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**PRESS RELEASE****Search Engine Optimisation Company, Leapfrog, Outsources for Optimum Web Content Management and Usability****Sigmer Technologies Creates Effective Website for SEO Company, Showcasing Accessibility Priority Level 3**

London 1st June; Sigmer Technologies, providers of bespoke software solutions and extensive website expertise, today announced the launch of Leapfrog's new website. Leapfrog, the search engine optimisation (SEO) company, now offers users a new website that demonstrates high levels of usability, accessibility, good design and creativity, integrated with a web-content management system. In attaining the highest levels of accessibility, Priority Level 3, Leapfrog goes beyond just adhering to government law and demonstrates that as a SEO company, it is doing the best job possible in ensuring that its own website is highlighted on all major search engines.

Leapfrog's brief posed particular challenges, as Sigmer had to combine three major requirements all to the highest standard: achieving accessibility Priority Level 3; maintaining design quality for site users and Leapfrog management; and integrating a web-content management system. In addition to the integration of these factors, the brief required the site to be easily updated by Leapfrog itself, as well as to be search engine-friendly. In choosing Sigmer Technologies and its content management system, Scribe, to develop the new site, Leapfrog was assured of achieving the best possible SEO standard.

"We chose Sigmer Technologies primarily because of its Scribe content management system," said Rosie Freshwater, Director of Leapfrog. "It is hard to find a content management system that is able to produce a site that is easy to spider, highly accessible and very versatile in terms of managing all areas of site content. Sigmer's Scribe is proficient in all of these aspects, guaranteeing us a website that is manageable and with highly effective SEO. Sigmer worked closely with us from the very beginning, assessing our user requirements and developing the site in response to these to ensure that the new site achieved our specific usability targets."

Freshwater continues, "Sigmer's analytical approach during the initial stages of design helped us to look at our site from many new angles, which has resulted in a site structure that will make the site work extremely well for us as a marketing tool."

The Scribe content management system enables Leapfrog to efficiently manage all areas of the site including those that search engines pay attention to, such as visible page content, linking between pages, meta tags and title tags. As well as the benefits Scribe brings to the optimal SEO capabilities, Sigmer's expertise in accessibility, usability, creativity and design ensured that the attainment of accessibility Priority Level 3 would not be to the detriment of the site's design quality.

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"At Sigmer we believe that a high level of accessibility and good design can be achieved without compromise to either aspects. We have spent two years developing a methodology in approach to coding and designing that is specific for high levels of accessibility, without compromising on the design." said Nigel Gill, Senior Operations Manager of Sigmer Technologies, "By working with Leapfrog from the initial concept stages, we were able to assess the usability targets and extensively plan the website design to ensure that not only were their objectives met, but also to guarantee a ROI on their site usability."

Sigmer's approach to the brief was to incorporate design and planning of the new Leapfrog site from the very beginning, using the process of usability testing. Leapfrog provided Sigmer with their schematic site plan for the website and then filled out User Templates from several user perspectives, for example an IT manager or a CEO. In assessing these user profiles, Sigmer looked at the information grouping to ascertain if the users could have found the necessary information from Leapfrog's original schematic site plan. Sigmer usability assessment revealed that Leapfrog's site plan had to be reassessed and redeveloped to ensure achievement of Leapfrog's usability targets.

Due to Sigmer's involvement from the initial concept stages, they were able to help Leapfrog create their objectives and to plan the site parallel to this discovery process. This interactive planning meant that Sigmer could successfully integrate all of Leapfrog's content management, accessibility, and design requirements and ultimately guarantee Leapfrog a ROI on usability so high that the level of planning would pay dividend.

### About Sigmer Technologies

Sigmer Technologies was founded in 1999 and is based at the Sussex Innovation Centre. The company's carefully balanced team of specialist programmers, designers and consultants has attracted a number of high profile clients, including: British Sky Broadcasting; The International Save the Children Alliance; Memorex; Apex Car Rental; and History.uk.com. By combining traditional computer technology with advanced cutting edge innovation, Sigmer provides a full range of programming, web design and Internet and IT based services individually tailored to meet clients' needs. More information about the company can be found at [www.sigmer.com](http://www.sigmer.com).

### About Leapfrog

Leapfrog was founded in December 2003 by Rosie Freshwater, and is based in Brighton. Leapfrog is a search optimisation engine company, specialising in the provision of best practice Internet Marketing solutions, from link popularity, pay per click advertising, copywriting and clipping, website statistics and user analysis, internet marketing strategy consultancy, and email marketing consultancy. Leapfrog takes a highly ethical approach to all its services, and is dedicated to promoting their client's online business through 'legal' promotional methods. information about the company can be found at [www.leapfrog.co.uk](http://www.leapfrog.co.uk).

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