

mortimer* West Cheshire College

Case study

West Cheshire College

Client: West Cheshire College

Sector: Further Education

Description: Website

The challenge

West Cheshire College is a leading-edge vocational college located in Chester, Ellesmere Port and Capenhurst. The college has three main target markets: students aged 14 to 19, adults and employers. Its website had become outdated and the college wanted a fresh new look. Mortimer* successfully pitched for this work, which had the following parameters.

- * The new website needed to project the high standards and leading status of the college, in order to attract more students and to reflect the pride staff and pupils have in WCC
- * It had to appeal equally to the three target audiences
- * Its large size meant that ease of navigation was essential
- * The website needed to integrate well with technologies in use by the college such as the course database
- * It had to facilitate regular updating
- * It needed to meet accessibility guidelines.

The solution

- * Working closely with WCC's marketing department, Mortimer* simplified the brand, making it more confident and commensurate with the college's status.
- * We established a new multilevel structure. The main content areas are now colour coded, making navigation much easier.
- * We incorporated testimonials of students and employers, a video facility, an interactive course search and an online enrolment system.
- * Accessibility was built in.
- * We added a content management system tailored to the needs of the college. This makes it easy for WCC marketing staff to update the website.

The result

West Cheshire College website was Runner-up in the website category of the FE First Awards. The citation called it "a well presented and interesting submission with clearly stated objectives, analysis and evaluation. The end result is a well thought out website that is easy to navigate and achieves exactly what it set out to do." FE First Awards, West Cheshire College, Runner-up in website category.

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