



# ARE YOU MAKING THESE COMMON MISTAKES ON YOUR SCHOOL WEBSITE?

5 STEPS TO ENSURE YOUR WEBSITE IS REACHING ITS FULL POTENTIAL



# MOST COMMON WEBSITE MISTAKES

A SITE THAT IS DIFFICULT  
TO NAVIGATE

INFREQUENT  
UPDATES

OUTDATED  
CONTENT

LOW QUALITY  
VISUALS

INCONSISTENT  
BRANDING





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## **MISTAKE 1**

### **OUTDATED CONTENT**

Having old content on your website does not create a very good impression for your website visitors. Regular updates to the headteacher's message, news pages and gallery can showcase the fantastic work your school is doing to both current and prospective parents.

## **MISTAKE 2**

### **LOW QUALITY VISUALS**

Images are one of the most effective ways to keep your website looking professional. If images are low resolution, they are likely to be pixelated and this can reduce the perceived quality of the website. To avoid this, ensure a camera or a high quality smartphone has been used and that the images are not blurred.



## MISTAKE 3

### INCONSISTENT BRANDING

As a school you will have spent hours creating your school's brand image - a logo, typeface and colours that work to represent your school in a professional way. If this branding is not synchronised across your website, then it can appear unprofessional. You can create a brand guideline document that contains all this information to ensure that your brand image is not lost and both your online and offline presence is streamlined.







## **MISTAKE 4**

### **POOR NAVIGATION**

It is worth bearing in mind that not every visitor to your website will be fully experienced. Your site must be user friendly and this means making sure it does not have too many menus or any hidden information; users should be able to find the information they want in just a few clicks. For ease of navigation, your website should also have an easily accessible site map and could even include a search bar.

## **MISTAKE 5**

### **INFREQUENT UPDATES**

The majority of visitors to your website will be parents searching for information such as term dates, school trips and event dates and times; if this content has not been uploaded to the site, parents are more likely to be confused and unprepared. It is vital that the calendar is regularly updated with events well in advance to show visitors to your website that your school is well organised.

**IF YOU REQUIRE ANY MORE HELP  
OR ADVICE, PLEASE GET IN TOUCH.**



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