



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

Addressing important issues ensuring your  
website is the best it can be



## 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

# ***What is your School Website for?***

We're going to look at two smaller questions to answer this main question.

## ***1. What do you want it to do?***



## ***2. How will other people use it?***



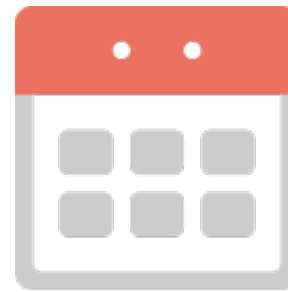
# What do you want your school website to do?

Is your school website something you avoid and put off?  
When someone mentions it do you drop your head or look away?

Managing your website doesn't have to be frustrating and awkward. Working with a good content management system means you can make your website work for you to achieve what you want.

## But what do you want your website to do?

- Effectively communicate what's going on in your school to the wider community?
- Show upcoming events, (maybe even a calendar) and information on previous events?
- Show recent news?
- Display the amazing work that your students have done?
- Help reduce admin work?
- Provide online applications for your school?



# ***What do you want your school website to do?***

Lots of the questions on the previous page are related to dynamic, changing content that needs to be kept up to date.

If your school website is difficult to update, it's less likely to be kept up to date.

Every website we build is powered by our Schudio School Website CMS. An easy to use system that gives you the flexibility to run your website the way you want.

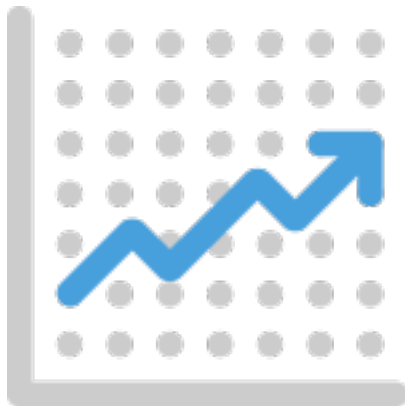
**Your school website aims aren't out of reach, the tools are available and easy to use.**



# How will others use your school website?

Will they use it for exactly the purposes you want your site to fulfil? Hopefully!  
Do have any data to check that your purposes match how others are using it?

- How many visitors do you have?
- How often do they visit?
- What content do they look at when they're on your site?
- How many pages do they usually view?
- What type of device do they access your site from?



Analytics tools can help gather the data to answer these questions (We recommend Google Analytics). But it's what you do with the data that counts.

For primary and secondary schools the term dates page is usually accessed 4x more than the next most popular page. Visitors clearly want to view that information – probably parents. Alternatively on a sixth form website the most visited page is usually the job vacancies page.

The pages visitors want to view shouldn't be difficult to find, make sure your navigation is clear.

To better answer how visitors interact with your site, we need to look at who those visitors are.

**And we'll look at that question next time...**

# What Next?

## Use your website

Is there anything that you think is missing?

## Think about your website

What do you want your website to do?

What's the most important thing?

Does it do it well, how could you make it better?

Stay updated with top tips on managing your school website by checking the 'Blog' and 'Vault' sections of our website.

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