



Your website (re)imagined

**Bee Digital's website design service,
just for education brands.**



**If you want to chat
about your
ambitions for your
website scan the QR
code over there, fill
in the form, and
we'll be in touch...**



What does your website make you feel like today?

Outdated design and user experience

You may feel embarrassed by an old-fashioned website that doesn't represent your brand well and doesn't create a strong impression on visitors. Outdated visuals and confusing navigation can **annoy teachers and drive them away**, hurting your credibility and engagement.

Difficult to update or manage

You may find it frustrating that your website is difficult to update, either because the platform is outdated or the CMS isn't user-friendly. This can lead to delays in publishing content and **slow down your marketing efforts**.

Branding and messaging mismatch

You might recognise that your website no longer aligns with your current brand, vision, or new business offerings, which makes it feel disconnected. This can **confuse your audience** and weaken the impact of your marketing efforts.

Competitor pressure and SEO underperformance

You've noticed that competitors' websites are more modern, visually appealing, or better-ranked on search engines. This can make you feel like you're falling behind, both in terms of online presence and search visibility, **reducing your competitive edge**.

Low conversion rates

Despite having visitors, your website might not generate enough leads or sales. Ineffective calls-to-action, unclear layouts, or a **lack of focus on converting educators** can leave your site feeling like it's underperforming.



What will a new website make you feel like **tomorrow?**

Modern design and improved user experience

A redesign will give your website a fresh, modern look that accurately reflects your brand's personality, making you feel proud to showcase it. With streamlined navigation and intuitive user experience (UX), visitors will have a smoother journey, leading to **increased engagement and a better overall impression** of your business.

Easy updates and user-friendly management

A new content management system (CMS) will make it simple for you or your team to update the site without technical hurdles. You'll be able to easily add new content, products, or services, **ensuring your website stays up-to-date** and relevant to your business needs.

Aligned branding and consistent messaging

New copy and design will reflect your current brand identity and vision, creating a cohesive and consistent message across all platforms. With clearer, more focused communication, your audience will **better understand who you are and what you offer**, boosting brand trust and loyalty.

Competitive edge and better SEO performance

Your redesigned website will not only look better than your competitors' but will also be optimised for search engines. Higher search rankings and an attractive, functional design will help you **stay ahead of the competition**, attracting more visitors and turning them into loyal customers.

Increased conversion rates

With strategic calls-to-action, a user-centric layout, and content that speaks directly to your target audience, your redesigned site will be **primed to convert visitors into leads or customers**. You'll see a website that actively supports your business growth, turning traffic into tangible results.



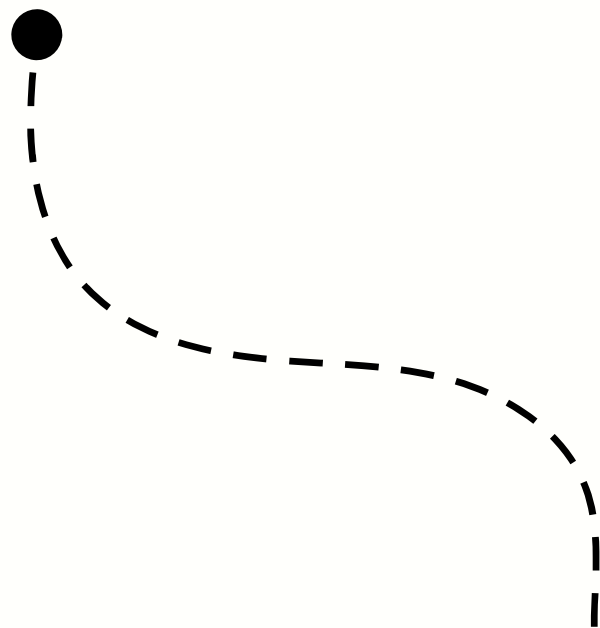
Reach more teachers with Bee Digital

At Bee Digital, we specialise in crafting and revitalising websites for education companies.

With over 20+ years of experience, we're deeply invested in helping education brands thrive. Our expertise ensures your brand connects with educators, builds trust, and drives growth.

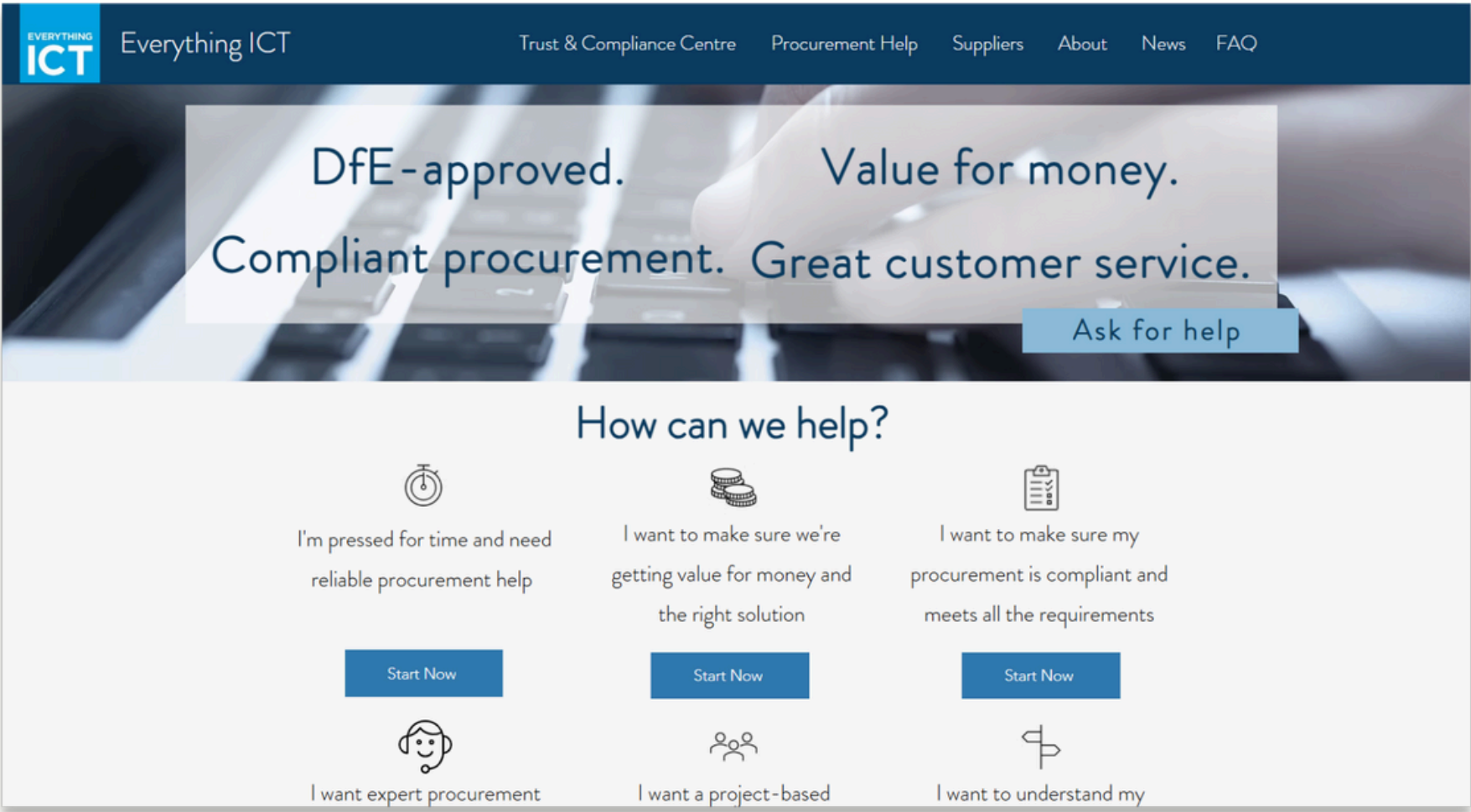
Our expertise in action

Explore some of the impactful websites we've built and the brands we've helped amplify through strategic design, messaging, and positioning:

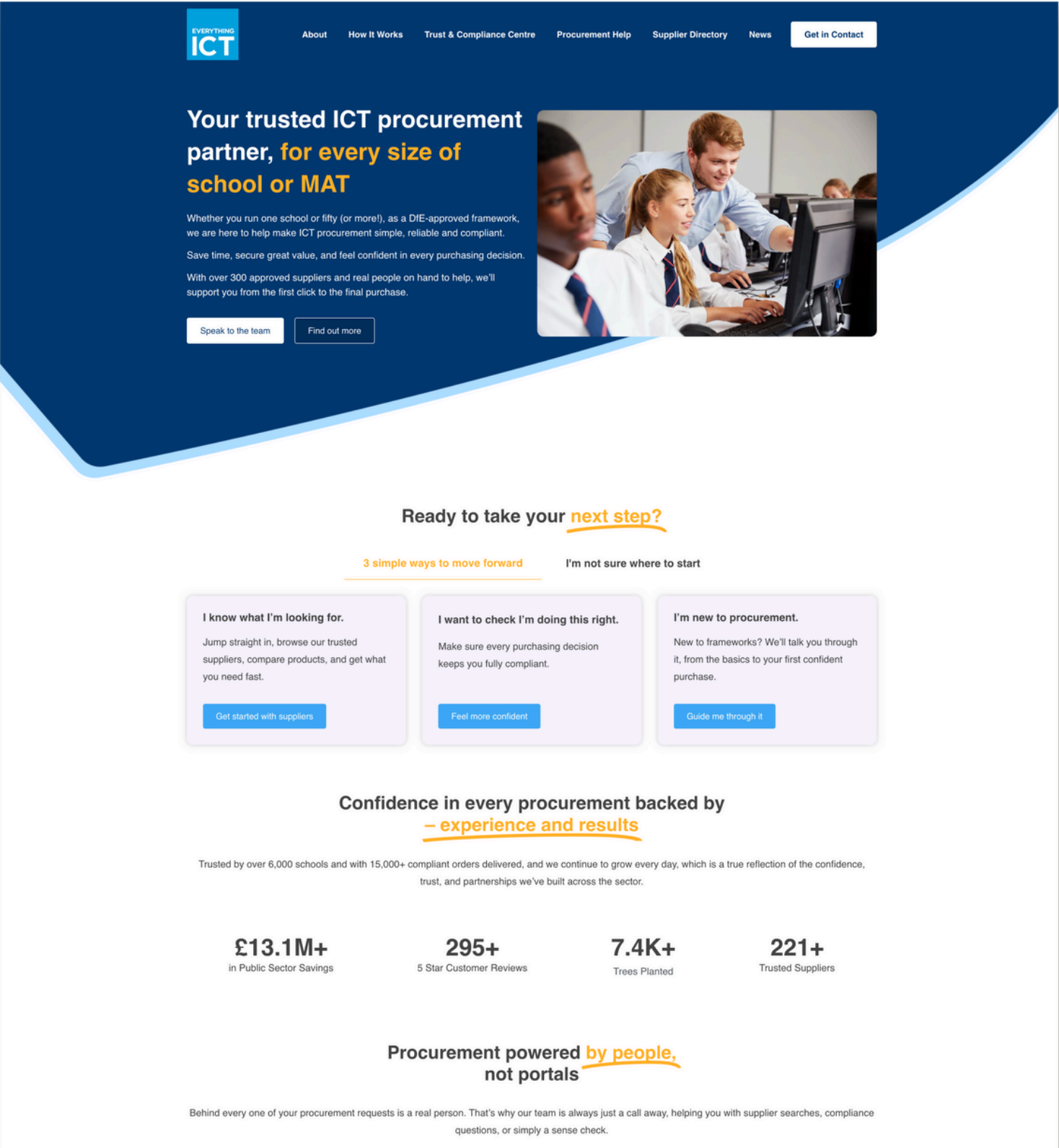




Before



After





The challenge

While the previous site worked for larger MATs who already knew the framework, it didn't speak clearly to smaller MATs. Functional but outdated, the design and tone no longer reflected the organisation's value or approach. The customer journey wasn't as clear as it could be, calls to action were limited, and graphics, copy, and navigation all needed a refresh.

Our role

We redesigned the customer journey around two key drivers: confidence-led and pain point-led pathways. We introduced modern graphics and design, clearer copy with stronger CTAs, and an improved supplier database page.

Impact

The new site builds on existing trust with larger MATs while also welcoming smaller MATs and schools who may be less familiar with procurement frameworks. With a fresh design, clear CTAs, and supportive messaging, the experience is more intuitive and confidence-building. The strengthened brand positioning now presents Everything ICT as both approachable and authoritative, making procurement feel simple, compliant, and accessible.



Before



HOME

EFL IN ACTION

COMMUNITY & CONFERENCES

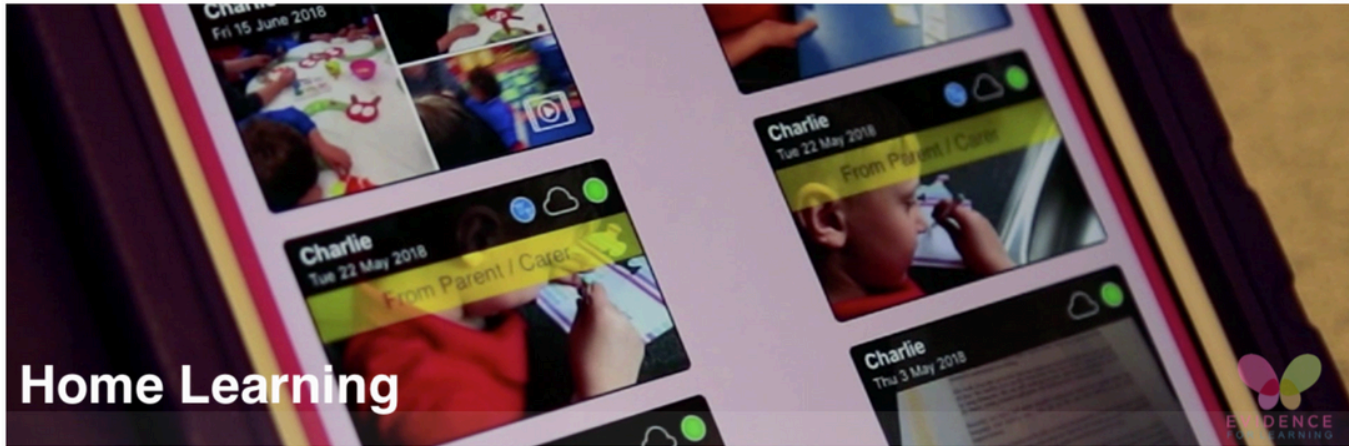
LEARNINGSHARED

REQUEST INFO/TRIAL

HELP CENTRE



Capture and assess engagement and learning...



Home Learning

... with NEW tools to support an holistic approach

Welcome to the world of Evidence for Learning and Insights for Learning

Evidence for Learning has transformed how hundreds of SEND schools, colleges and provisions are able to evidence, assess, review and plan for meeting the unique needs of their SEND learners, especially in light of the Rochford Review.

It supports an Inquiry-based approach to education and provision, that allows ALL stakeholders in a child, young person or adult's learning and development to quickly and easily gather photo and video evidence, linked to the individual's learning goals as well as any key skills frameworks. Observations can be annotated and tagged to reflect your school's basket of indicators in an instant. Evidence for Learning supports ANY assessment framework and ANY assessment model – including evidencing and tracking progress against individual learning intentions and targets related to Education Health & Care (EHC) Plans. What's more, teachers can easily amend and add to these goals over time in order to respond to a learners' ongoing needs and development.

All evidence gathered is automatically organised by the app and readily available on-demand to anyone in the school. Stakeholders can search for and sort evidence by any attribute, and schools use these features to save time and workload and crucially to be better informed during planning, moderation and ongoing professional development. The same tools support real time deep dives into any aspect(s) and area(s) of your school's curriculum – allowing you to see how individual learners are experiencing your curriculum and how teaching is being personalised to support that learner's needs. Evidence for Learning gives you a platform and the tools to develop and demonstrate connected practice which links curriculum, pedagogy and assessment.

EfL has also transformed how parents/carers, external stakeholders and the learner themselves are engaged and involved in the entire learning process and journey – a multi-agency approach. Not only can photos, videos and notes be easily and securely shared by the school, but parents/carers can capture and submit their own photos, videos and notes to reflect the learner's development and experiences at home and outside in the community. Invaluable collaboration and powerful at showing where learning and knowledge is beginning to be generalised.

Evidence for Learning is perfect for supporting the new Engagement Model as defined and in the recently published guidance from the Department for Education (2020). The app has been used for many years by schools around the world to support engagement-oriented approaches, such as the models developed by Professor Barry Carpenter et al, and has been featured in a paper delivered by Professor Carpenter to the International Society of Early Intervention Conference, Sydney, June 2019.

Insights for Learning is the companion toolkit that runs alongside Evidence for Learning and can provide you and your stakeholders with valuable insights based on the rich treasure of information, data, interactions and evidence collected through Evidence for Learning. Crucially, in the same

After



EFL in ActionCommunity & ConferencesLearningSharedRequest Info/TrialHelp Centre



Easily show what learning and progress looks like for learners with SEND

Capture and create a rich, comprehensive picture and narrative showing and detailing learning and progress for your learners with SEND.

Shows how you are meeting needs, aspirations, and learning goals in line with EHCPs and IEPs.

Demonstrate the breadth, depth and impact of your curriculum.

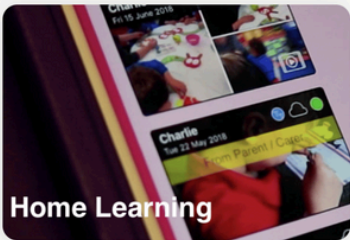
Request free trial



Classroom Learning



Outdoor Learning



Home Learning



Trusted by 40,000+ teachers from some of the most innovative schools



Diane Rochford OBE
Ofsted Inspector, School Improvement Partner, Chair of



Prof. Barry Carpenter CBE
OBE D.Litt PhD FCCT
Professor of Mental Health in



Cheryl Gaughan
Director SEND and Inclusion
JMAT Schools, Rotherham



The challenge

The old site lacked structure and flow, with dozens of excellent ideas that all struggled to shine through. The messaging was unclear, and used language that did not quickly articulate the impact of the product, and the design elements often clashed with one another.

Our role

Full website design and development, complete with brand positioning and messaging.

Impact

The new Evidence for Learning website marks a huge step forward from the original build.

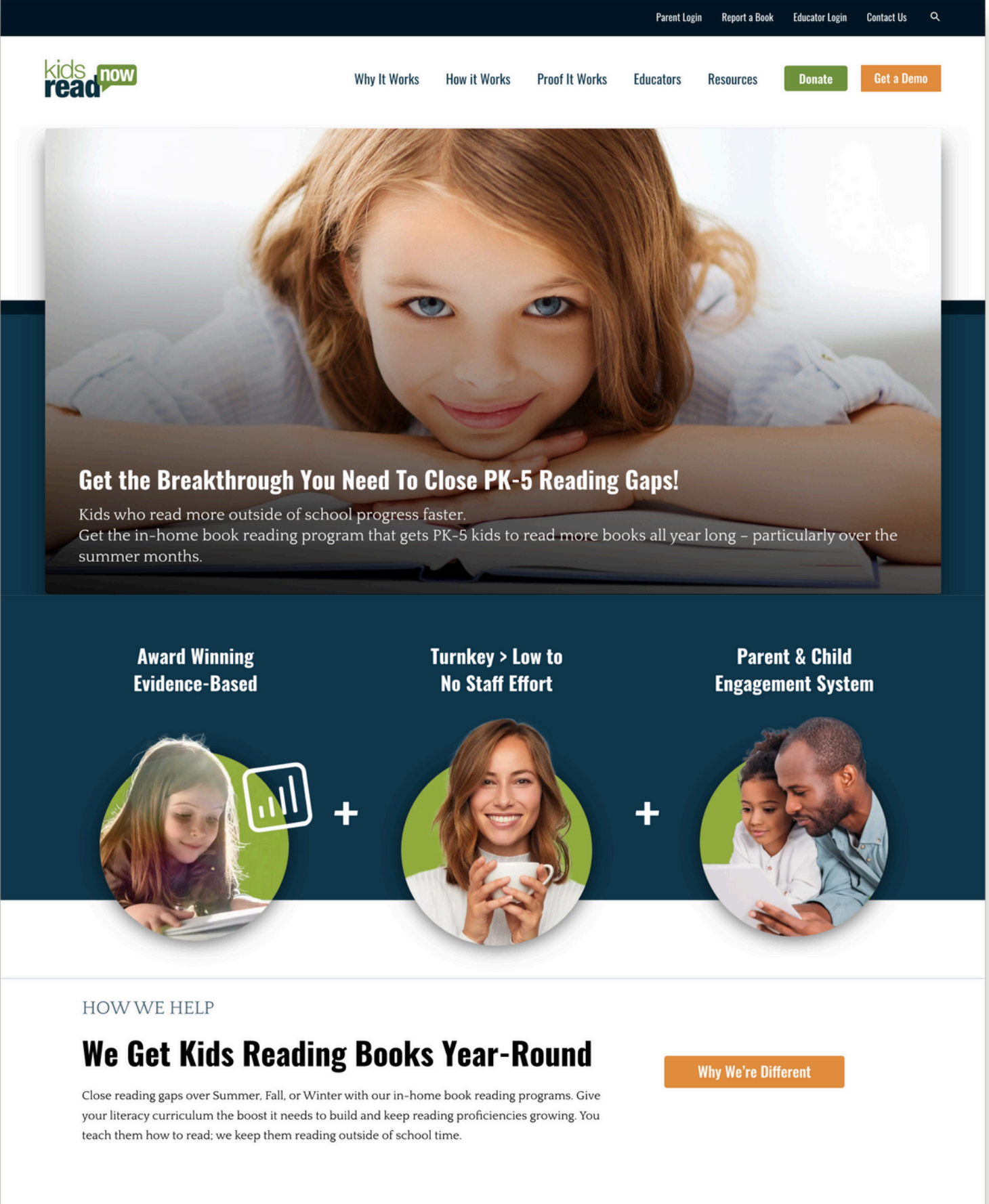
The new website combines emotional language with logic and reasoning, wrapped in a clear, light design that encourages visitors to delve further. This has resulted in far higher demo bookings than before, a key metric for the brand.



Before



After





The challenge

The old site struggled to communicate the brand promise clearly within the first few seconds, focusing heavily on logical appeals by detailing impact but failing to evoke an emotional connection.

Our role

Full website design and development, complete with brand positioning and messaging.

Impact

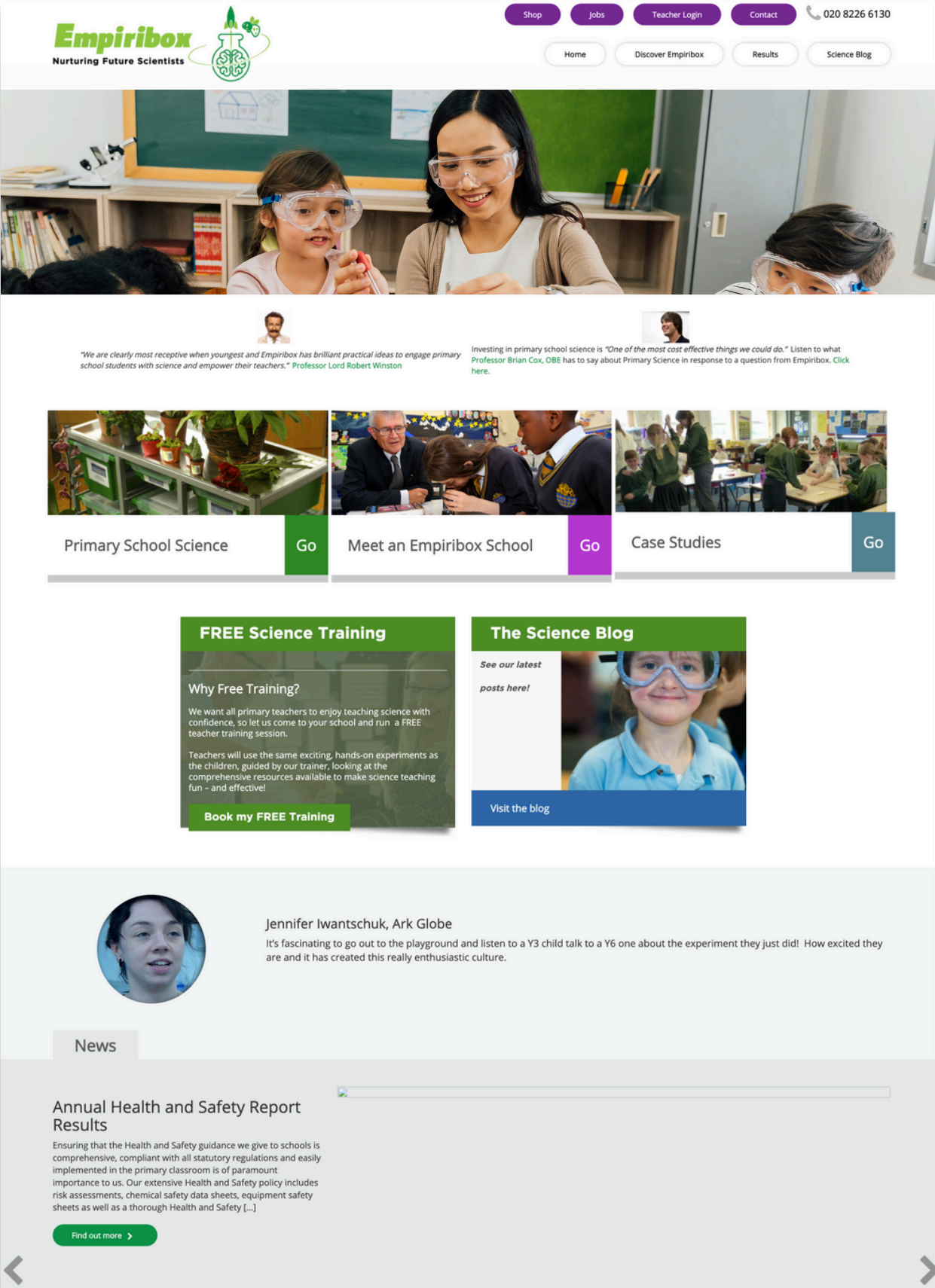
The new Kids Read Now website marks a substantial evolution over its previous version.

The redesigned site combines a clean, modern interface with impactful storytelling, allowing visitors to immediately feel the importance of the mission while easily navigating resources that encourage action and support for childhood literacy.

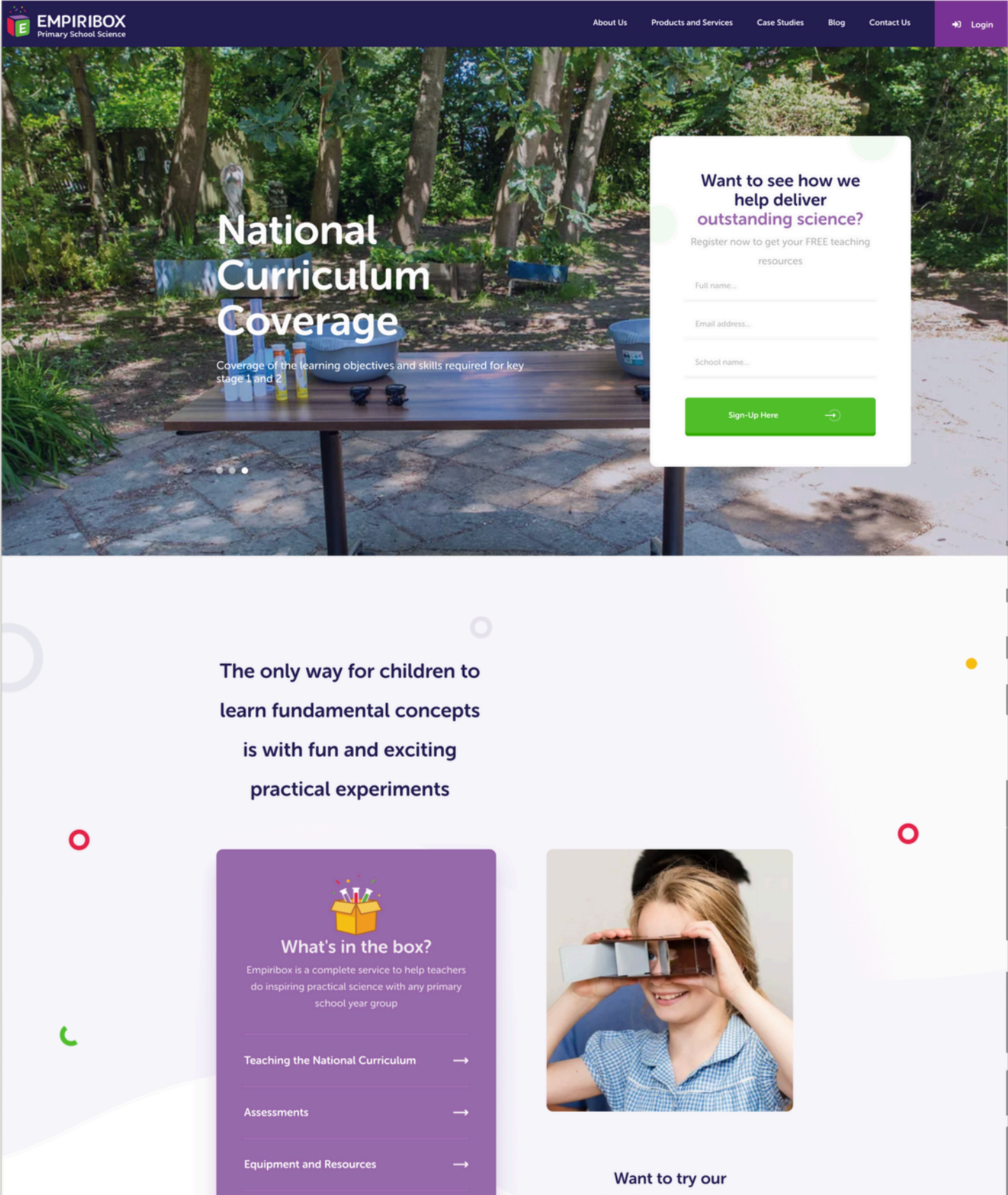


EMPIRIBOX
Primary School Science

Before



After





The challenge

The old website suffered from a basic, utilitarian design that lacked visual appeal, making it less engaging for users who were finding it hard to find what they need quickly. The branding and messaging were not well integrated into the design, which results in a less cohesive and impactful user experience.

Our role

Complete redesign, with new clear calls to action.

Impact

The new Empiribox site offers a modern, visually engaging design that better aligns with the brand's mission, using clear messaging and interactive elements to draw users in.

Intuitive navigation, improved calls-to-action, and balanced content structure make it easier for visitors to explore and engage with the platform. Overall, the redesign creates a stronger emotional connection with users and positions Empiribox as a trusted, innovative partner in science education.



Before



After





The challenge

The old website, while functional, lacked a strong visual and emotional connection, relying heavily on straightforward information without capturing the imagination of visitors.

Our role

Comprehensive redesign, focusing on creative design and clear, engaging messaging.

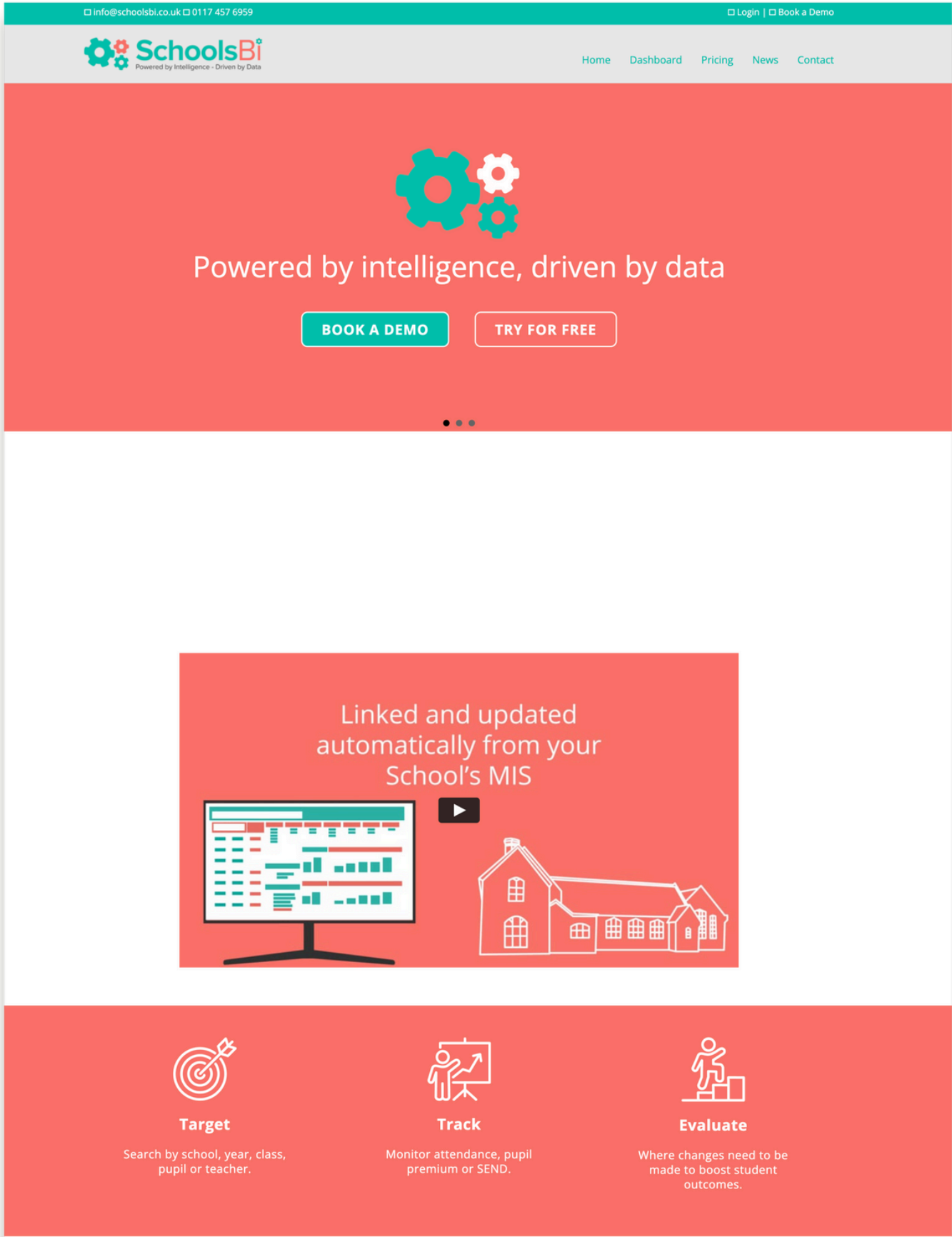
Impact

The redesigned Just2easy homepage is a significant improvement over its predecessor. It now effectively communicates its value to educators, simplifying their decision-making process.

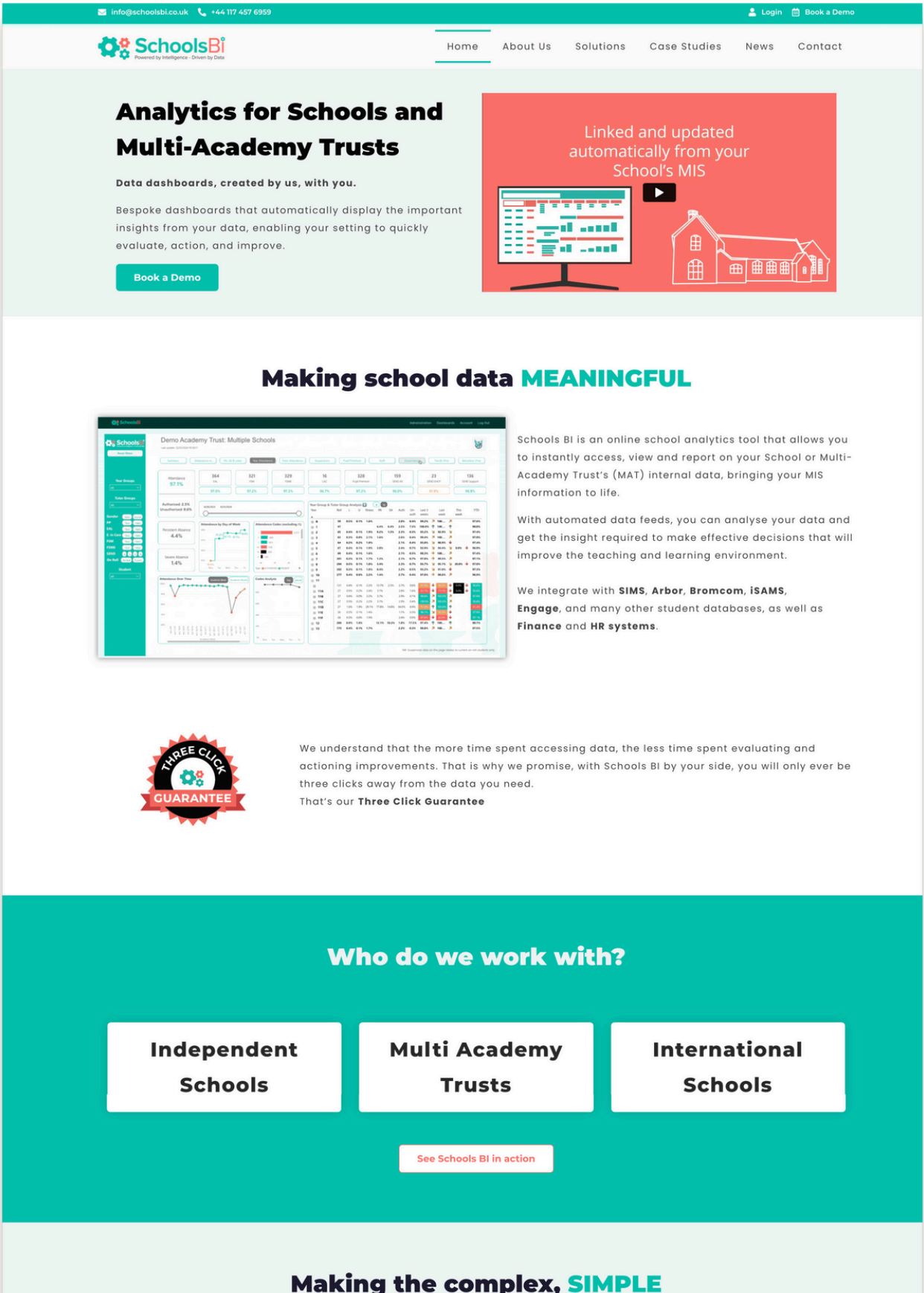
The new design is vibrant and dynamic, with a clear and compelling brand promise: "Powering creativity in the classroom, without limits." The visual elements are engaging, instantly drawing the viewer in, while the messaging is bold and focused, making it clear that Just2easy is about empowering educators and students alike. This transformation elevates the brand, making it not just informative but also inspirational.



Before



After





The challenge

The old site, with its somewhat sterile design, failed to fully communicate the value and impact of its analytics tools. The UX did not help visitors identify their best routes into the product's value.

Our role

Enhanced brand positioning, site design, value proposition, and copywriting.

Impact

The redesigned Schools BI website marks a huge step up in clarity, engagement, and user experience.

The new site brings a brighter, more inviting aesthetic that immediately conveys professionalism and reliability. The enhanced visuals and improved layout make the brand's mission to make school data meaningful clear from the start. Additionally, the new site incorporates more video, adding dynamic movement that captures attention and boosts user engagement.



Before



Refer friends & get up to 6 months extra free!

Blippit Boards

Subject Leaders are doing it for themselves!

Say goodbye to the time-consuming process of gathering evidence to support subject leader monitoring. Designed with schools to be quick & simple, Blippit Boards can save your school hours every single week.

[More >](#) [MATs >](#) [Value >](#)

SPECIAL SUMMER OFFER!

Order on or after June 1st to get Summer Term FREE!

Renewal will be 1/9/24

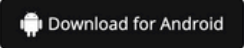
Subject tags included +

Eco-Schools • SMSC

RSE • Global Neighbours

Governors • SIAMS • CIS





A time-saving tool for subject and school leaders to collate sample subject evidence, from any year group, in one easy-to-search and report-on place.

Blippit Boards comes ready to make life easier for leaders gathering subject evidence in learning beyond the classroom, governor visits ([download PDF](#)), accessibility, SMSC, RSHE, British Values, Forest School, [Eco-Schools](#), [SIAMS](#), [Catholic School Inspection](#) & all other subjects.





Blippit Dashboard

After



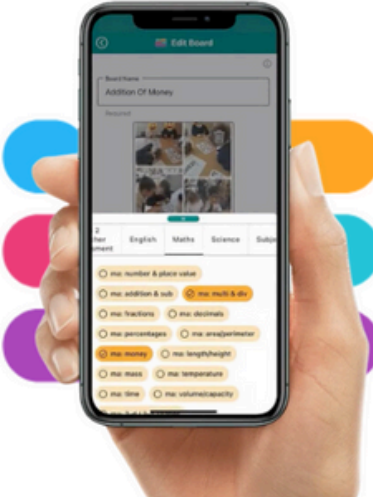
About Us | [Blog](#) | [Plans & Pricing](#) | [Login](#) | [Help](#)

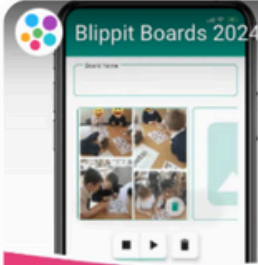
The easiest way to record, organise, and understand curriculum impact

Blippit® helps you showcase (and evidence) the rich tapestry of your school life.

Thousands of teachers use the Blippit app to record curriculum impact in seconds, effectively identify learning gaps, and evidence progress to inform decision-making.

See Blippit in action









Picture this

Watch on 



2 000+



20 000+



2 000 000



The challenge

The old site had a rather chaotic approach, focusing more on the tech than the benefits, which didn't fully explain the innovative and dynamic nature of the product.

Our role

Redesign, messaging, value proposition, and brand positioning.

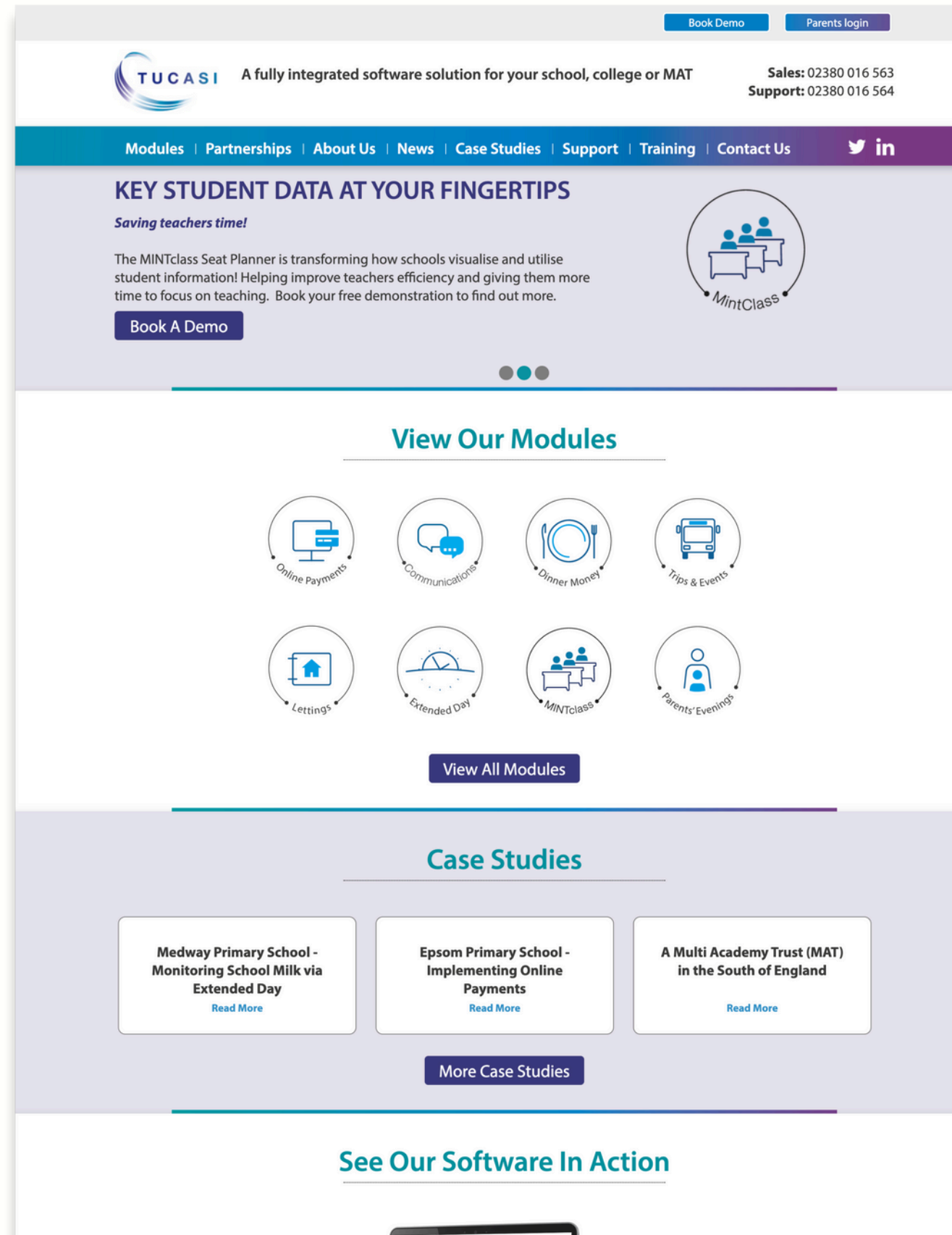
Impact

The Blippit Boards website redesign effectively shifts the brand's positioning and tone from passive to active, making the copy more engaging and action-oriented.

The new copy emphasises action and benefits, using phrases like "The smart way to record, organise & understand curriculum impact," which directly addresses user needs and encourages immediate interaction. The design also supports this active positioning with bold, colorful visuals that draw attention to key features and calls to action, making the site more compelling and aligned with the product's innovative spirit.



Before



After





The challenge

The old version was functional but lacked emotional engagement, with a utilitarian design and straightforward information delivery.

Our role

Revamping brand positioning and website messaging, along with a complete site overhaul.

Impact

The redesign of the Tucasi website is a significant improvement in both visual appeal and user experience.

The new design is more inviting and user-focused, with a visually appealing interface that better connects Tucasi's brand with the SCOPay platform. It offers intuitive navigation, making it easier for schools, caterers, and parents to find relevant information. This redesign enhances the user experience and strengthens the emotional connection with the brand, positioning Tucasi as a trusted partner in education technology.

Your website...(re)imagined

1

Discovery deep dive

An outstanding website needs to persuade users to take action. Before a single pixel is planned we need to learn all about you with a deep dive into your product, your audience, and purpose of your education business.

2

Design overhaul

Excite and delight your audience with an evolution (or revolution!) of your current website.

3

Fresh copy

New teacher friendly language written by education marketing experts, designed to appeal to YOUR audience and OPTIMISED for the actions you want them to take.

4

New content &
Content migration

Product photography, in-school use, animations, video - we'll make what matters to secure teachers attention and trust. Plus we can take the best stuff from your existing site into your new design.

5

Navigation

Whatever you want visitors to do - from exploring to evaluating to ordering - we'll help you get better at prioritising the best actions.

Want to take it to the next step? Scan the QR code and book a no obligation short call with one of our super friendly team.



(Or go to beedigital.marketing/work-with-us if QR codes aren't your thing)

About Bee Digital

Award winning education marketing that gets companies into schools, so you can spend more time creating life-changing products.

**Hello.
Nice to meet you** 🥰

Welcome to an education specific marketing agency that uses human psychology, science and data to generate teacher leads, school sales and brand advocates on tap, 24/7.

We know how to tell your story, and find educators who want to hear it.

We've built a deep understanding of the unique quirks of the sector, the rhythm and flow of the market, and the right words (at the right time) to get teachers interested and excited.

- Strategic approach to campaigning
- Decisions based on data
- Easily measurable ROI
- High-quality leads on tap, 24/7
- Demos/Trials that constantly convert
- Predictable, consistent, scalable growth
- Marketing and sales hand-in-hand

www.beedigital.marketing

hello@beedigital.marketing

Meet the team

