

Web Accessibility

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Business Proposal

Business Proposal

- Overhaul existing website
- Increase traffic by 40%
- Double conversion rates
- Double online revenue
- Pay for itself in 5 months

Interested?

The story of Legal & General

There and back again

A web developer's tale

Today: Legal & General

- PAS 78 Case Study
- Shaw Trust accreditation
- AbilityNet case study
- Cited in accessibility books
- Cited by leading accessibility organisations

Today: Legal & General

The new site has almost doubled the number of visitors seeking quotes and buying Legal & General financial products online. It has cut maintenance costs by two thirds and increased the amount of natural search traffic we get by half as much again – Caroline Fawcett, L&G

- Fortune Cookie Case Study

4 Years ago

- Ranked 92nd in FTSE 100 website survey
- Badly ranked in Search Engines
- „Term Assurance“
- „Slow and uninspired“
- 150+ links on every page
- Inaccessible

How?

How?

- New web design
- Accessibility a prime requirement
- Clear responsibility and vision
- Collective and sustained effort

With Accessibility

- Number of bonuses for free
 - Search engine improvement
 - More usable experience
 - Improve conversion rates
- Healthy side-effects of accessibility

Project challenges

Project challenges

- Other legal distractions
- No consistent vision
- No concrete case studies
- No Technical expertise
- Lone voice

Myth busting

Battle of the minds

- Blind people don't use the web, they can't see.
- Train stations don't have to be accessible, so we don't either
- We offer a phone service.
- Disabled people are not our audience
- What next, blind people driving cars?

Legal distractions

- FSA – Financial Services Authority
 - Enormous influence
 - Benevolent Dictator

No consistent vision

- Lots of disparate voices
- Each product group maintained its own pages
- No cross-selling
- No consistent brand image
- Audience: Shareholders or customers?

No Technical expertise

No Technical expertise

- Lots of Java developers
- Web development a junior task
- Senior developers build mid-tier components
- Corporate computer policy (IE only)

Website redesign requirements

- Be accessible (safeguard against DDA)
- Improve search engine rankings
- Decrease maintenance costs
- Improve content
- Increase revenue by 20%

Selecting a web agency

- Accessible website portfolio
- Accessibility assessment of those sites
- Accessibility assessment of web agency site
- Agencies asked to explain the discrepancies

Redeveloping website

- Web agency role:
 - Design
 - Build of main website
 - Accessibility Assessments of applications
 - Content authoring guidelines
 - Train business on content editing

Redeveloping website

- In-house team role:
 - Consultancy to business units
 - Accessibility assessments of design and main website
 - Build of applications
 - Train internal developers
 - Sustain accessibility

Go live dates

- July 2005: Main website and Life Assurance
- November 2005: ISA and Unit Trusts
- December 2005: Stakeholder Pension
- March 2006: Home Insurance

So, how did it go?

Main website

- Search engine traffic:
 - 50% increase
- Site Maintenance:
 - £200k saving per year

Main website

- Highly ranked on:
 - Life insurance
 - Home Insurance
 - Contents Insurance
 - ISA
 - Car insurance
 - Stakeholder Pension

Online Services

Conversion rate

- Key metric for online applications
- Compares (Ratio of):
 - Number of people starting the application
 - Number of people completing the application
- Many reasons for dropping out

Life Insurance

Life Insurance

- Quotes: Immediate 95% increase
- Completed applications: 90% increase
- Paid for itself in 5 months
- Conversion rate: 4% to 9%

Buying ISA and Unit Trusts

- Most important revenue generator
- Significant increase in traffic
- Conversion rate doubled

Home Insurance

- Go Live: March 2006
- 8 months after main website

Home Insurance

- Short term gain:
 - 4.5 fold increase in earnings in first 5 days
- Long term...

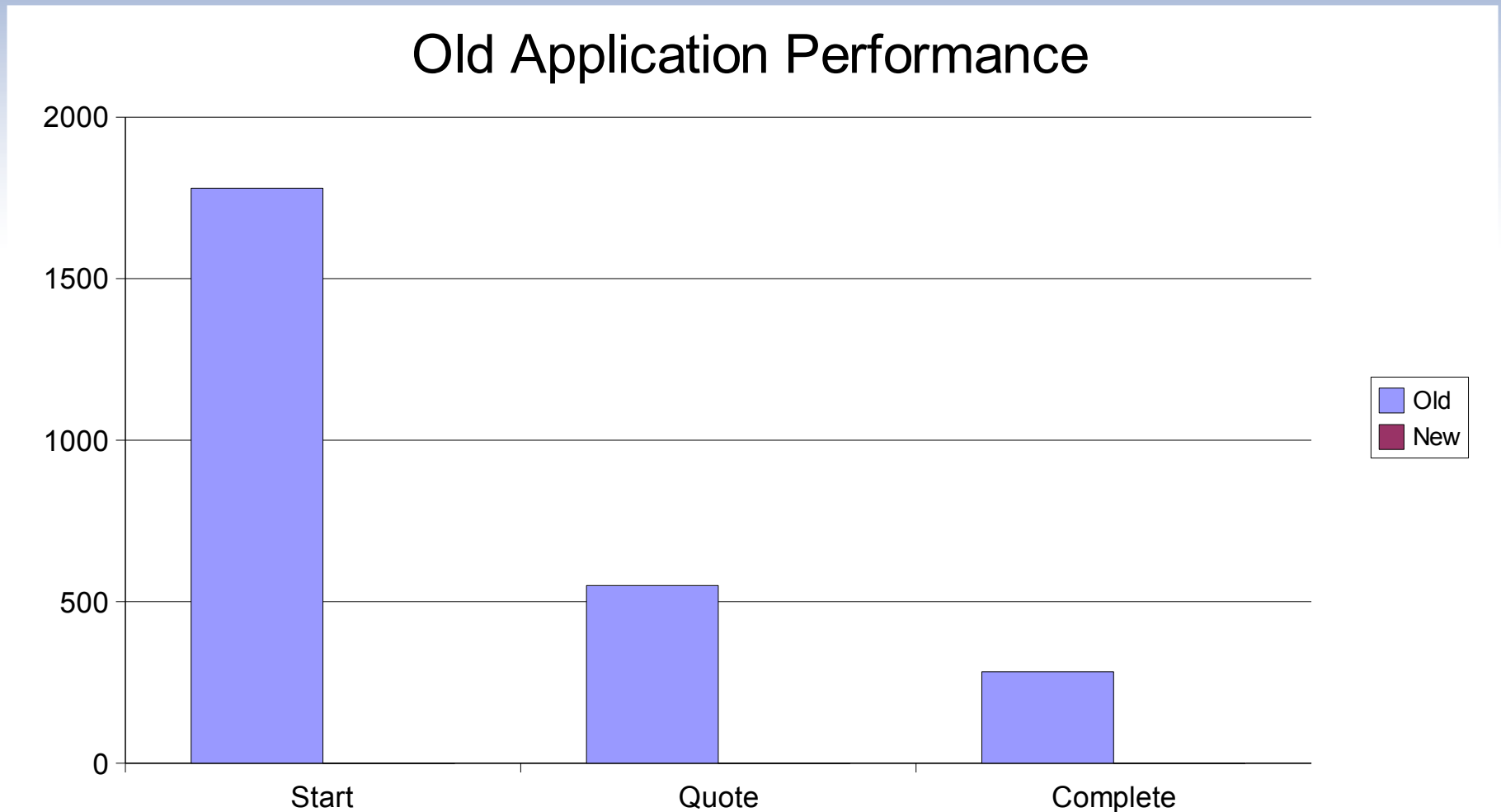
Home Insurance Comparison

Old Application

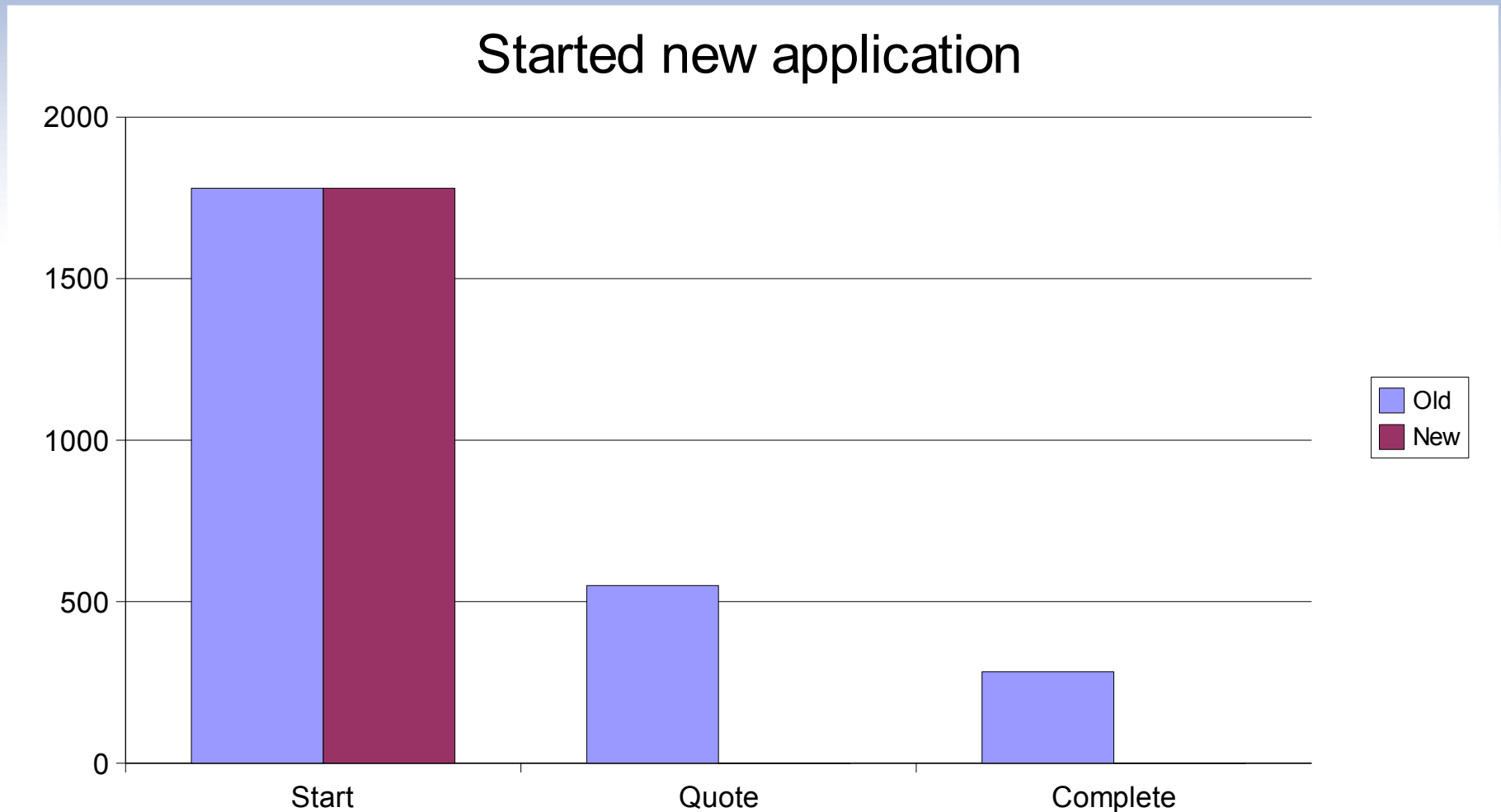
versus

Accessible application

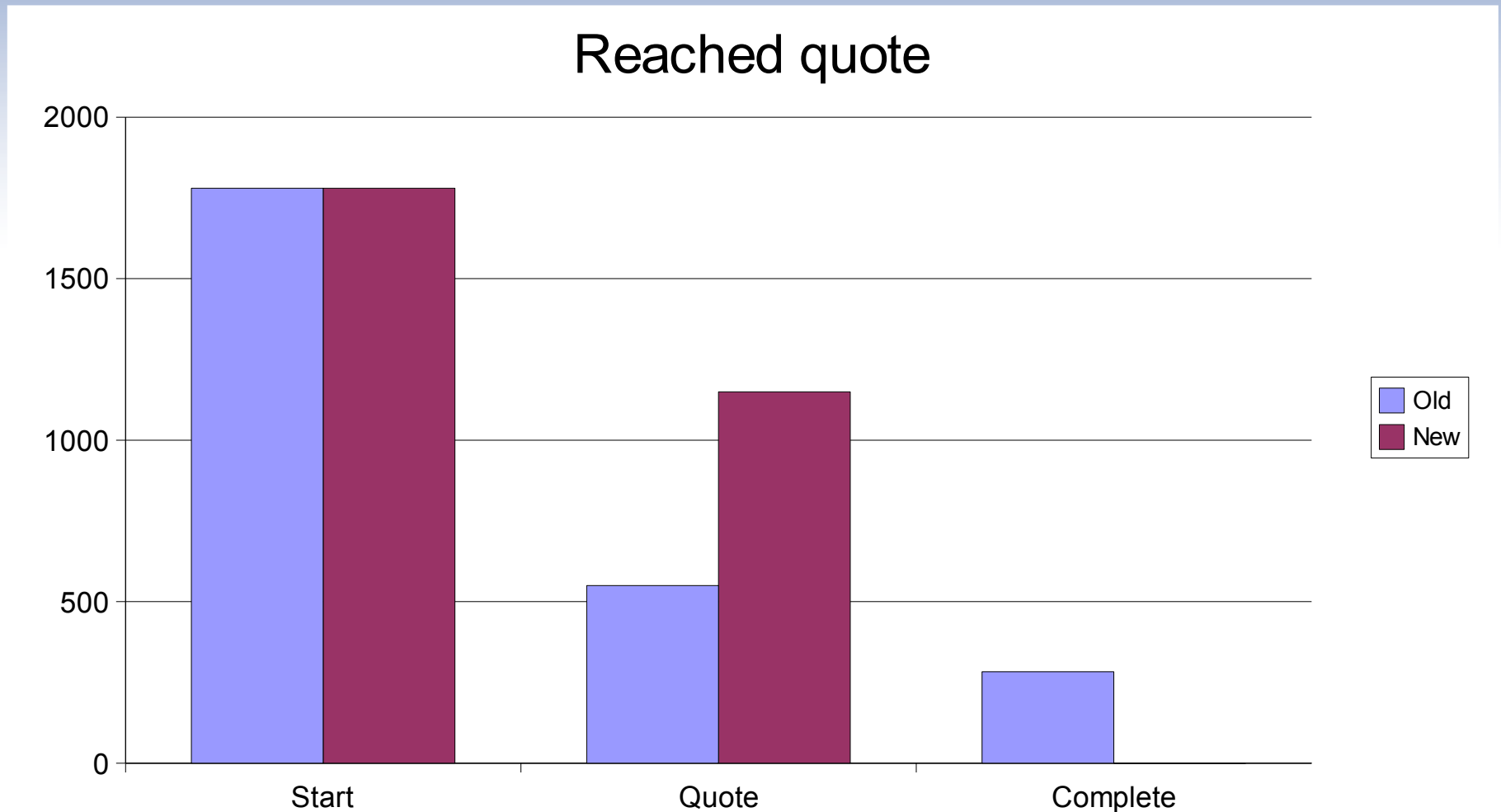
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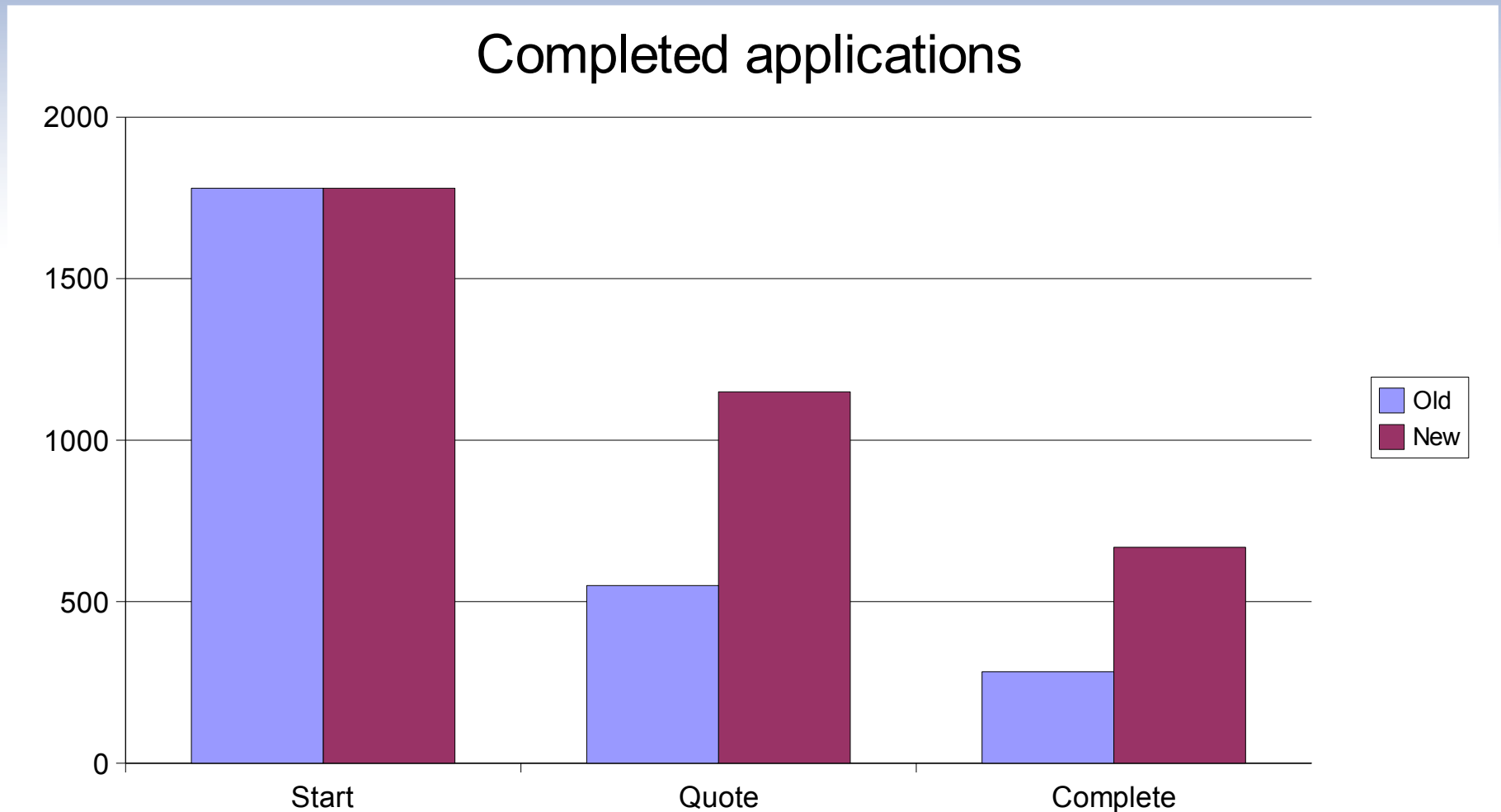
Home Insurance Comparison



Home Insurance Comparison



Home Insurance Comparison



Home Insurance

- Completed applications:
 - 135% improvement
 - Conversion rate doubled
- How?
 - Focus on accessibility issues
 - Particularly the use of simple language
 - (Checkpoint 14.1)

Recent information

- Take up of some financial products via the site increased by 300%
- All of these statistics are excellent and can be seen to have a direct effect on the profitability of Legal & General which far outweighed the expenditure and demonstrate excellent return-on-investment (ROI).
 - Peter Abrahams, Bloor Research

Secret of success?

David Wilton

- Website Manager
- Passionate about the web
- Passionate about customers
- Passionate about accessibility
- Marketing background
- Right person, right place, right time

Supporting Team:

- Web Team
- External agencies
- Management buy-in
 - Marketing
 - IT

Repeating success

- How can other organisations replicate this?

Repeating success

- One team to manage website vision
- Define a proper web development role
- Understand the barriers disabled people face
- Develop with web standards
- Involve real people throughout the project

PAS 78

- Guide to good practice in commissioning accessible websites
- Free from Disability Rights Commission
- Describes web standards in a business friendly manner.
- Recommends user testing.

Online resources

- **Joe Clark:**
blog.fawny.org/category/accessibility
- **Gez Lemon:** juicystudio.com
- **WaSP ATF:**
webstandards.org/action/atf
- **Accessify:** accessify.com
- **Alastair Campbell:** alastairc.ac
- **Joe Dolson:** www.joedolson.com

Training courses

- Web standards based accessibility training
- GreyTower Technologies
- www.greytower.net

Accessibility organisations

- RNIB
- Shaw Trust
- Nomensa
- AbilityNet

Web agencies

- **CDSM:**

- www.cdsm.co.uk
- Excellent relationship with Shaw Trust

- **Fortune Cookie:**

- www.fortunecookie.co.uk
- Excellent relationship with RNIB

Books

- **Building Accessible Websites**
 - Joe Clark
 - Freely available online
- **Web Accessibility: Web Standards and Regulatory Compliance**
 - Jim Thatcher, Bruce Lawson, Patrick Lauke, Richard Rutter, Christian Heilmann and others.
 - Some excellent chapters

Thank you

`Accessibility.isActive()`