

# The gold standard experience for exam assessments

## Client

Independent Schools Examinations Board (ISEB)

## Industry

Education

## Project

Website build

## Focus

Modernisation with e-commerce functionality

## Success

Maintain ISEB's standing as a leading exam board among independent schools



## A bit of **background**

The Independent Schools Examinations Board (ISEB) is best known for **setting the Common Entrance Examinations**, which students take to gain entry to some of the best public schools in the UK and overseas.

The examinations are set by experienced teachers from the country's leading schools, and they're **widely regarded as the gold standard** for assessments at 11+ and 13+.

The examinations, backed by the leading independent school associations, include the Common Pre-Tests, Common Entrance and Common Academic Scholarship examinations.

Their current website features **public-facing information that can be accessed by any user, as well as a portal**, which teachers and parents can log into to access more detailed information about what's on the syllabus and how testing works.



## The **opportunity**

ISEB has established a reputation as the very best in recruiting students for the world's most prestigious schools. **They lead the way** with their rigorous examinations, and are trusted by the teachers, parents and institutions they partner with.

But their current online presence didn't reflect this. To complement their new and exciting branding, they also wanted to **modernise their existing website, offering an enhanced user experience and cementing their reputation as the go-to choice** for assessments among institutions, teachers and parents.

ISEB also sells past exam papers to teachers and parents via a third party, and wanted to bring this service in-house. Their new website had to **incorporate an e-commerce** function to allow them to do this.

Ultimately, ISEB wanted a custom-built website that fulfilled all of their business needs in-house, with a cutting-edge design that reflected their standing in the sector.



## What we **did**

When we're looking to design and build a new website for any client, our first port of call is always to look at the current site; we need to **understand pain points from different stakeholder perspectives** too, as this will ultimately inform what we build.

After conducting a thorough website audit, assessing everything from functionality to SEO performance, it was clear that **the branding and general layout wasn't up to par with the exceptional service that ISEB provides** to institutions, parents and their children. In an industry where a child's education is what's at play, first impressions matter.

We also knew that the new design for the website would have to incorporate a strong, adaptable e-commerce solution, allowing the ISEB team to manage and monitor sales effectively, and allow for scale.



## What we're **building**

This **project is live** right now; we've wrapped up the discovery phase, but we've only just entered the design phase. We work agile too, so **changes and adaptations to roadmaps are part and parcel of what we do**. While we can't give you an in-depth look at our plans for this reason, here's a quick summary of what we're roadmapping right now...



### **We'll use Wordpress**

We need the site to be bespoke, robust and capable of a wide variety of functionality, so a Wordpress framework is ideal for this solution



### **A simplistic CMS**

This build needs to be intuitive for several types of user, so ensuring the team can easily manage content, while the public-facing site is accessible is a top priority



### **Scalable ecommerce**

Using the WooCommerce plugin, we'll customise the retail element of ISEB's site to ensure the best design, performance and security



## What's happening **right now?**

When ISEB enlisted the help of 6B, the problem at hand was abundantly clear: **their website was outdated and in need of modernisation.**

Once a comprehensive site audit had been completed, our team were able to suggest **a bespoke WordPress solution** that would not only elevate how their brand is perceived, but also enable them to manage sales and easily update content in-house themselves.

Although the project is still in its infancy and our team are still designing what the final site will look and function like, **ISEB have responded very positively to what they've seen so far.**

The **slick design and functionality of the new site** will ensure their users find the information they need quickly and will help reaffirm their position as a leading exam board among public schools.



**Looking to  
accelerate**  
your next digital  
project?

**Let's talk today**



Chat to our **Business Development Manager** and let's get started.

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