

## Quick tick audit of your school website

This short document provides a basis for assessing how your school website fairs against some core criteria. What's included here is by no means exhaustive, but an excellent first step.

There are four tables in this document. Simply tick the relevant column for each item to gain a snapshot of whether your school website is doing the job it needs to.

Table 1: Design and build

Table 2: Information about your school

Table 3: News and showcasing your school

Table 4: Information for parents

Top tips

Alongside the items noted here, you should review OFSTED's requirements for school websites. These can be found at: <https://www.gov.uk/guidance/what-maintained-schools-must-publish-online>



**Table 1: Design and build**

The design of your school website and how it's built is important. From helping your school stand out from your local competition through to ensuring your website is easy to use on all web enabled devices.

Design and build	Not true	Partially true	100% true
It works equally well on smartphones as on a PC (over 50% of website visits are now via smartphones)			
It feels contemporary			
It's less than 3 years old			
You're proud of your website			
It compares positively against your local competition			
It accurately reflects the values of your school			
It's consistent in design with your other marketing material			
It's easy to use			
It's engaging			
It ranks well on search engines			
Content and pages load quickly			
<b>Alarm bells</b>	<b>Tick here if any of these are relevant to your website...if so, you need to take action now</b>		
Your website uses Flash to deliver some or all of your content			
It was built by a member of staff (and they are likely the only person who knows how it works)			
You rely on a web designer to manage your website content for you			
It's difficult / time-consuming to manage			
Your website is impossible to use on a smartphone			



**Table 2: Information about your school**

There is an array of information you should include in your website, some of which is compulsory to ensure it meets the standards set by OFSTED. For an up to date list of what these are visit <https://www.gov.uk/guidance/what-maintained-schools-must-publish-online>

<b>Are the following on your website? And are they easy to find and view?</b>	<b>Not true</b>	<b>Partially true</b>	<b>100% true</b>
Clear contact information on every page			
Details of a primary contact for general enquiries and their contact details			
Details of management and teaching staff, and methods of contacting them			
Details of governors, their roles, and methods of contacting them			
Your school's values and strategic plans			
The school's teaching approach and reading scheme details			
Current curriculum information (by year / by subject)			
Your local offer - Special Education Needs and Disability			
Details of Pupil Premium and Sports Premium allocation (current and past years)			
Admissions policies			
E-safety policies			
Charging fees policies, e.g. activities, trips, etc			
Behaviour policy and support to pupils / parents			
Social media policies			
Overview of your most recent OFSTED visit			
Links to complete OFSTED Reports			
Links to your local community			
Exam results			
Details or links to relevant league tables			



**Table 3: Daily news and showcasing your school**

Providing an accurate glimpse into school life serves a number of purposes - from keeping parents up to date through to selling your school to prospective parents.

<b>Are the following on your website? And are they easy to find and view?</b>	<b>Not true</b>	<b>Partially true</b>	<b>100% true</b>
Latest school news			
Links to recent newsletters			
Details of how to register to receive future newsletters			
Updates from your Parents' Association			
Photo galleries showcasing events and news			
Video galleries showcasing events and news			
Full school calendar			
Separate list of term dates and key events			
Separate list of sporting fixtures			
Separate list of other extra-curricular activities			
Details about forthcoming trips			



**Table 4: Information for parents**

Your school website should be a hub for two-way communication with current parents. As a result you can ensure parents are better informed and kept up to date, whilst reducing the burden on your administrative team.

<b>Are the following on your website? And are they easy to find and view?</b>	<b>Not true</b>	<b>Partially true</b>	<b>100% true</b>
Online forms (absentee notification, trip registration, etc)			
Access / link to view school reports			
Access / link to view attendance records			
Access / link to your VLE and pupil resources			
School closure information			
Guidance on access, parking, drop off / pick up locations, etc			
Overview of daily timetable, class times, assemblies, etc			
Pre- / After-school clubs termly calendar, how to register a child, etc			
Lunch menus			
Details of parent support provision			
Links to ParentPay			
Recent school letters			
School policies and procedures			
Details of uniform (requirements and where to buy)			
SEND			
Medical guidance and support			
Useful guides for new parents			
Welcome booklets			
In addition to the above, do you have signed agreement from parents to include their children in photos / videos?			



## Key tips:

1. As a priority ensure your current school website includes the information stipulated by OFSTED, as a bear minimum.
2. Incorporate the development of your website into your strategic and communication plans. Consider whether your school branding also needs reviewing - often a rebrand precedes the development and successful launch of a new school website.
3. Set up a small project team tasked with reviewing other school websites - not just your local competition but schools further afield. Identify what works and what doesn't.
4. Complete a full, objective audit of your school website. Remember to consider each of your audience groups - what are the different roles the website needs to play for each of them? How does your website rate?
5. Engage with a trusted and proven website design provider that can take your school branding and website to the next level. They should,
  - 5.1. discuss your needs and advise you on the best approach based upon your specific requirements
  - 5.2. design and build your website so it accurately reflects your school's brand, sets you apart from your competition, is easy to use across smartphone, table and PC, and is easy to manage
  - 5.3. provide secure hosting, ongoing maintenance to the technical workings of the site, and support you as your website grows.

## For more information or to discuss the next steps in reviewing your current school website

- email [solutions@gloucestershireschools.co.uk](mailto:solutions@gloucestershireschools.co.uk)
- or visit [www.gloucestershireschools.co.uk](http://www.gloucestershireschools.co.uk)