WEBSITE ENTRY
SOUTH WASHINGTON COUNTY SCHOOLS
https://www.sowashco.org/

SUMMARY
South Washington County Schools required a website that incorporated their new SoWashCo Schools brand, logo and tagline: Be seen. Be heard. Be bold. The new website was timed to support the district rebranding reveal to external audiences.

District leaders partnered with CEL Marketing PR Design to develop a student-centered, equitable, accessible and modern website. The project included one district site, two program sites, a staff intranet and 24 school sites, as well as staff training to establish regular content updates across all sites.

The overall goal was to deliver consistent quality and functionality across all sites, including layout and navigation. Another priority was to pair the new SoWashCo Schools brand identity with each school and amplify the district’s core values: collaboration, relationships, equity, integrity, and continuous improvement. The result is a colorful, cohesive, mobile-first and accessible website that provides a better user experience for all stakeholders.

The website project also included:
- Migrating website content to a new platform
- Restructuring the site map and Improving navigation
- Reviewing Google Analytics and usage to prioritize content and call-outs
- Unifying pages and programs to streamline the sitemap and content
- Improving content readability and accessibility
- Developing focused content areas to support district strategies and storytelling
- Eliminating department-created Google Sites and migrating associated content/resources to the new district website
- Developing a staff intranet with sign-in capability
- Co-branding district and schools with logos and color palettes
- Designing consistent website features and elements, such as tabs and utility functions, across all sites
- Improving SEO and searchability within the sites
Following a district rebranding process, SoWashCo Schools’ rebranding process was creating real, measurable and lasting results. Part of accomplishing that was redesigning the district and school websites and migrating content to a new platform.
The new website integrates the district’s new tagline: Be seen. Be heard. Be bold. It incorporates bright colors, engaging content and consistent quality and functionality across all district schools in a mobile-first, equitable and accessible design.