

Established in 1999, Brand Attention is a leading provider of web and mobile solutions. Offering cutting-edge web design and optimisation, we ensure W3C compliance, high CSS standards, and fast download speeds are integrated into our eye-catching and intuitive web site designs.

#### W3C compliance to level AA

The W3C consortium is focussed on making the web accessible to all users whatever browser or device they use to view web pages. Levels of priority indicate how accessible web pages are to all users. Brand Attention web sites are designed to fulfil requirements up to, and including, priority level two.

#### User testing proves compliance

Brand Attention recently designed and built the Central Manchester and Manchester Children's Hospital web site which was constructed according to core W3C accessibility guidelines. Using sophisticated monitoring software we are able to tell through end-user tests that disabled users can successfully use and navigate the site.

#### Intuitive designs

Our designs are individually tailored to suit each client's requirements, and are intuitive so the user will never have to struggle to navigate while using the site. User experience is fluent and smooth: when they need to interact with the web site they will already know everything they need to complete the objective. We make the extra effort to ensure web sites naturally lead people where they need to go.

#### Strong CSS core standards

Cascading Style Sheets (CSS) is a widely recognised markup language that facilitates accessibility and good standards on the Internet. Creating a consistent platform from which to build web sites, CSS is used throughout the world as the accepted best-practice building blocks of web site design. Our web sites adhere to strong CSS standards, ensuring client's web sites can be read by all modern browsers anywhere in the world.

#### Fully optimised and fast download speeds

As user attention spans are famously short, all our web sites are designed to need the least download speeds possible, ensuring users don't click away bored while waiting for the white screen to display the web site they requested. Importantly, all our web sites are fully optimised right from the beginning, with search engine friendly code intrinsic to every page.

