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The education website guide

A website for three audiences at once

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An education website is three websites wearing one address. It is a marketing site for prospective students and parents, an information service for current ones, and a back office that the team has to keep current without filing a ticket every time a course changes or a snow day closes the car park. Projects go wrong when the brief only describes the first one.

THE CLICKINGMAD TEST

If a parent at the school gate cannot find it in two taps, it is not published, it is buried.

What the website has to do

Recruit, which means course and admissions pages built around what applicants search for and the questions parents actually ask. Inform, which means term dates, policies and updates reachable in two taps on a phone at the school gate. And publish, which for schools includes the statutory information Ofsted checks the website for before the inspection team has got out of the car.

What to put in the brief

The course or year-group taxonomy, decided early, because it shapes everything and is miserable to change later. The statutory publishing list and who owns keeping it current. Photography and consent arrangements, because education photography has rules and the good sites lean on real images heavily. And the systems the site must talk to, from MIS platforms to open evening booking.

What to measure

Open day bookings, prospectus requests and applications. Findability of the statutory content, which one parent-testing session will establish. And how long updates actually take the office team, because a site they can run is a site that stays alive.

Ready when you are

We have built for schools, sixth forms, FE colleges and training providers, and we know the statutory list as well as the marketing brief. Ring 01746 769612, or ask for the free written review of your current site first.

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