

an educated guest
experience
education is the process of acc
knowledge and understanding
and understanding



Enhance your reputation



4 The first choice in school website creation

Your website tells more people about your excellent school than anything else you do. It's how your school presents itself to the world. Your school's website must reflect its values and can showcase its achievements. A good website will be informative and interactive; it will engage parents, students and potential students in easy, enjoyable communication. The best school websites enhance the school's reputation. The best school websites are created by e4education.

e4education is the UK's premier school website creator. It has grown with the popularity of the internet and now leads the way in modern, exciting web design and cutting-edge technology. e4education only builds websites for schools, so nobody understands better than e4education what a school can achieve with its website. Every e4education website is bespoke to the school, every aspect of the design and every feature is tailor-made and the school is involved in every stage of the development process.

YOUR BESPOKE WEBSITE DESIGN *page 4*

CREATING VIDEO AND AUDIO *page 6*

MANAGING AND MAINTAINING YOUR SITE *page 9*

YOUR WEBSITE AND YOUR BRAND *page 10*

‘We have just had our first parent say ‘fantastic new website’ so we are thrilled! We are absolutely delighted with the final result. It shows our school in exactly the way we wanted it to - you have captured the essence of it. Very many thanks to all the team at e4education.’

VIRGINIA BARKER, ST MARY'S SCHOOL, ASCOT
www.st-marys-ascot.co.uk



4 Your bespoke website design

No two independent schools are the same, therefore no two e4education websites are the same. The talented designers at e4education work with your school to create the look and feel that is right for you.

They use their skill and experience to ensure the site reflects your values and image. The latest design and technology features are used so your website serves you well for many years to come.

e4education websites are designed to evolve with technology, so you don't need to worry about having an obsolete website in five years' time. Social networking through Facebook and Twitter, and mobile devices like the iPhone have transformed the internet. This technology, often referred to as Web 2.0, is already built into an e4education website.

Accessibility and ease-of-use are critical to the success of a website. The homepage of an e4education website is extremely versatile and can be customised to show the breadth of a site's content, while allowing visitors to find exactly what they want quickly and easily.

A website from e4education doesn't just look beautiful and work flawlessly, it has been rigorously tested and fine-tuned for performance. Every site is optimised for search engines, giving your school maximum visibility online.



‘The design of our new website is excellent and the photography is superb. e4education have been a pleasure to work with, they are experts in their field and have been helpful and understanding throughout.’

SYLVIA YOUNG OBE, SYLVIA YOUNG THEATRE SCHOOL
www.sylviayoungtheatreschool.co.uk



4 Creating video and audio for your website

Many schools use video and audio content on their websites. As internet connections get faster, more visitors are enjoying, maybe even expecting, these features. Music, sports and drama presented online make a website much more exciting and entertaining. Showcase these talents among your students alongside the more traditional image galleries and written work on your school's website.

Audio and video can also be used as teaching aids. Tutorials, speeches, debates, even how-to-do-it articles and experiments can be recorded and made available online.



Students can access and replay these presentations whenever they like, or download them to their own computers and mp3 players as "podcasts". Media study groups can experiment with radio and TV-style documentaries for broadcast from the school's website.

The marketing potential of multimedia is huge. A school's promotional video can be hosted online, along with brochures and slideshow presentations. Interactive 360° virtual tours, pioneered on school websites by e4education, allow visitors to explore the school's facilities using multi-dimensional virtual reality technology.

e4education will create multimedia features for your school and build them into the website. And of course, e4education provides valuable support to help you create your own audio and video content and upload it to your site.

‘ We formed an immediate and very positive partnership in the design of our website and someone was always available to talk to regarding new ideas or any concerns that we had. ’

DOUGIE ARNOLD, DEPUTY HEAD, NEWLAND HOUSE SCHOOL
www.newlandhouse.net



4 Managing and maintaining your website

A good website changes constantly. It needs to be dynamic, with interesting new content appearing regularly. New content brings visitors back to your site, developing a stronger relationship with your school. It also improves your school's visibility on internet search engines.

The secret to making this happen lies in a good content management system, often simply called the CMS. Smart content management means that adding words, images, audio and video to your website is quick, easy and enjoyable. If the staff and students responsible for your website have fun running it, the content will always look fresh.

Content management with an e4education website couldn't be simpler. Anyone who can create a document with a word processor has the skills to manage an e4education school website. A web editor can create articles, pages and even new sections in just a few minutes.

Because e4education hand-builds each website, the secure CMS is purpose-built for that site, without the technical limitations and compromises that come from using off-the-shelf content management with a bespoke design. e4education's experience from working only with schools, means its school website content management works the way you need to work – you manage your website, your website doesn't manage you.



“Despite offers of help from e4education I decided to jump in and upload the content myself. The system proved as simple as I had hoped and the site has grown very quickly.”

DAVID ADKINS, DULWICH COLLEGE PREPARATORY SCHOOL
www.dcpslondon.org



4 Your website and your brand

e4education works tirelessly to ensure its websites reflect the image and values of its clients. This expertise allows e4education to offer advice and support when you consider your school's whole brand proposition.

A strong brand guarantees standards. It creates differentiation and affords protection from competition. Most importantly, a great brand builds an emotional bond with its stakeholders.

e4education has devised a brand creation and management process to help you. It is divided into four stages:

Research: e4education uses qualitative research to get valuable insight into the attitudes, beliefs and aspirations of parents (prospective and existing), pupils, staff and governors.

Creating a "value proposition": the attributes of the school, how they deliver benefits, the strengths to be built upon and the weaknesses to be addressed and the advantages that can be maximised will all be encapsulated into a value proposition – the key messages of the school's brand.

Visual identity: colours, typography, photography style, tone of voice and logo designs bring the brand to life. e4education will guide the school through the process from initial concept development to final design and artwork.

Brand management: this is an ongoing process. e4education provides a brand handbook to help with compliance, monitoring and future research.



Thank you so much for all your hard work, we are delighted with our site and everyone who has viewed it thinks it's fantastic. Everyone at e4education has been so helpful and nothing was ever too much trouble. The photographs taken were great and we love our video footage. Thanks to everyone involved.

DONNA & BONNIE SULLIVAN, PRINCIPALS,
D&B SCHOOL OF PERFORMING ARTS
www.dandbperformingarts.co.uk



29 Commerce Road, Lynch Wood, Peterborough, Cambridgeshire PE2 6LR

tel: 0845 257 0224 fax: 0845 257 0225 web: www.e4education.co.uk

Printed on Evolution Satin, 75% recycled post-consumer waste paper, Elemental Chlorine Free.