



## THE PERFECT HEADTEACHER'S WELCOME MESSAGE

The Headteacher's welcome is one of the first things visitors to your website will see; make your introduction stand out using our helpful guide.



# INTRODUCING YOUR SCHOOL

The Headteacher's Welcome will often be the first thing that any visitor to your website will look for. For prospective parents and students, your welcome message can help to form the first impression of the school. In your message, there should be a focus on your school's values, goals and achievements; it should describe your school in a nutshell.

## DEFINING FEATURES THAT MAKE YOUR SCHOOL UNIQUE

As Headteacher, you are in the perfect position to emphasise what makes your school stand out and to highlight any features that set your school apart from others in your area. For example, if your school has specialist status, such as being an art academy or a science academy, then this would definitely be something to mention within your welcome.

## REFERENCING YOUR SECTOR

It should be obvious from the first page of your website which sector your school belongs to, but just in case, it's always good to reference this within your welcome message. Prospective parents will be interested in your thoughts on your sector and how your school is achieving against their competition within this arena. For example, if you're a top achieving primary school or a highly competitive grammar school - don't forget to mention this.





## ETHOS AND VALUES

Parents will be interested in hearing about your ethos and values as this will help them to paint a picture of your school environment and the nature of your learning, curriculum and approach to teaching. If you have a school motto, we would also recommend mentioning this; especially if you can tie in how the school aspires to achieve these aims and how you, as the Head, are exemplifying these values through your leadership.

## OFSTED / INSPECTION STATUS

One of the most important things that Prospective parents are keen to find out straight away is how your school performed during its last Ofsted / ISI inspection and the key points that were highlighted within the report. Mentioning the outcome of your inspection can highlight your school's strengths as well as give you an opportunity to explain how you plan to progress for the future.

We would recommend incorporating a link to your latest report within this section, to allow them to follow up and find out more, if they wish.

## FUTURE GOALS AND PLANS

If your school is looking to join a Multi Academy Trust (MAT) or link with other schools in the future then this is definitely something to highlight within your welcome as it can help to create a picture of where the school is heading, what its goals are and how it will operate in the future.



# SOME USEFUL HINTS AND TIPS

Make sure that your welcome message is **SUCCINCT**. Visitors to your site are not likely to spend time reading long paragraphs, so it's best to get all the information they need into as concise a format as possible.

Include **PHOTOGRAPHY** throughout your welcome to highlight the features and elements that you're alluding to within the text.

If you feel comfortable - having your photograph alongside your welcome will help parents to put a face to a name.



Add a snippet of your welcome onto the **HOMEPAGE** of your website so that it is the first thing visitors see - with a hyperlink to allow them to read the full message.



Use a **FRIENDLY** and **WELCOMING TONE** throughout as this will help your users to feel affinity with your writing.

Make sure your full welcome message is **EASILY LOCATED** within your navigation menu and is **CLEARLY TITLED** — visitors are much less likely to read your introduction if they have to search through your website to find it.

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



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