Website Health Check
Last Updated: November 2018

Website address:

Your school website is a valuable source of information for both current and prospective parents. It's a virtual front door to your school that can be accessed by any person with internet access including Ofsted Inspectors. First impressions are everything so it's vital to invest time into your school website. This report will give you an idea of where your website stands in terms of Ofsted compliance, usability and where we feel improvements can be made along with any recommendations.

DfE Requirements

The DfE require schools to publish certain information on their website. Failure to provide this information could have a negative impact on your inspection.

Item	Achieved ✓ ✗	Recommendation/Notes
Contact details		
School name		
Postal Address		
Telephone number		
Member of staff that deals with queries from parents and other members ⬚of the public		
The name and contact details of your special educational needs (SEN) co-ordinator (SENCO) unless you're a special school		
School admission arrangements		
Foundation schools and voluntary-controlled schools If the school's governing body decides your admissions, you must publish your school's		

admission arrangements each year and keep them up for the whole school year.
You must explain:

- how you'll consider applications for each relevant age group at your school
- what parents should do if they want to apply for their child to attend your school
- your arrangements for selecting the pupils who apply
- your 'over-subscription criteria' (how you offer places if there are more applicants than places)

Community schools and voluntary-controlled schools
If the local authority decides your admissions, write that parents should contact the local authority to find out about your admission arrangements.

The School's most recent Ofsted report

You must do one of the following:

- Publish a copy of your school's most recent Ofsted report.
- Publish a link to the report on the Ofsted website

The school's most recent KS2 results

You must publish the following details from your school's most recent key stage 2 results:

- average progress scores in reading, writing and maths
- average 'scaled scores' in reading and maths
- percentage of pupils who achieved the expected standard or above in reading, writing and maths
- percentage of pupils who achieved a high level of attainment in reading, writing and maths

Performance Tables

You must include a link to the school and college performance tables service.

Curriculum		
The content of the curriculum your school follows in each academic year for every subject, including Religious Education even if it is taught as part of another subject or subjects, or is called something else		
The names of any phonics or reading schemes you are using in KS1.		
A list of the courses available to pupils at key stage 4, including GCSEs		
How parents or other members of the public can find out more about the curriculum your school is following.		
Policies		
You should publish details of your school's behaviour policy. Please note the policy must comply with section 89 of the Education and Inspections Act 2006. Advice on developing and publishing your school's behaviour policy is available on the GOV.UK website.		
You must publish your school's charging and 'remissions' policies (this means when you cancel fees). The policies must include details of: ● the activities or cases where your school will charge pupils' parents ● the circumstances where your school will make an exception on a payment you would normally expect to receive under your charging policy		
School Complaints Procedure		
You must publish details of your school's complaints procedure, which must comply with Section 29 of the Education Act 2002. You must also publish any arrangements for handling complaints from parents of children with special educational needs (SEN) about the support the school provides.		

Details of how your school spends its pupil premium funding		
You must publish a strategy for the school's use of the pupil premium. For the current academic year, you must include: ● your school's pupil premium grant allocation amount ● a summary of the main barriers to educational achievement faced by eligible pupils at the school ● how you'll spend the pupil premium to overcome those barriers and the reasons for that approach ● how you'll measure the impact of the pupil premium ● the date of the next review of the school's pupil premium strategy		
For the previous academic year, you must include: ● how you spent the pupil premium allocation ● the effect of the expenditure on eligible and other pupils Pupil premium funding is allocated for each financial year, but the information you publish online should refer to the academic year, as this is how parents understand the school system. As you won't know allocations for the end of the academic year (April to July), you should report on the funding up to the end of the financial year and update it when you have all the figures.		
Details of how your school spends its PE and sports premium funding		
you must publish how much funding you received		
A full breakdown of how you've spent or will spend the funding this year		
The effect of the premium on pupils' PE and sport participation and attainment		
How you will make sure these improvements are sustainable		

How many pupils within their year 6 cohort can do each of the following ● swim competently, confidently and proficiently over a distance of at least 25 metres ● use a range of strokes effectively ● perform safe self-rescue in different water-based situations.		
SEN Report		

You must publish an SEN information report on your school's policy for pupils with SEN and should update it annually.
 	
You should update any changes occurring during the year as soon as possible.
 	
Please note, the report must comply with:
 	
● section 69 of the Children and Families Act 2014, which includes:
  ○ the arrangements for the admission of disabled pupils
  ○ the steps you have taken to prevent disabled pupils from being treated less favourably than other pupils
  ○ the facilities you provide to help disabled pupils to access the school
  ○ information as to the plan prepared by the governing body or proprietor under paragraph 3 of schedule 10 to the Equality Act 2010 (accessibility plan) for:
    ■ increasing the extent to which disabled pupils can participate in the school's curriculum
    ■ improving the physical environment of the school for the purpose of increasing the extent to which disabled pupils are able to take advantage of education and benefits, facilities and services provided or offered by the school
    ■ improving the delivery to disabled pupils of information which is readily accessible to pupils who are		

not disabled ● regulation 51 and schedule 1 of the Special Educational Needs and Disability Regulations 2014 ● section 6 of the Special educational needs and disability code of practice: 0 to 25 years You can find details of legislature on http://www.legislation.gov.uk		
Careers Programme Information		
From September 2018, you must publish information about the school's careers programme. This information must relate to the delivery of careers guidance to year 8 to 13 pupils in accordance with Section 42A of the Education Act 1997. For the current academic year, you must include: ● the name, email address and telephone number of the school's Careers Leader ● a summary of the careers programme, including details of how pupils, parents, teachers and employers may access information about the careers programme ● how the school measures and assesses the impact of the careers programme on pupils ● the date of the school's next review of the information published		
Equality		
Public bodies, including local-authority-maintained schools, are covered by the public sector equality duty in the Equality Act 2010. This means you have to publish: ● details of how your school is complying with the public sector equality duty - you should update this every year ● your school's equality objectives - you should update this at least once every 4 years		
Governors		

You must publish up to date details of the structure and responsibilities of the governing body and its committees		
You must publish up to date information about each governor, including their: ● full name, date of appointment, term of office, date they stepped down (where applicable) and who appointed them (in accordance with the governing body's instrument of government) ● business and financial interests ● governance roles in other educational institutions ● any material interests arising from relationships between governors or relationships between governors and school staff (including spouses, partners and close relatives) ● attendance record at governing body and committee meetings over the last academic year		
Other items		
Your website should include a statement of your school's ethos and values.		
If a parent requests a paper copy of the information on your school's website, you must provide this free of charge.		

Presentation

The architecture of your website is extremely important as your visitors will not waste their time searching high and low for the information they require. Organise information at each level of the Web site so that it shows a clear and logical structure to visitors i.e visitors will not expect to find the school lunch menu in the curriculum section!

It's important to get the balance right on each page, you don't want a page to be too busy however at the same time you don't want a page to look empty. Something as simple as adding a single image to a page which only contains a couple of download links can make a big difference.

More tips

Here are a few more tips to keep your website looking attractive

1. Ensure that instant dropdowns are enabled, so that visitors can see pages and subcategories from the homepage by running their cursor along the navigation bar. Contact eSchools if this has not been enabled.
2. Keep the titles of the categories on the navigation bar 'loose'; use titles like "About Us", "Our School" or "Information". This way you can make the subsequent pages or subcategories more specific, without making the navigation bar too cluttered.
3. Keep any text on the homepage minimal, as visitors do not want to scroll down too far before seeing recent information like News and Events. If you need to put a large welcome message on your website, consider adding this as a separate page.
4. Ensure any display column on the homepage is used - keep news items up to date and add newsletters although you may consider limiting the number of newsletters that appear here. Think about using social media, such as a Twitter feed on your homepage.
5. Don't overuse the Important Message on the homepage - if it's always there, visitors become blase to it, and may not notice it when you really need them to. Also, remember to turn it off with the status switch when it's not in use.
6. You can use the Staff Member tool for displaying information other than staff! Why not try it for a governor page or even an after school clubs page?

Search Engine Optimisation (SEO)

Search engine optimisation is about trying to rank higher in search engines. If your website is with eSchools most of this is already taken care of, however there are a number of ways of improving this:

1. Ensure your school's Google Maps listing is up-to-date with the correct website address
2. If you are new to eSchools you can retain your existing domain name
3. Ensure that there is an adequate number of pages and categories on your website
4. Register the school as a business through Google+
5. Ensure your parents use eSchools and regularly login or visit the website

If somebody searches for your website on a search engine from a mobile device and your website is not mobile friendly it's highly likely your website won't feature that highly in the search results. eSchools ensures your website is responsive and therefore mobile friendly meaning your website should feature prominently no matter what type of device is being used for the search.

Next Steps

If you require any assistance after reading this document please feel free to contact the eSchools Support Team on 0845 557 7056 or email **support@eschools.co.uk**

Disclaimer

Please note that we are not trained Ofsted inspectors. All of our guidance is formed from our years of experience and our interpretations of the requirements that have been published by the DfE. All guidance is provided in good faith and your school may or may not choose to follow it.

We are not policy experts so where a policy is required we have simply checked that the policy in question is present on your website. It is your school's responsibility to ensure the policy contains all the necessary information.

In some cases the criteria may well have been met but has been missed due to where it has been located. An Ofsted inspector or indeed any other visitor to your website will not spend a lengthy period of searching so it's always important to ensure the item is situated in a logical place and can be found with minimal clicks.