

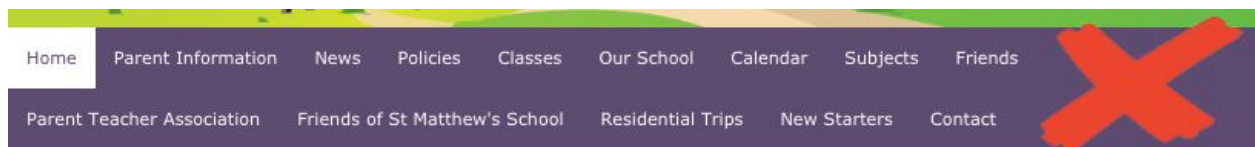
Website Tips 2018

While the academic year is still young, you may be looking to refresh your website. Whether this is in the content or the design, we can help with advice and guidance. Please see the following tips to ensure your website is secure, easy to navigate and presenting the best image of your school.

Declutter

Take a look at the content you currently have on your website; it is very easy to overload your website as you move through the academic year. September is the perfect time to remove or archive historical content.

Try to have your categories span one line of navigation; a streamlined navigation bar helps visitors to navigate and means that there is less content to scroll through before seeing the home page. Use short titles for your main categories, so that you can fit more to a line. Keep titles broad in theme, so you can add subcategories to them (for example 'About Us' or 'School Life', rather than 'Policies').



Use the Appropriate Element

There are a number of different tools that you can use to add content to your page. Some may display your information in a more eye-catching way than others. For example you may have used the Staff Member tool when creating a staff or governor page, but you can use this tool for other things too. It is a great tool for displaying things in a list such as clubs or groups. The PDF viewer tool is also helpful for displaying more complex information; for example charts and statistics created in Excel can be converted to PDF and displayed in this way.



Take Advantage of News

Some schools ignore the News tool, without realising that due to the way it adds a quick link to the homepage, it is an effective way of keeping your parents up to date. Using News for your newsletters or galleries as well as individual News items, means that you don't need to manually manage separate categories or the homepage panel, this is sorted and archived for you automatically.



Use PDFs over Word Documents/Publisher Files

Keep in mind that many of your parents will check your website on a mobile phone; if they do not have Microsoft tools on their phone, they will be unable to open Word files added as resources. However most smartphones will have a built-in PDF reader, so we would advise using these style files wherever possible. Another advantage of using PDF is that the file cannot be downloaded and changed. Remember, it is possible to save your Word files as PDFs (go to 'Save as' and select PDF as the file type from here).

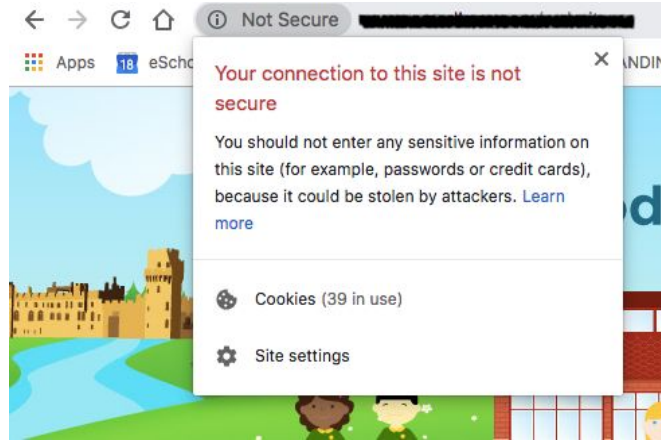
Keep Security in Mind: Use Broad Strokes

Many schools like to share their news on their website as News articles and as Newsletters. This engages existing parents as well as being a resource for prospective parents to look through on their website. Newsletters are a good source of information, but a common pitfall is revealing too much about their students. Remember that by adding an article or Newsletter the world will be able to see any data on it. This includes photographs, names, ages and classes.


In general avoid overloading your website with content; If you use the eSchools platform, letters, notifications, diary dates and classroom activity can be shared with your parents, so you do not need to put so much information on the website. Use your website to attract new parents, but use your platform to correspond with existing ones.

Keep Security in Mind: SSL

Using a Chrome browser will identify websites that do not own an SSL (Secure Sockets Layer) by displaying the 'Not Secure' notice in the URL.



All eSchools websites are secured with an SSL, however if you are using your own masking domain, you may wish to add an additional SSL certificate to it. These can be purchased and installed by eSchools; order directly from the banner on the website editor (see image below) or contact our support team for more information.

 **SSL update - Purchase an SSL certificate** [ORDER NOW](#)
Important security information regarding your school website: Please read the information [here](#) regarding changes Google are making to the way they display website security information in their forthcoming Chrome browser update.

Design Refresh

You may require some minor or major adjustments to you website design, whether this is a change of logo or a full design refresh. This is always possible, and prices are based on the design time required. Contact our Support team for amendments and they can quote a price for you. If the time has come for your website to have a full refresh, again, please let us know as we can amend the design without removing the content! To get an idea of some of our other designs please see <http://www.eschools.co.uk/portfolio>.