# *School Website 101 :*
# *Who is my site for?*

Who uses your website?
And what do they want from it?

schudio

# schudio

# Achieving Perfection with your School Website

Transform your **school website** into an effective, powerful communication tool.

**GET IN TOUCH**

✓ **Easy to use** School Website CMS

✓ **Powerful** market leading feature set

✓ **Outstanding** help and support

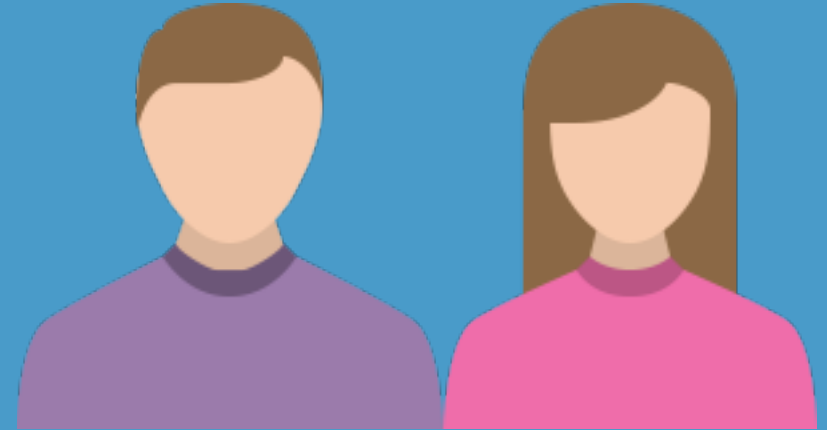**Websites**  **App**  **Learning Wall**  **Voice**  **Branding**  **Training**  **Development**  **Design**

schudio

# Parents

## Requirement Priority:

High

## Requirements:

Parents are very important when considering requirements for your school website. Parents of prospective pupils often make the decision which school their child will attend. Your website can be a good indicator of what your school is like, and what activities go on in the life of your school.

For parents of existing students your school website should be a key area of information, it should tell them what they need to know and that information should be easy to find. Parents are interested in the work of their children, displaying that work appropriately should help with increased levels of engagement between parents and school.

## Tips:

✓ Website navigation should be clear and logical.
✓ Content should be up to date.
✓ Consider linking with a social media platform, like twitter to display quick updates.
✓ Displaying classwork through a blog
✓ Share content about events at school, particularly school trips.

# OFSTED

## Requirement Priority:

High

## Requirements:

On your website OFSTED are mainly looking for statutory content. It's a legal requirement to meet the OFSTED requirements, and failing to do so can lead to negative consequences in your report and overall grading. The role of OFSTED is to inspect and regulate schools to achieve excellence in education, the requirements they set out for your website are designed to improve your website and the information offered. Your website is also a place OFSTED will check to try and get a picture of what your school is like before they come and inspect.

## Tips:

- ✓ OFSTED requirements are a legal requirement.
- ✓ Meeting these requirements will improve the quality of your website and the information displayed.
- ✓ This means it will benefit parents, students and others too.

You can check the requirements for your website using the Schudio 'School Website Requirements Report'.

# Students

## Requirement Priority:

Medium

## Requirements:

Students will probably see your website everyday. It could be the homepage on your school computers. It could have links for regularly used tools on it.
However their requirements are less likely to be based on your website, and more about the other online tools you can offer, like your Learning Walls, or Google Classroom.
Potential students might look at your website as part of their decision making or moving process. If they like the look of your website, and your school is presented as a desirable place to be, then they are more likely to choose your school/college.

## Tips:

✓ Website content should be easily readable.
✓ Try to include relevant media where possible to break up text.
✓ Only include high quality and interesting media.

# Staff

## Requirement Priority:

Medium

## Requirements:

As a member of staff, most of the time the school website is just there in the background. Information needs to be easily found on it (but you probably have all that information somewhere else anyway).
Links to access online tools for learning and email are probably a high priority for staff. However the requirements for potential staff are very different. The school website will give them a taste of what school is like, and can be a big factor when candidates think about applying for a job at your school. The information has to be there and easy to find, but it needs to look good, and show off how great your school is.

## Tips:

✓ Make sure your external tools are available from your website.
✓ Make these links easily accessible (but not in the face of everyone who might visit your site).
✓ Consider a single link to a staff Learning Wall from your website where all the tools can then be found.
✓ Ensure your site is easy to navigate for potential staff and content and images show off your school.

# Others

## Requirement Priority:

Medium

## Requirements:

There are also people who may visit your website but don't necessarily fit into any one group. They could be relatives of a student, staff from another school, home movers wanting to see what the local area is like. They will probably be looking for content to read. Specific requirements for this group are tricky to pin down as they are not a specific group of people. But when they visit your website they need to be able to find content interesting to them quickly, and that content needs to be easy to read and up to date. By meeting the requirements for the groups above, you should be able to meet the other visitor's requirements.

## Tips:

✓ Follow the 3 R's for your website content.
✓ Readable.
✓ Relevant.
✓ Regular.

# Governors

## Requirement Priority:

Low

## Requirements:

The governors work hard and care about school, they will want to present it as the best it can be. Sometimes they will be the decision makers for projects like a new website. They should also want to meet the requirements of all of the groups mentioned above. Any additional requirements can be reviewed, but the priority of them should not be as high. Functionality on the school website for governors purposes should be a nice extra not a point of key importance.

## Tips:

✓ Good governors will be concerned with meeting the most important requirements for the website.
✓ Usually governor requirements will line up with the groups above.
✓ If the requirements are conflicting try to think about the users your website is primarily for.

# You!

## Requirement Priority:

Low

## Requirements:

If you don't belong to one of the other groups already, it is quite likely that you are in charge of the school website, marketing the school via the website, or managing content updates.
It's sometimes hard to accept, but your website requirements are often the lowest priority.
Your requirements are the most important to us – your website CMS provider. We want it to be as easy and quick as possible for you to manage and update your site.

## Tips:

- ✓ Try not to put your opinions are the most important things.
- ✓ Remember the primary users of your website, try to engage with their requirements.
- ✓ If you do have requirements that will make the website easier to update through the CMS, let us (or your provider) know. We love making our product better and more useable.
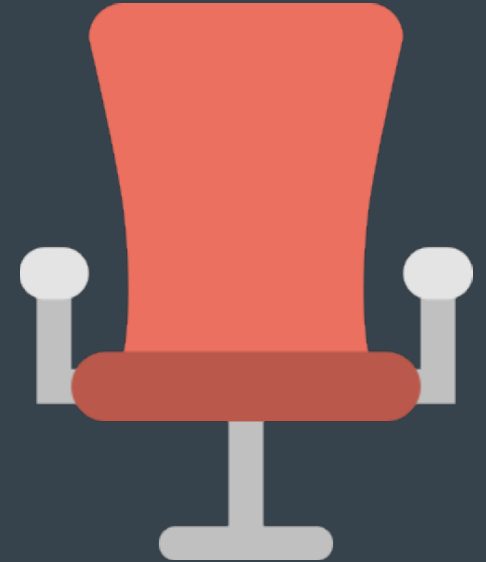
# What Next?

## Look at the requirements

Consider the requirements and tips outlined above and maybe consider gathering some of your own information about the different groups of people who use your site.

For more resources on how to best use your school website check out the 'Vault' section of our website.
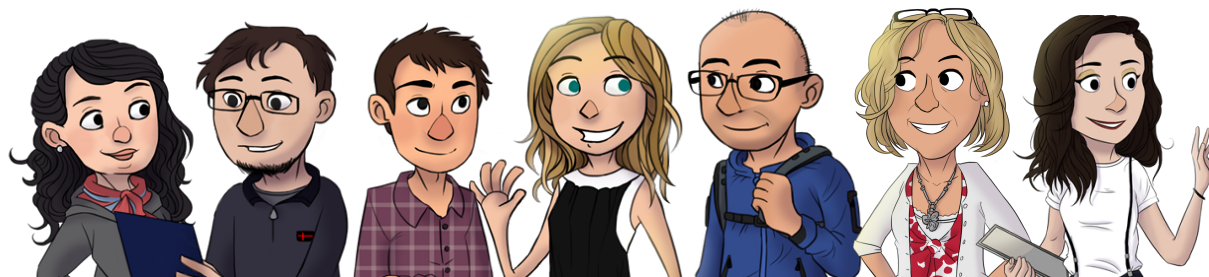
Ben Bedford
**Operations Manager**

T: 0333 577 0753 | E: hi@schudio.com | W: www.schudio.com