



Web accessibility key for major UK law firm



Project Objectives:

- Comply with W3C AA accessibility guidelines to ensure acceptable ease of use for all levels of visitor ability.
- Provide a flexible solution that could be managed in-house and grow with the business.
- Rapid migration of over 400 pages of content from the old website, reworking it to conform to AA accessibility guidelines.
- A flexible system that would allow Nabarro to implement and manage new functionality including video streaming, email campaigns and micro-site development.

“The website solution provided to Nabarro was built using our conductIT cms, helping to ensure content is accessible now and in the future. conductIT cms will empower the in-house team with it’s rich built-in functionality and flexibility.”

James Candy
Business Development Director, Red

Nabarro is a major UK law firm renowned for their positive, practical approach. Keen to implement in-house Web Content Management Systems and W3C AA accessibility they recognised the importance of accessibility as part of their online strategy: ensuring that as many people as possible could access and understand their website. Nabarro chose Red Technology, a leading e-Commerce and CMS solutions provider, to build and implement their new website with the aim of achieving W3C AA accessibility standards.

Nabarro are very happy with the functionality, look and feel of their new site. They can now control multiple websites structure and content in-house from one easy to use application. This is reducing ongoing website maintenance costs through the implementation of a feature rich content management system.

W3C accessibility guidelines

The W3C consortium provides guidelines on making your website accessible to those with physical, cognitive and technological disabilities. The Disability Discrimination Act (DDA) in the UK makes excluding those with disabilities from your website unlawful.

Building an accessible website is the easy part when you have a professional web design agency such as Red Technology advising you; maintaining accessibility standards going forwards as you change and update website content and layout is much more daunting.

That’s why Red Technology’s conductIT™ content management system (CMS) goes one step further. With incorporated content authoring tools, conductIT™ helps ensure you only ever publish accessibility compliant content.

A leading UK Content Management and e-Commerce provider since 1996, Red Technology have built hundreds of B2B and B2C website solutions. Customers include high street retailers, specialist online retailers and large corporations from private, public and not-for-profit sectors.

Nabarro



“When building the site, Red Technology implemented high accessibility standards and still managed to give an excellent representation of our original design concepts.”

Chris Rushworth
Online Services Manager, Nabarro

Solution:

- Restructure the website, XHTML mark-up, meta-tags and content layout to improve accessibility.
- Implement Red Technology’s content management software solution to allow in-house control of site structure and content.
- Deliver comprehensive user training for the conductIT cms to the in-house Nabarro team.

Benefits:

- Reduced ongoing operating costs by bringing control of content and site structure in-house.
- Compliance with Disability Discrimination Act (DDA) and W3C Accessibility standards to AA level.
- Flexibility to quickly and cost effectively introduce and manage multi-website expansion plans, including the introduction of video streaming and a range of micro sites.

Red Technology has been a leading UK CMS and e-commerce solution provider since 1998 and has delivered over 400 CMS and e-commerce solutions to organisations of all sizes across the UK. Our e-commerce solutions include e-commerce platforms, website design, e-commerce development, online marketing and e-commerce hosting. To find out how our e-commerce expertise can transform your business, contact us on +44 1865 880 800 or email us at info@redtechnology.com

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