School Website 101 : How do I effectively use my school website

Maximise your effectiveness by concentrating on content

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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**

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Content is Key

In this report we're going to answer the question "How do I effectively use my school website?" If this is your first School Website 101 document then ensure you take a look at the previous issues; 'What my school website is for' and 'Who my school website is for'.

Knowing the purpose of your site is important, and the multiple purposes it may serve to different users, and the priority each of those purposes has, but it's the content that people really come to your website for. It's important that the content is nicely displayed and readable on a wide variety of devices (a responsive website), but ultimately the content on the page is the most important thing to your visitors.

We're going to highlight 4 things every effective website should be able to say about their content.

Content is kept up to date

Whatever the content on your website it needs to be up to date. Out of date content isn't helpful to anybody, whether that's term date pages from a year ago, or blog posts on the year 2 class page for a child who is now in year 3. Keeping that content up to date is really important. Users will stop visiting and engaging with your website if they find the content isn't regularly updated, and that's not good.
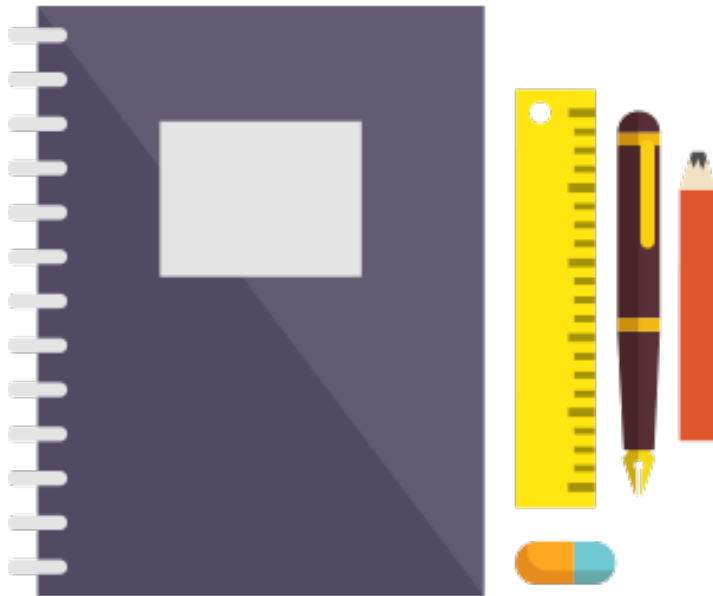
Key Questions:

Is your content up to date?

When was it last updated?

Do you produce a newsletter?

How does it feature on your site?

Are your upcoming events currently on your site?

Do you have a blog?

How often do you use your blog?

Do you need more people contributing to content?

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Content is easy to find and navigate

Your website needs to be easy to use for visitors. It should be responsive so the content can be viewed on any device. A visitor should be able to quickly and easily navigate to the content they want to see on your website, the website structure must be clear.

The easier your site is to update and change, and the more power you have over the content the easier you can make it to use.

Key Questions:

Is your website responsive?
Is your site navigation clear?
Do all of your links go to the right place?
Is your site easy to administer?
How much flexibility do you have over your menus?
Can you change the top level navigation menu?

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Content is relevant and worthwhile

Make sure you're adding content for a worthwhile purpose. Don't add for the sake of it. Consider your target audience as you write your content. Different types of content will have different audiences and purpose, a blog will be different to text on a policy page or even within a policy.

Have you ever come across a website where the content on the page just looked too long and boring so you didn't read it? On the internet it's commonly referred to as TL;DR – too long, didn't read. Try to break up your content with headings and other media.

Key Questions:

Is your site content worthwhile and relevant?
Have you planned your content?
Thought about how it ties to other content?
When writing content are you thinking about the potential readers?
What does your content look like?
Is your content broken up into clear sections with media included?

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Required content is present

Some content has to be on your website. OFSTED set requirements for information schools must provide. Outside of the the statutory requirements the users of your website will also have requirements.

Try to determine what they are and ensure you are meeting them. Do parents want to read the school newsletter online on your website, would they like to see more of what goes on in the school day on a blog?

Additional requirements might also be set by your school, governors or academy trust.

Key Questions:

Do you know the statutory content requirements for your website?

How are you going to keep up to date with these requirements?

Is the statutory content on your website up to date?

When did you last check the statutory content on your website?

When will you next check it?

Are the requirements of your site's users being met? (OFSTED Parents, Governors, Children, …)

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What Next?

Look at the Key Questions for each section listed above and answer the questions. Hopefully you can then make changes to your website and content to better communicate and more effectively use your school website.

If you are struggling to update your content and website, maybe the tool your using to manage your website needs to be reviewed.

Get in touch with us at Schudio and show you what you could achieve with your school website.

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