

Yakima Web Designer Puts Focus On Accessibility For All

BY EMILY GOODELL
Managing Editor

Yakima entrepreneur Crystal Scott says some of the biggest problems with websites are invisible to most users. Poor color contrast, inaccessible navigation and messy code can create barriers for people with disabilities and hurt businesses’ online reach at the same time.

“If the code is messy and not accessible, they’re going to have a harder time indexing it, which inevitably hurts businesses’ rankings,” Scott said.

Scott said that’s why, after a decade working in web development, she launched Graceful Web Studio in March 2025 with the goal of bringing accessibility to the forefront for local businesses and healthcare organizations looking to replace outdated or difficult-to-use websites. “We build Webflow websites and we specialize in accessibility, inclusion, search



Crystal Scott, owner of Graceful Web Studio, stands beside a banner promoting her business.

engine optimization, and conversions,” she said. Her interest in accessibility began after completing a coding boot camp and later joining an accessibility-focused company, where a mentor helped teach her how accessibility standards work alongside web development. “I realized that I had been building websites incorrectly because I wasn’t building them with accessibility in mind from the very start,” Scott said.

For Scott, accessibility means building websites that comply with Americans with Disabilities Act standards and follow Web Content Accessibility Guidelines so users with disabilities can navigate websites effectively. One common issue is poor color contrast that makes text difficult to read for users with low vision. Another is websites that rely solely on mouse navigation instead of also functioning with keyboard controls. “Some people can’t use a mouse,” Scott said. “The website has to work for both mouse users and keyboard users.” Scott added that accessibility improvements often improve usability for all visitors, particularly as mobile browsing continues to increase. “About 50% of users these days access websites from their phones,” she said. “Websites have to be able to be responsive.” Scott is currently writing a book focused on accessibility and user experience titled “Accessible UX by Design: The Business Case for Scalable Inclusion.”

Since launching the company, Scott has partnered with a growing number of Yakima Valley businesses and organizations, including All American Discount Flooring & Countertops, Valley Professional Carpet & Upholstery, Peak Pro Home Services, Harris Office Interiors, West Valley Church and Yakima Eye Center. “I think one thing that makes Graceful Web Studio different is the fact that we’re women-owned, but also that we’re a Christian-based business,” Scott said. “We really do try to have those Christian values baked into everything that we do.” Scott said one of her favorite projects involved rebuilding the website for Mother’s Arms Homecare after its previous WordPress website crashed. She said healthcare organizations are especially important clients because accessibility can directly impact how patients access information online. “Accessibility and inclusion are especially important in healthcare,” Scott said. In addition to designing websites, Graceful Web Studio offers branding packages, logo design, search engine optimization strategies and long-term website maintenance services. Scott said she enjoys continuing to work with clients after a website launches and seeing their businesses grow over time. Like many entrepreneurs, Scott said building a local client base was challenging early on. She

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