



HOW WE COMPARE

FIVE WAYS TO HANDLE THIS.

One actually fits SMBs.

Honest comparison against the four alternatives a small business actually considers. We score ourselves the same way we score everyone else — coverage, deliverable, and practical fit.

COMPARE	FREE SCANNER <small>WAVE / AXE / LIGHTHOUSE</small>	OVERLAY WIDGET <small>ACCESSIBLE, USERWAY, &C.</small>	THAT'S US VITKI DATA AUTOMATED AUDIT \$149-499	ACCESSIBILITY FIRM <small>MANUAL WCAG AUDIT</small>	COUNSEL-LED AUDIT <small>PRIVILEGED REVIEW</small>
	\$0	\$49+/MO		\$5-15K	\$15-40K

COVERAGE

Accessibility (WCAG / ADA)	✓	~	✓	✓	✓
Tracking / consent (CIPA, VPPA)	—	—	✓	~	✓
Data privacy (CCPA, GDPR)	—	—	✓	~	✓
State pixel-tracking statutes	—	—	✓	—	✓
Issue ranking by exposure \$	—	—	✓	~	✓

DELIVERABLE

PDF report you can share	—	—	✓	✓	✓
Statute reference per finding	—	—	✓	~	✓
Recommended fixes + effort	—	—	✓	✓	~
Re-scan included	✓	—	✓	~	—

PRACTICAL

Time to delivery	minutes	instant	24-48 hr	2-6 wk	4-8 wk
Adds third-party JS to your site	—	✓	—	—	—
Itself a target for litigation	—	✓	—	—	—

✓ included ~ partial / depends on vendor — not covered

The honest gap. Free scanners cover roughly 30-40% of accessibility issues by criteria coverage. They cover 0% of CIPA, VPPA, and state pixel statutes — which is where the larger settlements live. That gap is the one we're priced to close.









WHAT EACH OPTION COSTS

VISIBLE PRICE IS HALF THE MATH.

Residual risk is the other half.

For each option: what you pay up front, what it actually costs in hidden hours and residual exposure, and what surface area remains after.

OPTION	VISIBLE COST	HIDDEN COST	RESIDUAL RISK
DO NOTHING NO AUDIT, NO SCANNER, NO OVERLAY <i>The most expensive option, on expected value.</i>	\$0	Demand-letter exposure Modal first-letter settlement: \$15,000–\$45,000. PACER shows ~4,600 ADA letters and ~1,000 CIPA suits in 2024.	 95% WIDE OPEN
FREE SCANNER WAVE, AXE, LIGHTHOUSE, &C. <i>A useful first sweep — not a defense.</i>	\$0	Engineering hours + blind spots 4–8 hours of internal triage to interpret raw output. Zero coverage on tracking, consent, or pixel statutes — the high-dollar lanes.	 75% WIDE OPEN
OVERLAY WIDGET ACCESSIBLE, USERWAY, &C. <i>Costs more than us, makes you more visible.</i>	\$49–149/MO ~\$1,800/YR	It is itself a target Plaintiff firms specifically target sites with overlays. DOJ 2022 guidance: overlays do not establish ADA compliance. Adds a third-party JS tag — a new vector.	 80% WIDE OPEN
VITKI DATA AUDIT AUTOMATED, FOUR LENSES, RANKED <i>Closes the surface a plaintiff scanner would flag.</i>	\$149–\$499 ONE-TIME	None disclosed Re-scans included for 90 days. Audit fee credits against Vitki Forge remediation if engaged within 60 days. No subscription.	 25% CLOSED (AUTO)
ACCESSIBILITY FIRM MANUAL WCAG-ONLY AUDIT <i>Right answer for high-traffic, accessibility-only.</i>	\$5,000–\$15,000 PER AUDIT	Single-lens coverage Excellent depth on WCAG. Typically does not cover CIPA, VPPA, or state pixel statutes — separate engagement needed for the privacy lenses.	 35% CLOSED (AUTO)
COUNSEL-LED AUDIT PRIVILEGED, MULTI-DISCIPLINARY <i>Right answer post-letter or for regulated sites.</i>	\$15,000–\$40,000 4–8 WEEKS	Engagement overhead Most defensible, attorney-client privileged. Disproportionate for sub-\$5M sites; usually deployed only after a letter or for high-risk verticals.	 15% CLOSED (DEFENSIBLE)

THE RULE OF THUMB

MATCH THE AUDIT DEPTH TO THE SIZE OF THE PRIZE.

For a sub-\$5M-revenue site, a \$300 four-lens audit closes 90%+ of plaintiff-scanner surface at 1% of a counsel-led review. Move up the stack only when residual risk warrants — high-traffic, regulated verticals, or post-letter.

Pricing ranges reflect publicly listed rates and internal benchmarking as of May 2026. Residual-risk percentages are qualitative — share of plaintiff-scanner surface uncovered, not probability of being sued. Specific exposure depends on your facts; consult counsel for advice on a current claim.