

CHECKLIST FOR SCHOOLS

AUDIT YOUR SCHOOL WEBSITE

CHECKLIST FOR SCHOOLS

AUDIT YOUR SCHOOL WEBSITE

Is your website full to the brim with up-to-date, useful information?

Does it conform to general web best practice?

Is it easy for parents, students, staff and other audiences to use?

It's time to take the test! Will your website pass with flying colours or does it need a bit of extra support to help it reach its potential?

Simply fill in the checklist below to see how your website currently performs and use this as an ongoing agenda for improving your web experience.

RED Not in place
AMBER Partially in place
GREEN In place

1. CONTENT

A. LEGAL REQUIREMENTS

Your school's website must include the following by law (see our 'Getting your website ready for Ofsted' checklist for full details):

- | | | | |
|-----------------------|-----------------------|-----------------------|---|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | School Contact Details |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Admission Arrangements |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Ofsted Reports |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Exam and Assessment Results |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Performance Tables |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Curriculum |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Behaviour Policy |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Pupil Premium |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Year 7 Literacy and Numeracy Catch Up Premium |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | PE and Sport Premium for Primary Schools |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Special Educational Needs (SEN) Report |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Governors' Information and Duties |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Charging and Remissions Policies |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Values and Ethos |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Requests for Copies |

B. MUST HAVES

It is strongly recommended your school website contains:

- Term Dates (for the next 2 years)
- Times of the School Day
- Complaints Policy
- Holidays in Term Time Policy
- A link to the VLE (with instructions)
- Newsletters
- Letters Home
- Link to Parent View

C. SHOULD HAVES

It is beneficial for your site to contain the following information:

- Staff Names
- Map and Directions (incl. details for parking)
- Calendar
- Twitter Feed
- After School Clubs
- Sporting Fixtures
- Uniform List (incl. local suppliers and order form)
- Homework
- Gallery
- News
- PTA
- Canteen Menu
- Bad Weather Policy
- Anti Bullying Policy
- Safeguarding Policy

D. COULD HAVES

You may wish to consider these ideas for further content:

- Feedback Mechanism for Parents
- Google Translate
- FAQs
- Videos (a day in the life of a Year 7 pupil)
- Video Tutorials
- Accreditations
- House Points
- School History
- Links to Useful Sites
- Student Stories and Quotations
- Governors Area (password protected)
- Ofsted Area (password protected)

2. WEB BEST PRACTICE

A. DESIGN

Does your website design adhere to good practice?

- Is the design consistent and reflective of the brand?
- Does the design match other school materials?
- Is the layout clear and balanced?
- Does the logo link to the home page?
- Is there a **favicon**?
- Does the design avoid bright colours for backgrounds and text?

B. IMAGERY

How does your website use images?

- Is photography bespoke (not library/stock images)?
- Have you avoided using student names with images?
- Are images fairly recent or do they need updating?
- Have all images been given **alt text**?

C. COPY

Is your copy clear and up-to-date?

- Are you using a **web safe font**?
- Is linked text clearly highlighted (colour/underline)?
- Is your text easily readable?
- Is text size and colour consistent throughout?
- Are headings consistent in style and easy to distinguish?
- Is the text clear and easy to read (short paragraphs, bullets, subheadings)
- Has grammar, spelling and punctuation been checked?
- Is the copy up to date?
- Are there any **broken links**?
- Is the news area regularly updated?
- Are the contact details easy to find?

D. MENU

Does your website make it easy to find the information you need?

- Does the menu function correctly on all devices (desktop, tablet, mobile)?
- Are there less than 8 options per menu 'segment'?
- Are the pages in a logical location within the menu and easy to find?

E. SEO AND FUNCTIONALITY

Do the basic functions of your site comply with best practice and modern SEO standards?

- Is the website **responsive** (resizes to fit mobiles, tablets etc)?
- Does the site work well across modern browser and device combinations?
- Is there a 'back to top' button on mobile?
- Do pages load quickly?
- Does the website include a sitemap (usually linked from the footer)?
- Is there a search and do the results appear correctly?
- Is there a cookies pop up (if cookies are used)?
- Do you have a cookies, privacy and terms of use policy?

- If a page is not found, is there a **custom 404 page** with search/useful links?
- Is the domain name short and memorable?
- If you search the URL without the www. does it direct to the right page?
- Are there **friendly URLs** (e.g. /parent-information/letters-home)
- Do all pages have a unique **page title and meta description**?
- Do all enquiry forms work and are they received by the relevant person?
- Does the website avoid Flash and Java?
- Do all videos have user controls and don't play automatically?

So... How did your website do?

Mostly **GREENS**

Congratulations! Your website is pretty much up to scratch, but you may want to investigate any ambers and reds to see if you can improve your website experience further. Consider more innovative ideas for content such as video tutorials and animations to enhance the interactivity of your site.

Mostly **AMBERS**

Not bad, but your website could be improved with a few tweaks to help users find up-to-date and informative content more easily. Use the checklist as an agenda for improvement and mark it again in a few weeks time (hopefully moving it into the green category). By keeping content fresh, you'll give users a reason to return and this is likely to result in improved brand perception and engagement.

Mostly **REDS**

Unless there are real restrictions to what you can do with your website, then you should make it your priority to review the site urgently. A website with outdated or missing information could damage the perception of your school and won't help current students, parents and staff to feel engaged with the brand. Bring your website up-to-date and improve brand confidence, user engagement and reduce administration associated with requests for information which could be freely available on the website.

SEA are here to help

If there are activities that you do not have the resource or skills to do in-house, we may be able to help. From designing and building new school websites to professional photography or copywriting services, we have a talented team to assist you.

Get in touch to find out more:



01227 768808



hollie@sea-ltd.co.uk



www.sea-ltd.co.uk

SEA PROVIDES EFFECTIVE MARKETING
SOLUTIONS TO SCHOOLS AND TRUSTS
WITHIN THE SOUTH EAST.

FOR MORE INFORMATION, GO TO

WWW.SEA-LTD.CO.UK