



SCHOOL OF THOUGHT

Are you 'thinking outside of the box' when it comes to your school website ?

Ofsted are looking at your website to see evidence of Leadership and Management!

- * Is your website showing your school at its best?
- * Is it giving a sense of your school's ethos and values?
- * Is it 'Ofsted Ready'? and compliant with their criteria?
- * Did you know Ofsted are now making their initial judgements on 'Leadership and Management' through your website?
- * So is your website doing your management team justice?
- * Is it giving a flavour of your school's strengths?
- * And more importantly, is it updated regularly ?



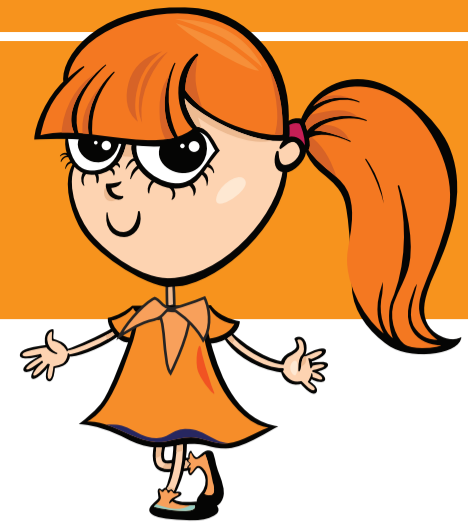
If you've answered no to any of the above questions, you need support and advice on how to develop your website to show your school and management off to the best it possibly can be!

We have been working with West Denton Primary School, in, Newcastle Upon Tyne for the past 8 months, and we now have them up at the top of the first Page of Google for the search term 'Outstanding Primary Schools Newcastle'. They now also have a dynamic and unique website that stands out against all schools.

Are you struggling to fill your Nursery places? One new child in your Nursery could equate to up to £20,000 during their journey through your school.

Do you want the edge on your competitors?
Your school needs to shine and stand out from the crowd, and fill those places.

PRICES



PHASE 1

Rebuilding of your website using our StartASite software to make it 'responsive' (to modern devices such as smart phones and tablets) and bring it up to a more modern standard.



£995.00 plus vat

PHASE 2

Populating your website with the old content from your existing website over into your new website. We will list the content and give you a price prior to commencing this phase.



£25.00 per hour plus vat

PHASE 3

Providing updates after your 'Go Live' date.



£25.00 per hour plus vat

MARKETING PLAN - * Optional - see more details on the 'marketing' page...
A multi layered bespoke marketing plan aimed, at putting 'bums on seats'...

£500.00 per month plus vat



"We were delighted with the initial revamp of our website, but when Gary from NRG Digital pitched his marketing plan to me in the six weeks holidays that really got us 'Sparked' and it was just what our school needed!"
Mick MingStones : Head West Denton Primary School - Newcastle-upon-Tyne

Phases 1,2+3 Case Study WDPS - More Details...

PHASE 1 - To give your existing website a 'makeover'

The rebuilding of your website with our StartASite software to make it 'responsive' (to modern devices such as smart phones and tablets)

Phase 1 of the new WDPS website included the following brief: Incorporate the 'blue sky' thinking metaphor visually, which is synonymous with the headteacher's vision of the school's ethos. The new site needed to be device friendly so that it could engage with a wider audience in the longer term. The old website was not 'responsive' to mobile devices so an important part of the new website remit was to modernise the user experience of the schools target audience. Responsive web design has become more important as the amount of mobile traffic now accounts for more than half of total internet traffic. As with the trend with other school websites the focal point of the website is a child friendly caricature of the school buildings and surrounding site. This we successfully created. Importantly this illustration included the fantastic investment that had been made in recent years in terms of bicycle / running track and tree house in the bush craft area.

Once Phase 1 had been presented and approved by the management team. we then moved on to Phase 2.

£995.00 plus vat

PHASE 2 - Populate new website with content from old website

To populate your website with the old content from your existing website through into the new website. We will list the content and give you a price prior to commencing this Phase.

Phase 2 involved populating the new website with the content from the old website. This was a very important part of the process as over the previous months and years a lot of essential documents had been uploaded to the existing website such as Pupil Premium Strategy Statements, School Policy Documents etc. This coupled with key stage data year on year and many other aspects of school life had to be carefully and methodically transferred across to the new website.

Each step of the way the headteacher was supplied with a regular update on progress. Phase 2 also served a dual benefit of highlighting some of the obsolete and dated content that was actually no longer needed which once deleted led on seamlessly to Phase 3.

£25.00 per hour plus vat

PHASE 3 - Initial management & staff training and ongoing updates

Ongoing updates after your 'Go Live' date.



Once the site was nearing completion the focus then switched to a need to add new updates to the new website (rather than updating the old website). This dovetailed with a training program to empower management team / phase leaders with access to update the new website themselves on a regular basis, whilst having the option to email NRG Digital the assets to update on behalf of WDPS. This moving, forward, gives WDPS the best of both worlds.

1. The ability to update their website themselves and / or
2. When busy, the option of emailing NRG Digital the content to update on their behalf.

£25.00 per hour plus vat

Phase 3 is an ongoing informal support agreement on an 'as and when' required basis with no contract obligation on the school.

"We love the way ideas, developed in our regular brainstorming sessions, can be added to our school website in almost real time." Deputy Head Miss Rachael Croll - West Denton Primary School - Newcastle-upon-Tyne



Marketing Plan * Optional

After that and if you need to put 'bums on seats'...

We will formulate an ongoing marketing plan that may look something like this...

Over an initial 12 month period we first of all we need to find out which techniques work and which don't. This information is very valuable to convert new parent enquiries that will come through your new website.

We will hold regular meetings with the leadership team which will usually last one hour. We will record the audio from this meeting and then author it into bullet point as to the actions needed.

*** Roughly speaking we will dedicate 2 hours x 10 (20 hours total) to each of the 10 main points each month**

Which could be to spend 2 hours per month on developing each strategy such as the one below..

1. **"School Watch"** To spend two hours each month looking at what other schools are doing. Learn from best practice and how other people are marketing themselves.
2. **New logo** - Develop a new logo and branding for your school possibly to include new signage and uniform.
3. **Email database** - Help the school gather a database of email addresses and implement a Privacy Policy
4. **Email marketing** - Tying in with the above and help school cut costs printing newsletters for example and communicate by more modern means.
5. **Annual leaflet** and mailshot delivery - possibly replace with digital version in the longer term.
6. **Google search rankings** - Aim for top spot on the first Page of Google in your local town or area for such popular search terms as 'Outstanding primary schools in (your area)'
7. **Google analytics** - Tying in with above and once the traffic to your new website starts to increase we can drill down exactly what sections of your website parents are looking at.
8. Target specifically the entry into areas of the school such as **Breakfast Club, Nursery or Reception** -
9. **Themed campaigns** - Back to School, Christmas etc etc...
10. **Social Media** Develop a multi layered social media strategy for your school. One central moderator co-ordinating the likes of Facebook, Twitter, YouTube etc from your website.



Or put another way...

Make sure the left hand knows what the right hand is doing when you have to notify parents when that coach trip is coming back from London!



You can see the progress we are making on the 'Return On Investment' for our case study site for West Denton here :

www.nrgdigital.co.uk/Websites-for-schools or scan in the QR code above