



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.

**Challenges:**

- Accessibility ratings on their old website were below industry average and restricted some visitors from fully accessing their website content.
- Plans to expand the website were hindered by the expense of an outsourced web development and content management solution.

**Solutions:**

- 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.

**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.

*“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*

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.

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 Technologys 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.

