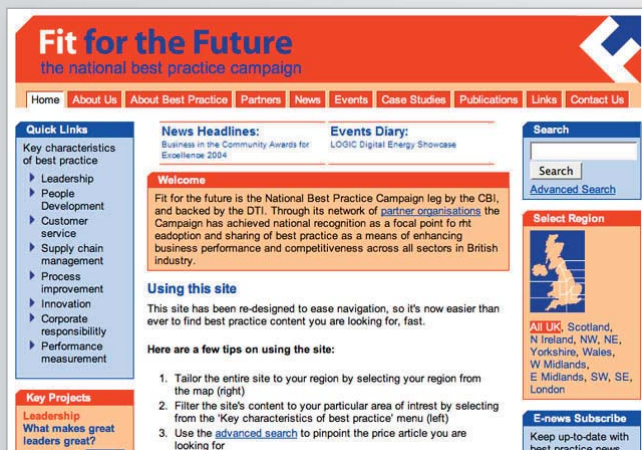


CBI & DTI fit for the future campaign



Fit for the Future campaign website, developed for the CBI and DTI, to promote the adoption and exchange of best practice in British industry. The site features hundreds of regularly updated articles on best practice and is managed using Taglab Publisher 2.

the brief

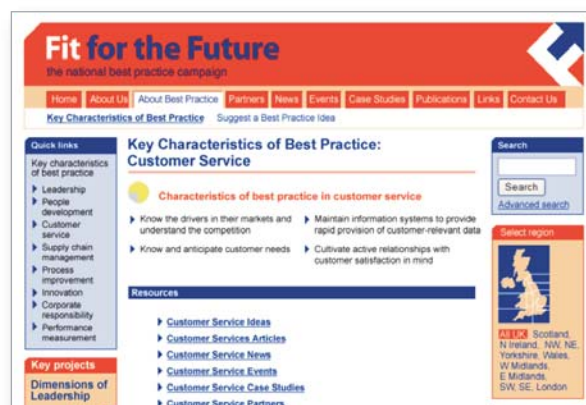
Fit for the Future, the national campaign for best practice, offered a lot of content online. However, their site was hard to navigate, making this content difficult to access. A new site design was required that made more effective use of the content.

insight

Since Fit for the Future was the national campaign for best practice, Taglab argued that its website should set a high standard in terms of best practice in web development. Taglab developed the site using to comply with strict accessibility guidelines and XHTML standards compliance.

solution

Taglab introduced a portal style navigation to the new site, providing a variety of filters, such as region, key characteristic, enabling visitors to customise their browsing experience. The site remembers these choices, so that, for example, when a visitor from Scotland visits the news section, they are presented with Scottish stories.



results

The new site generated substantially higher page views per unique visit. It also helped to address the perception that the campaign had a region bias to the South East. When the campaign came to an end, Taglab developed a cost effective means of adapting the content in an XML format for incorporation into the DTI's new site.

To find out more about Taglab, and our web design and build services, call 0207 183 3600 or visit www.taglab.com