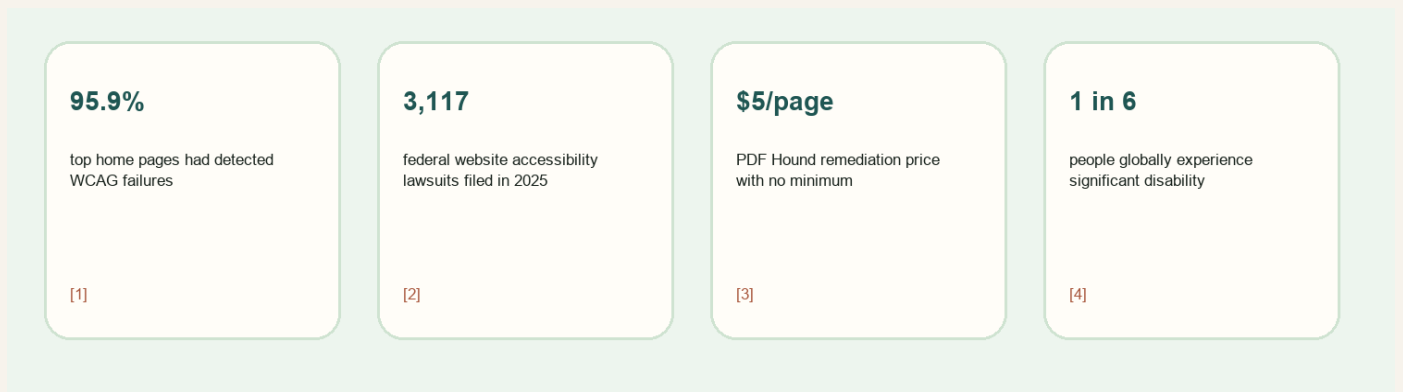


PDF HOUND SAMPLE

# PDF accessibility is a business problem now

A deliberately inaccessible multi-page report for demonstrating audits and remediation review.



This file intentionally includes untagged structure, low contrast, image-only text, complex tables, and visual-only charts.

# Executive summary

PDFs sit at the intersection of brand, compliance, procurement, customer experience, and operational risk. Small teams produce them constantly but rarely have specialist remediation capacity.

## Demand is broader than compliance.

Documents are web content. Customers, job applicants, patients, students, buyers, donors, and community members all receive PDFs.

## The standard is becoming concrete.

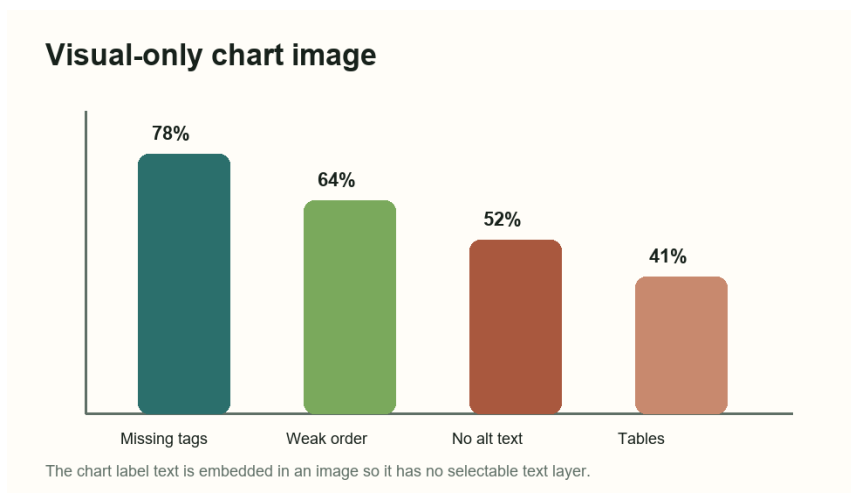
WCAG 2.2 is the current W3C recommendation. Procurement teams increasingly expect plain evidence and validation reports.

## Small teams need a self-serve lane.

A one-page flyer should not require enterprise software or a quote. The audit should be free and plain-English.

## The scope still matters.

Automation can fix structure and reading order, but complex charts may need source data or a design file.



Low contrast example: this paragraph is intentionally hard to read

# Accessibility demand is mainstream

The business case starts with market reach. The forces below are not perfectly comparable, but each points in the same direction: accessible documents are a normal business expectation.

Force	Why it matters to small business PDFs	Evidence
<b>Customers</b>	Accessible documents help people read menus, proposals, invoices, intake forms, and reports without asking for help.	WHO, CDC, StatCan
<b>Procurement</b>	Regulated clients increasingly ask vendors to provide accessible documents before contracts or renewals.	ADA Title II, HHS
<b>Operations</b>	Teams need repeatable document workflows that do not require specialist desktop tools.	Agency interviews
<b>Reputation</b>	An inaccessible public PDF can create avoidable support requests and brand risk.	WebAIM trend data

# Complex table: program risk matrix

This table deliberately spans pages and uses dense headings. A remediation tool should preserve useful associations where possible and flag anything that needs source data or human review.

Program area	Audience affected	Primary PDF risk	Self-serve action	Flagged caveat
<b>Public web</b>	Residents, clients, applicants	Old reports lack tags and language metadata	Add tags, headings, title, language, bookmarks	Archived scans may need OCR
<b>Sales</b>	Procurement teams	Proposal appendices contain visual-only charts	Route meaningful chart text into readout	Underlying chart values require source data
<b>HR</b>	Job applicants, employees	Benefits PDFs include multi-level tables	Tag simple tables and reading order	Nested tables need review
<b>Education</b>	Students and parents	Handouts mix icons, captions, and columns	Add reading order and suitable alt text	Low contrast needs source file
<b>Healthcare</b>	Patients and caregivers	Instructions use small, dense tables	Tag headings and table headers	Clinical accuracy needs human review

# Complex table continued

Program area	Audience affected	Primary PDF risk	Self-serve action	Flagged caveat
<b>Nonprofit</b>	Donors, volunteers	Annual reports contain infographic spreads	Expose meaningful text and document order	Financial visuals may need source data
<b>Restaurant</b>	Guests	Menus are often exported as image-heavy PDFs	Audit and tag text-based menus	Scans are declined
<b>Consulting</b>	Clients	Reports include large data tables over page breaks	Tag page order and simple headers	Cross-page table headers need review
<b>Real estate</b>	Tenants and buyers	Brochures rely on visual layout and icons	Add headings, reading order, decorative skips	Floor plans need descriptions
<b>Legal</b>	Clients	Letters and notices often lack document metadata	Add title, language, tags, headings	Legal advice remains outside scope

*Continuation note: repeated headers and cross-page associations are intentionally hard for automated tools.*

# What automation should fix - and flag

## What PDF Hound should flag



### Needs source data

Stacked bar chart values are visible, but not the underlying dataset.



### Needs design file

Infographic text can be read, but the graphic itself is not redesigned.



### Can be routed

Meaningful visual text can be added to the assistive-tech reading order.

## Recommended remediation scope

- Fix: tags, headings, reading order, title, language, bookmarks, and simple table headers.
- Fix: meaningful visual text where it can be faithfully added to the assistive-technology reading experience.
- Flag: chart data that cannot be recovered from pixels without guessing.
- Flag: low contrast and visual redesign issues that require source files.