

5 Reasons Why Accessible Videos Drives Business Growth

*How sign language can help you reach more people,
keep them engaged and make more money*



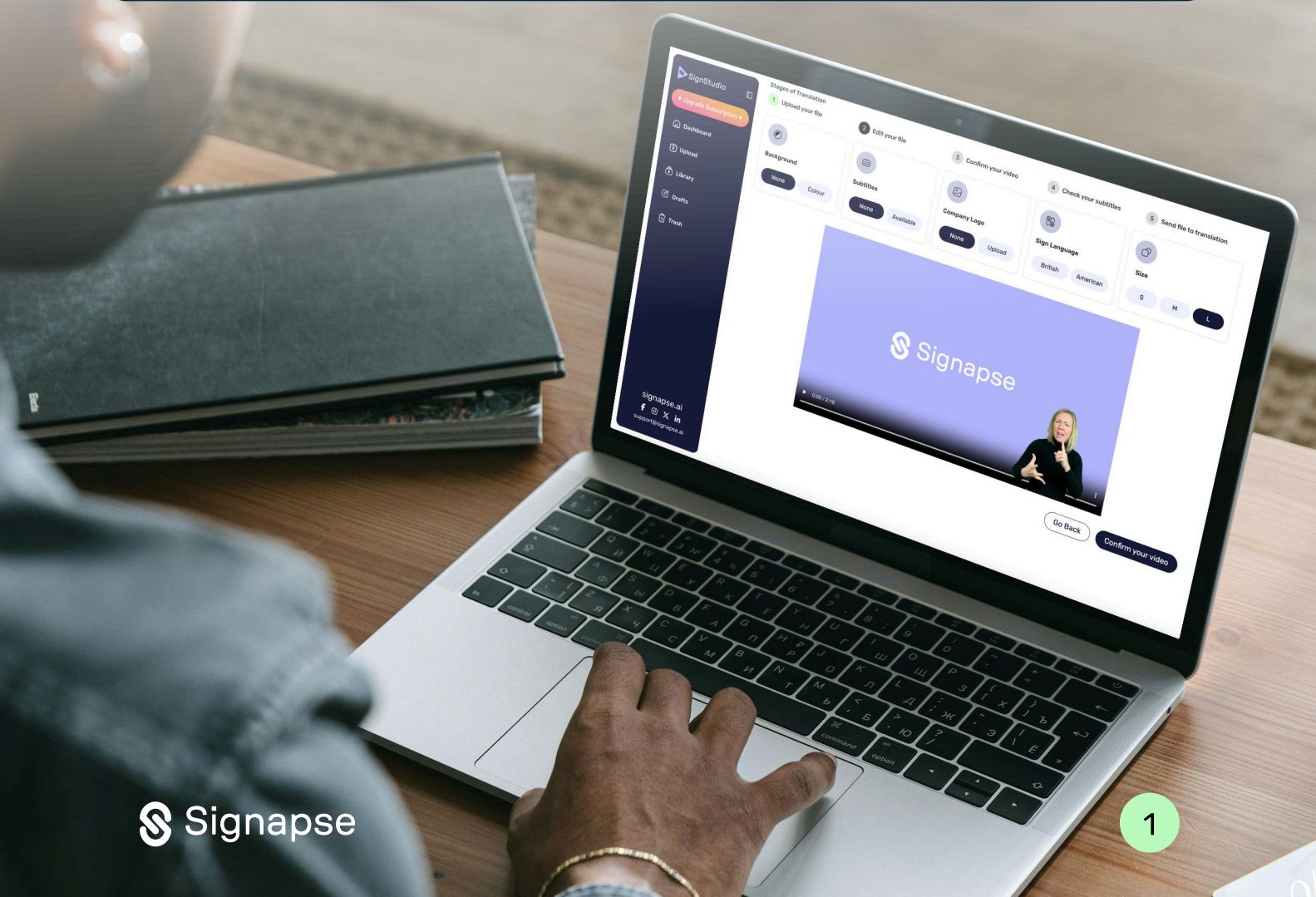
Introduction

Let's be real – video content isn't cheap. Between scripting, shooting, editing and distribution, you've already invested time, money and creative energy. But here's the thing, **if your videos aren't accessible you could be leaving a big chunk of your audience (and profit) on the table.**

Think about it, **over 430 million people worldwide** have some form of hearing loss. In the UK alone over **11 million people are d/Deaf or hard of hearing.** That's a huge untapped market. Now imagine if your video content could engage this audience, not with subtitles alone, but **with sign language.** That's where accessible video comes in, and why it's not just a nice to have anymore; **it's a business need.**

Accessible content isn't just about doing the right thing (although that's a nice bonus); it's about **driving real business growth.** More traffic, better engagement, improved SEO and even more chances of landing those big government and corporate contracts.

Ready to see why accessible video is the smartest business decision you'll make this year? Let's get into it.



1 Broader Audience

Ever feel like your content isn't getting the views it deserves? That's because it probably isn't – at least not from everyone.

When you add sign language to your video content you **instantly increase your audience** to include millions of Deaf and hard-of-hearing people who would otherwise scroll right past. And it's not just about hearing loss, accessible content benefits neurodivergent viewers, non-native speakers and anyone who prefers visual communication.

More views = more eyes on your brand = more business

Consider this: By 2025 **82% of all internet traffic will be video content**. If your videos aren't accessible you're essentially competing with one hand tied behind your back. **Adding sign language gives you a direct line to a wider audience without having to create more content.**

2 Increased User Engagement & Time on Site

Getting people to click 'play' is one thing. Getting them to stay? **That's the real challenge.**

Accessible videos, especially those with sign language, keep people watching longer. You may ask 'why is this the case?' Because they're **more engaging for a wider audience.**

Studies have shown that **videos with captions/subtitles increase viewing time by 12%**. Now imagine the impact of combining both captions and sign language. When content is easy to follow and inclusive, people stick around. And when people stick around, they tend to engage more by liking, sharing, commenting, and, ultimately, converting to leads.

Higher engagement = better algorithm rankings = more visibility

More time on site doesn't just boost your engagement metrics; it also signals to search engines, such as Google, that your content is valuable.

3 SEO - Because Google Loves Usable Content

You can spend all the money you want on SEO and still be **fighting a losing battle if your content isn't usable.**

Google loves user-friendly content, and **accessible video ticks all the boxes.** When you add sign language and captions you make your video **more indexable and understandable.** That means better search rankings and more organic traffic for your website

More organic traffic = more leads = more sales

And **let's not forget YouTube**, the second largest search engine in the world. Accessible videos do better on YouTube too, so your content gets seen by more people and surfaces more often in suggested videos.

That's where **SignStudio** comes in! SignStudio provides **high quality BSL and ASL translations** so your content is not only searchable but **usable, as well as being accessible.**

4 Enhanced Customer Trust & Brand Reputation

People notice when brands make an effort to be inclusive, and they remember it. Accessible content shows that you **value ALL your customers.** It demonstrates that you're **thoughtful, forward-thinking, and genuinely committed to inclusion.**

Trust builds loyalty – and loyal customers are more likely to recommend your brand

In fact, **90% of consumers** say they're more likely to trust a brand that actively demonstrates a commitment to accessibility and inclusion. And **trust translates to repeat business and positive word-of-mouth.**

Accessible video content **positions your brand as a leader**, not just in your industry but in corporate responsibility.

5 Competitive Advantage in Securing Government & Corporate Contracts

Want to **unlock new revenue streams**? Accessibility could be your golden ticket.

Governments and large corporations are increasingly **prioritising accessibility** when awarding contracts. Many RFPs (Requests for Proposals) **now require accessible content as a standard**. If your content already meets those standards, you've got a serious edge over competitors.

Accessible content could literally be the difference between winning or losing a contract.

Sign language integration through **SignStudio** positions your business as **forward-thinking and compliant**, exactly what government bodies and corporate giants are looking for.

Make Your Video Content Work Harder with SignStudio

Here's the bottom line: *accessible video content isn't just the right thing to do, it's the smart thing to do.*

More reach, better engagement, improved search rankings, increased trust, and a competitive edge, all from making your videos accessible with sign language.

SignStudio makes it easy. Our platform delivers high-quality BSL and ASL translations that integrate seamlessly into your content, **helping you engage a wider audience and maximise your ROI.**

- More reach
- Higher engagement
- Better search rankings
- Increased customer loyalty
- A competitive edge in contract bids

*Ready to make your video content
work harder?*

Try SignStudio today,
and see the difference accessibility makes.

Book a free demo

Want to take it a step further?

Try our AI-powered BSL translation

Try with AI  BETA

and make sign language content creation
easier and more efficient than ever!

Start creating your AI video

Because *everyone*
deserves to be part of the conversation



www.signapse.ai

