WEB FOUNDRY

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WEB FOUNDRY

WE KNOW A THING OR TWO ABOUT BUILDING EDUCATION BRANDS ONLINE.

From a communication perspective, the way students and parents are engaging with schools, colleges and universities is evolving rapidly.

At Web Foundry, we believe that the key to a successful digital and educational future is embracing this change.

Our unique skillset lies in making learning engagement as simple as it can be.

We specialise in building education brands online and enabling them to connect directly with their audiences, from school websites to the most complex learning management systems.

From consultancy to design and build, technical support and hosting, we've built up a bank of knowledge about the growing opportunities in the new digital arena.

And now, we'd like to share that knowledge with you.

THE DELAMERE
C*of*E ACADEMY

INTERACTIVE
DESIGN
INSTITUTE

University *of* Hertfordshire

St Martin's Academy
Chester
Excellence, Inspiration, Care

Welcome to IDI Admissions
STUDY

EXPERIENCE HAS TAUGHT US ALL YOU NEED TO KNOW.

The key to growing knowledge is building understanding.

But many educational websites suffer from poor usability and impenetrable terminology. That's where our experience makes the difference.

For pupils and students, the first role of a website is to inform, inspire and stimulate; for interested parents, it's to lead them quickly to the inescapable conclusion that you're the right academic choice.

Our simple, intuitive solutions ensure easy navigation and conversion, helping to fast track you into their consideration set.

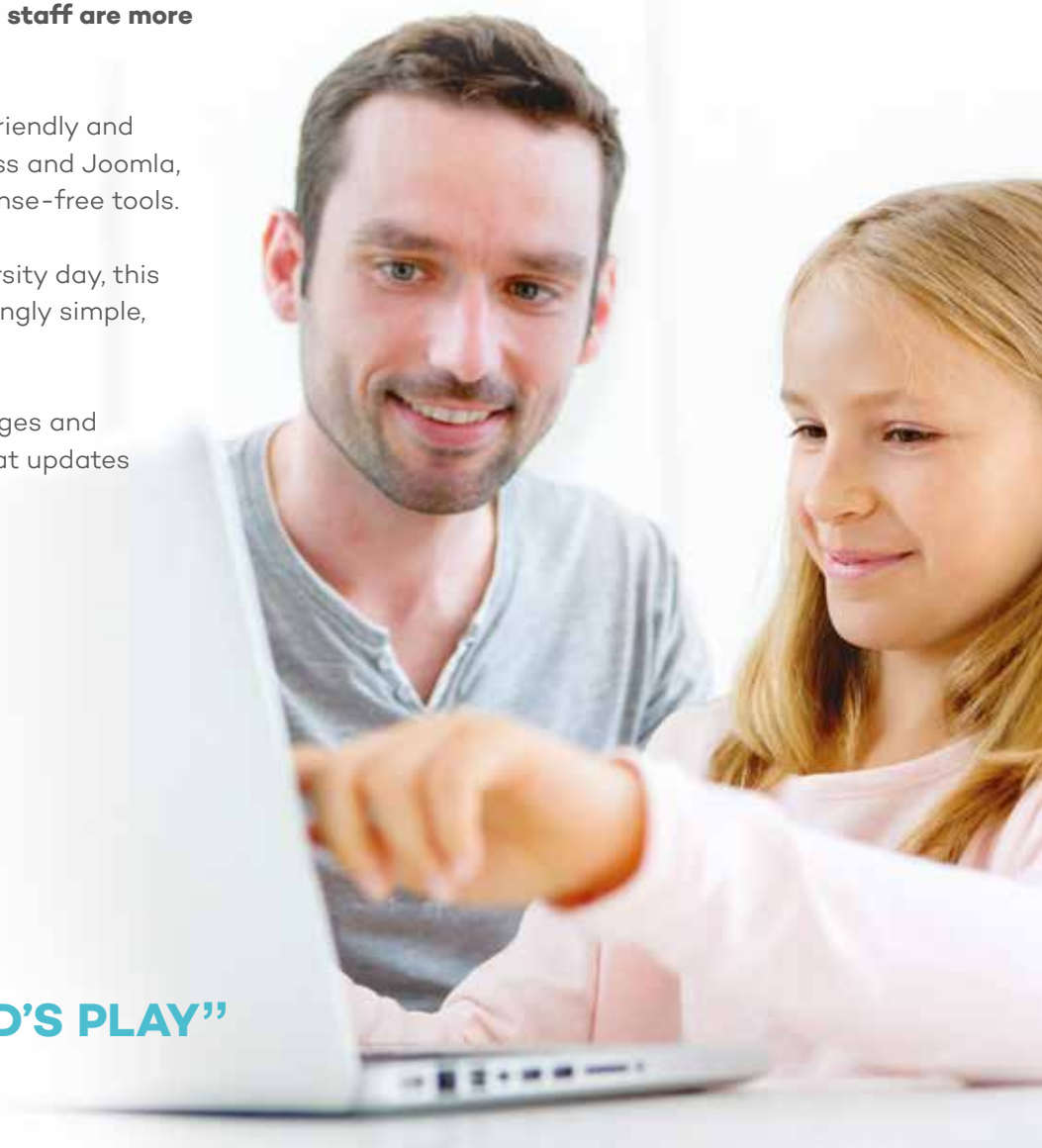
WE MAKE UPDATES USER-FRIENDLY AND BUDGET-FRIENDLY.

We appreciate that some school staff are more tech-savvy than others.

So to make websites both user-friendly and budget-friendly, we use WordPress and Joomla, the world's two most popular license-free tools.

In a busy school, college or university day, this makes updating content reassuringly simple, robust and reliable.

From reports to last minute changes and timetable tweaks, we'll ensure that updates are always easy to implement.



"UPDATING YOUR WEBSITE IS CHILD'S PLAY"

PERFECT, BITE-SIZED PACKAGES.

WEBSITE DESIGN AND BUILD
Perfectly balanced and expertly prepared. All the ingredients in a mouthwatering, easy to handle package.

FULL SERVICE CONSULTANCY
Beautifully organised and perfectly sized. Everything you need in one place.

SEARCH MARKETING
The juice to keep things going when the heat is on.

CONTENT MANAGEMENT
Fresh, bite-sized goodness. Just the way Google likes it.

Whatever level of resource or input you have an appetite for, Web Foundry can arrange everything.

From simple website design or refresh to the most advanced, future-ready online learning environment, we can plug into any part of your online strategy or be the architects of a new strategic direction that will set you apart in a busy academic marketplace.

And we're on the same web page as you when it comes to budget, too.

Each Smart Package comes at an all-inclusive, cost-effective price, covering varying service levels to meet any requirement.

And the really smart part is, you'll have access to a highly experienced team who know everything there is to know about educational engagement, from search optimisation to application maximisation.

SMART PACKAGE 1

- Up to 20 page website redesign and build
- Content Management System (CMS)
- Admin training
- Optimised for Google
- Social media feeds and sharing
- Mobile friendly version
- Google Map
- Simple contact form
- Includes annual hosting and backup
- Includes 5 hours free support

FROM **£1,995****

SMART PACKAGE 2

- Up to 50 page website redesign and build
- Content Management System (CMS)
- Admin training
- Optimised for Google
- Social media feeds and sharing
- Mobile friendly version
- Google Map
- Simple contact form
- Blog
- Parents' login
- School calendar
- Includes annual hosting and backup
- Includes 10 hours free support

FROM **£2,995****

SMART PACKAGE 3

- Up to 100 pages
- Website redesign and build
- Content Management System (CMS)
- Admin training
- Optimised for Google
- Social media feeds and sharing
- Mobile friendly version
- Google Maps
- Advanced contact forms
- Blog
- Parents' login
- School calendar
- Student sandbox*
- Includes annual hosting and backup
- Includes 20 hours free support

FROM **£3,995****

*Play area to help students learn digital skills

**Prices exclude VAT

WEB FOUNDRY

IT'S TIME FOR SCHOOL WEBSITES TO PASS THE TOUGHEST TEST OF ALL.

PARENTS.

With more and more parents taking an online interest in their children's academic attainments via their mobiles, tablets and laptops, many schools are now playing catch-up.

At Web Foundry, we believe the better informed you are about parental expectations, the better equipped you will be for the future.

That's why we've recently commissioned a research study into their views on the performance and all round usability of school websites.

So was it a case of top marks, or could do better?

Let's just say that the fascinating insights we've gained could change the way every school approaches its future online strategy.

To get your hands on this report please call Web Foundry on **0161 413 6033** or email **james@web-foundry.co.uk**