for navigation items are other examples of this requirement.
- **Ability to use all functions from the keyboard.** Functionality on the website must work with keyboard commands and interactions for people who cannot use a mouse.
- **Information available in multiple or simplified formats.** Complex information on your site should be available in various formats to ensure people can find an option they’re able to engage with. Someone might be unable to properly view a certain graph, so the information contained within should be explained in text somewhere else. So, if you have a step-by-step chart of cremation with a service options or an infographic on the benefits of funeral preplanning, the page should also include text versions of that information.
- **Support for programmatic language applications.** Machine learning and artificial intelligence support a myriad of software programs and other tools that help people engage with online content. Many of these involve programmatic solutions that read the content to help users make decisions or convert information into audio formats.
- **Support for other assistive technologies.** ADA-compliant websites should also support other types of assistive technologies, including browser extensions and solutions users have invested in to help them navigate the web.

Ensure Your Site Is ADA-Compliant

Staying compliant with the few things listed above probably sounds like a daunting task, and we’ve only made the smallest of dents in WCAG technical requirements.

Start by reading up on ADA requirements for websites. You can find the entire text of the Web Content Accessibility Guidelines with explanations and examples related to each section online at www.w3.org.

Numerous software companies provide ADA compliance checkers: tools that crawl your website and return information about areas you might need to address.

To get into the nitty gritty of ADA compliance on the web, a manual audit might be necessary. Small deathcare businesses might consider working with WCAG experts. These individuals are extremely familiar with how the ADA relates to digital solutions and what courts have decided in previous cases.

More Reasons for ADA Compliance

Reducing the risk of expensive lawsuits is obviously a compelling business reason to look into ADA compliance for your deathcare website. But if you’re still on the fence, here are a few other potential benefits:

- **Improved SEO:** ADA compliance requires working on alt image text, meta tagging, transcripts, and other elements that can improve SEO performance.
- **A more functional website:** Sites that function well for people with disabilities tend to function well for everyone because thought was put into the navigation and other elements.
- **Greater customer reach:** Ensuring your site is accessible by more people helps you reach out to more potential clients.

Welton Hong is the founder of Ring Ring Marketing® and a leading expert in creating case generation from online to the phone line. He is the author of *Making Your Phone Ring with Internet Marketing for Funeral Homes*. For more information, visit www.FuneralHomeProfits.com.

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