

# The UK Top 10 Advertising Agencies\*

## ‘Top Ten’ For Accessibility, Usability, Commitment and DDA Compliance

\* Top Sites Based on IPA League Table (pre Sarbanes Oxley)– Compiled by Kevin and Sally Thomson Hidden Differences

Top Ten	Ad Agencies	1. Policy Link or Search To •Policy •Tools	2. Sight •Size/Col •Browser Info •Text Only	3.Sound •B'loud •ReadSp •Talklets •MP3	4.Sense •Dictnry •Thesrus •Jargon Buster	5. Hot Keys •Build •JAWS •Talklets •Nav Aids	Key ‘Reasonable Adjustments’ +Relevant Quotes
1	M&C Saatchi	✓	✓	✓	✗	✓	<b>The No 1 UK Agency – Congratulations. Access Keys. Nav menus HTML. Descriptive Alt Images. WCAG. RNIB. WAI AAA. JAWS demo. Lynx – free text-only web browser. Fantastic</b>
10=	Saatchi and Saatchi	✗	✗	✗	✗	✗	<b>No Search Results</b> - Sorry, no items were found that match any of your keywords – accessibility. - Our Inspirational Dream is to be revered as the hothouse for world changing ideas that create sustainable profitable growth.
10=	Publicis Ltd	✗	✗	✗	✗	✗	<b>Not Found</b> - Sorry, but you are looking for something that isn't here. ..we believe the best way to help brands is by igniting conversations with ideas so infectious that consumers adopt them and pass them on as their own.
10=	McCann Erickson	✗	✗	✗	✗	✗	<b>No search.</b> - Can we expect brands and agencies to develop their own self-regulating codes to give parents reassurance that ‘we’ are behaving appropriately in the web space?
10=	Abbot Mead Vickers BBDO	✗	✗	✗	✗	✗	<b>No search.</b> We believe in finding the most compelling reason to buy and putting in our ads. (Like being able to read them and access them)
10=	LOWE	✗	✗	✗	✗	✗	No search. Good ideas cost no more than bad ones but in the end they become priceless.
10=	Ogilvy and Mather	✗	✗	✗	✗	✗	<b>No search.-</b> That mandate is integrated communications and our response, means a willingness to use the broadest array of tools and techniques to understand, develop and enhance the relationship between a consumer and brand.
10=	Leo Burnett	✗	✗	✗	✗	✗	<b>No search</b> Brand amplification is.. taking a big idea and amplifying it so that it resonates with consumers wherever and whenever they are most receptive to its message.
10=	BMP DDB	✗	✗	✗	✗	✗	<b>No search</b> Re-building site – ready May.
10=	Grey	✗	✗	✗	✗	✗	<b>No search</b> We want to be more open, experimental, creative and effective.

# The UK Top International Law Firms\* -

'Top Ten' For Accessibility, Usability, Commitment and DDA Compliance

\* Top Sites Based on Size T/O – Compiled by Kevin and Sally Thomson Hidden Differences

Top Ten	Law Firm	1. Policy Link or Search To •Policy •Tools	2. Sight •Size/Col •Browser Info •Text Only	3.Sound •B'loud •ReadSp •Talklets •MP3	4.Sense •Dictnry •Thesrus •Jargon Buster	5. Hot Keys • Build • JAWS •Talklets	Key 'Reasonable Adjustments' + Notes
1 =	Freshfields	✓	✓	✗	✗	✗	Text size+ PDF and Adobe advice. + Clear Policy - Accredited RNIB 'See it right' CSR 2007 Winner
1 =	DLA Piper	✓	✓	✗	✗	✗	Text only website. Excellent but no other tools/policy. The No 1= as the only site to be available in text only version – no graphics.
3	Eversheds	✓	✓	✗	✗	✗	Text size+ PDF advice. Info on DDA 1999 W3C Build. Adaptive technology
4	Allen And Overy	✓	✓	✗	✗	✗	Page access Keys + Language tags for screen readers W3C Build
5	Lovells	✓	✓	✗	✗	✗	Screen Resolution Triple A/ BOBBY. Access Board US Accredited
6=	Herbert Smith	✓	✗	✗	✗	✗	Send a letter if you have problems (!) 6= as the only site to have DDA Policy information
6=	Ashurst	✓	✗	✗	✗	✗	Plenty of site build info but no advice Would have been higher with 'How To's'
8	Clifford Chance	✗	✗	✗	✗	✗	No web tools only 'phone amplifiers' for staff. This information was set out under graduate recruitment (!) Only firm to mention Employers Foru
9	Slaughter and May	✗	✗	✗	✗	✗	None No disability tools but good news – language options
10	Linklaters	✗	✗	✗	✗	✗	None Maybe there will be links later! Europe's International Law Firm of the Year.

# The UK Top Automotive Classifieds\*

## ‘Top Ten’ For Accessibility, Usability, Commitment and DDA Compliance

\* Top Sites Based on Hitwise 2007 Awards – Compiled by Kevin and Sally Thomson Hidden Differences

Top Ten	Auto Sites	1. Policy Link or Search To •Policy •Tools	2. Sight •Size/Col •Browser Info •Text Only	3.Sound •B’loud •ReadSp •Talklets •MP3	4.Sense •Dictnry •Thesrus •Jargon Buster •Translt’n	5. Hot Keys • Build • JAWS •Talklets •Nav Aids	Key ‘Reasonable Adjustments’ + Notes
1	Autotrader	✓	✓	✓	✗	✓	A Top UK Site with more info than many other sites Nav Aids. JAWS trial info. Home Page Reader. WCAG A.
10=	Ebay motors	✗	✗	✗	✗	✗	NONE
10=	Parkers	✗	✗	✗	✗	✗	NONE
10=	cars.uk .msn	✗	✗	✗	✗	✗	NONE
10=	uk.cars yahoo	✗	✗	✗	✗	✗	NONE
10=	motors	✗	✗	✗	✗	✗	NONE
10=	carpages	✗	✗	✗	✗	✗	NONE
10=	Exchange and Mart	✗	✗	✗	✗	✗	NONE
10=	Motor Cylcle News	✗	✗	✗	✗	✗	NONE
10=	allapproved cars.com	✗	✗	✗	✗	✗	NONE

# The UK Top Banks and Financial Institutions\*

## ‘Top Ten’ For Accessibility, Usability, Commitment and DDA Compliance

\* Top Sites Based on Hitwise 2007 Awards – Compiled by Kevin and Sally Thomson Hidden Differences

Top Ten	Bank	1. Policy Link or Search To •Policy •Tools	2. Sight • Size/Col •Browser Info •Text Only	3.Sound •B'loud •ReadSp •Talklets •MP3	4.Sense •Dictnry •Thesrus • Jargon Buster •Translt'n	5. Hot Keys • Build • JAWS •Talklets •Nav Aids	Key ‘Reasonable Adjustments’ + Notes
1	Lloyds TSB	✓	✓	✓	✗	✓	<b>A Top UK Site- First bank to have TEXT ONLY. Nav Aids. JAWS link. Lynx –txt only. Links – lowband. WCAG A/AA</b> Fantastic – Just needs Talking Text for Sound and Jargon Buster- help comply with TCF – Treating Customers Fairly
1=	online. lloydstsb	✓	✓	✓	✗	✓	<b>1<sup>st</sup> For main site + 7<sup>th</sup> for online on Hitwise ranking</b> They deserve top slots on both!
3=	Halifax	✓	✓	✓	✗	✓	<b>Built to WAI. With tips for useful tools.</b> Great to see JAWS free trial - vital for ‘sound only users’. Lynx text only browser for low vision users. Also alternative text for graphics and descriptive links. Just needs Jargon for explanations.
3=	halifax- online	✓	✓	✓	✗	✓	<b>8<sup>th</sup> for main site + 10<sup>th</sup> for on-line on Hitwise ranking</b> They also deserve 2 <sup>nd</sup> = slots for both.
5	Nationwide	✓	✓	✗	✗	✓	<b>Built to WCAG. Keyboard Nav. Link Phrases JAWS tested.</b> Really a close 3 <sup>rd</sup> . Just needed JAWS download and Lynx info.
6	Barclays	✓	✓	✗	✗	✓	<b>Built to WAI and RNIB – Updating Now.</b> <b>Browser info. Alt tags on images. Descriptive links.</b>
7	Nat West	✓	✗	✗	✗	✓	<b>WAI. Browser compatible. Shortcut/Access Keys Info</b>
8	HSBC	✓	✗	✗	✗	✗	<b>Browser info only.</b> Good list but that's it.
9	Alliance-Leicester	✓	✗	✗	✗	✗	<b>Click on help section of your browser.</b> Apart from 10 <sup>th</sup> place the shortest web help of all.
10	Moneysuper Market.com	✗	✗	✗	✗	✗	<b>NONE.</b> They may help you compare but heaven help you if you can't.

# The UK Top 10 Intimate Apparel and Accessories\*

## ‘Top Ten’ For Accessibility, Usability, Commitment and DDA Compliance

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Top Ten	Intimate Apparel & Accessories	1. Policy Link or Search To •Policy •Tools	2. Sight •Size/Col •Browser Info •Text Only	3.Sound •B'loud •ReadSp •Talklets •MP3	4.Sense •Dictnry •Thesrus •Jargon Buster •Translt'n	5. Hot Keys •Build •JAWS •Talklets •Nav Aids	Key ‘Reasonable Adjustments’ + Notes
10=	Ann Summers	×	×	×	×	×	Your search for ‘accessibility’ did not match any of the products. Please try browsing our store to find what you want. We found 468 products (!)
10=	Figleaves	×	×	×	×	×	6398 search results for › <a href="#">Accessibility</a>
10=	La Senza	×	×	×	×	×	No search facility. Only for sizes of Busts etc not type.
10=	Stockings HQ	×	×	×	×	×	0 results found
10=	LoveHoney	×	×	×	×	×	Sorry, we didn't find any products matching "accessibility". Please try another word. (What word would you like?)
10=	Bravissimo	×	×	×	×	×	No results
10=	Ann Summers uncut	×	×	×	×	×	No search facility
10=	Sextoys	×	×	×	×	×	Sorry, our search found no products to match your keywords.
10=	Agent Provocatuer	×	×	×	×	×	You searched for ‘accessibility’. We found no matches. Try refining a selection from our complete range
10=	sexshop365	×	×	×	×	×	1 of (0) products