

# PrimarySite<sup>®</sup>

Websites utilising cutting-edge technology

Empowering schools to communicate more effectively with technology.



# PrimarySite<sup>©</sup>

Websites utilising cutting-edge technology

PrimarySite<sup>©</sup> empowering teachers, students and parents using cutting-edge technology.

In our digital world, education and technology are inextricably linked. **To equip your students with an innovative and well designed website, you're giving them the leg-up they need in a digitally powered world.** Now, they're able to check term timetables, interact with videos, and even catch up on course materials online – preparing them for the future.

It's good news for parents, too. They can scroll through updates on the school run, easily locate forms, or inform the school about their sick child with the click of a button. Staff are definitely not forgotten, they are given the tools to help them collate information, access innovative technology, and teach in novel ways.





# About us

## **At Refined IT, we make excellent websites.**

That's the simple answer to what we do. The more complex one is that we draw on our exhaustive knowledge of design, technology, and search engine optimisation (SEO) to create a unified approach to web design. This results in websites that look great – ultra-modern, high quality and on-brand – but are also efficient, responsive, and search engine-friendly.

We design our websites using Wordpress for a few reasons. It's customisable, which means we can tailor and tweak it until it's just right for your organisation. It's user-friendly, allowing you to update and make changes in just a few easy steps. And it's reliable, so you can depend on it to be glitch-free and consistently high quality. Through the design process, our skilled web designers are always on hand, answering any questions to ensure the final product makes your organisation sing. Plus, we promise each website is as sleek and easy to navigate on a mobile device or tablet as it is on a computer screen.

We also use our SEO expertise to help your organisation be a formidable force in the online market. Having a strong search engine presence is about more than keywords: it's a complex methodology that takes time, discipline and an in-depth understanding of the market.

# What we do?

## EDUCATION WEB DESIGN

Great web design goes beyond appearances. It's also about intuitive layouts that are simple to use and effortless to navigate. At Refined IT, we pride ourselves on creating fresh, modern and professional-looking websites that never scrimp on functionality. What's more, our responsive sites can be viewed clearly on mobiles and tablet devices while never straying from your brand identity. Don't have a logo? then our experienced in-house designers are perfectly capable of creating a new brand mark for your school.



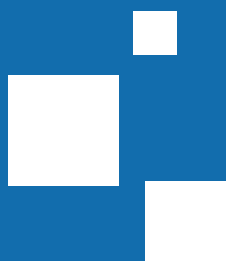
## DOMAIN NAMES

The right domain name is critical to creating a strong brand and solid web presence. But you're not limited to just one. In fact, you can choose as many domain names as you like to drive traffic to your website. Ever wanted to rebrand your organisation? Simple. You can keep your old web address while redirecting people to your new website and domain name. This means you won't lose clients on the digital trail – and they won't have to deal with the frustrations of error messages and blank pages.



## SEO

Without getting too technical, SEO is a range of techniques and tactics that can help you soar to the top of search engine rankings. Unfortunately, there are no shortcuts – and firms offering Band-Aid solutions only yield short-term results. We think more long-term with our strategy, centring on consistent quality and content that follows Google Webmaster guidelines. We use deliberate keywords, but so seamlessly they're practically imperceptible. The result? High-ranking websites that go the distance.

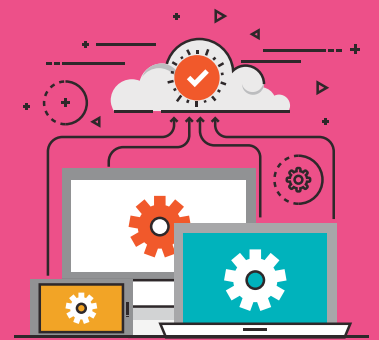






## WEB HOSTING

Between figuring out domain names, designing your new website and finding the time to pull together content and graphics, understanding web hosting plans will just add to the pain. That's why we offer full-service web hosting, taking the load off you from start to finish. We complement each web hosting package with our own customised nightly back up service. This means if you ever want to roll back changes to your website we're here to help, making the hosting experience as painless as possible.



## COPYWRITING

Sometimes you just can't get the words right. But in a competitive online market, you can't afford not to. We work in tandem with experienced copywriters to create words that communicate the heart of your organisation in a polished yet accessible way – while strengthening your SEO. Having professionally-written words on your website not only makes your business seem legitimate, it succinctly conveys information and builds a connection with present and prospective parents, students and staff.



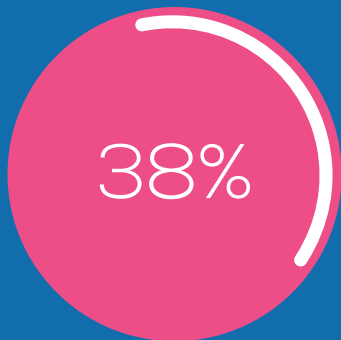
## SUPPORT/TRAINING

So you have your website up and running. But you need some guidance in editing text, updating the calendar, or creating a custom form. Never fear: our dedicated team will patiently teach you to manage the website on your own, answering any technical queries quickly and comprehensively.

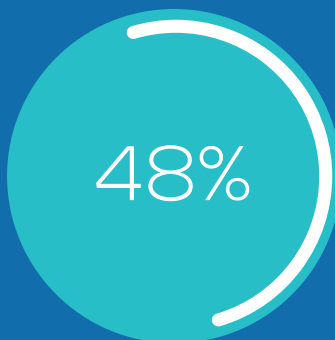


# Why do you need to upgrade?

In web design, looks matter.



38% of people will stop engaging with a website if they find the content or layout unattractive.



48% of people cite a website's design as the number one factor in deciding an organisations credibility.



94% of people cite web design as the reason they will mistrust or reject a website.

## Responsive Design

- 29% of people will be frustrated if your website is not mobile or tablet compatible.
- 61% of people will leave a non-mobile responsive site – and head straight to a mobile-friendly competitor.
- Mobiles and tablets make up 59% of Internet usage. Having a site that is responsive to these devices isn't just a nice extra – it's a necessity.

SOURCE:

<https://blog.crazyegg.com/2011/12/19/does-web-design-matter/>

[http://www.huffingtonpost.com/john-rampton/business-mobile-responsive-design\\_b\\_5267077.html](http://www.huffingtonpost.com/john-rampton/business-mobile-responsive-design_b_5267077.html)



# Events Calendar

## Features

- Comes with several calendar views
- Colour-coded categories
- Clean and customisable appearance
- Event filtering function
- Automated recurring events

From swimming carnivals to school holidays, it's the events in a school year that make up our fondest memories. So we believe it's important to remember them. We display the school calendar in a clean, practical and logical way, making organisation and preparation simple for students, parents and staff.

With a clean design and customisable view, keeping track of the term's events becomes an administrative dream. Colour-coded categories make prioritising simple, while an event filtering function helps you quickly and easily find the events you're looking for. You can also automate recurring events or seamlessly update any unforeseen changes, eliminating the need for fussy paperwork.









# Wordpress Admin Access



## Features

- Add 'news' posts
- Update events calendar
- Post videos
- Create and manage forms
- Access to support and training

*"Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime".*

It's a key philosophy that underpins education. And it's something we firmly believe too. That's why we create admin access to our websites, and teach you how to take advantage of it.

From updating school news, creating custom forms, or changing a date in the calendar, our skilled team will show you how to harness the simple and customisable Wordpress template. That way you can ensure your organisation's website is always up-to-date and brimming with new content – without the need for an IT call-out.



# CASE IN STUDY

## John Butler Primary College

This Butler primary school champions inclusivity, so we created a warm and interactive website. From newsletters to engaging videos, Flickr photo streams to a news feed, the clean and calming website invites everyone in. What's more, it's a comprehensive source of information, with dozens of pages providing an in-depth look at everything from values to curricula, with downloadable links for more information.



Parents visit the webpage for advance notice on pupil free days and the start and end of college terms. They also search here for Intern Swimming and showcases etc.





# Calendar

Information / Calendar  
The calendar will be regularly updated to show important school events and activities.

## Recent News

- People's Choice Awards WA Education Awards
- Nationally Consistent Collection of Data for School Students with a Disability
- City to Surf - 2016
- 2017 Enrolments
- Welcome to 2016

## Archives

- August 2016 (1)
- July 2016 (1)
- June 2016 (2)
- February 2016 (1)

## Categories

News

## Contact

92 Halesworth Parade  
North Butler 6036 WA  
Phone: (08) 9561 4300  
Fax: (08) 9561 4301  
E-Mail: info@education.wa.edu.au

## Photostream



## Prospectus

Information for prospective parents about the college and its facilities. Includes a photo of a student and a teacher in a classroom setting.

Navigation links for Newsletter, Latest News, Photostream, and Contact. Includes a search bar and a 'View All' button.

## OUR MISSION

We exist to develop young people with character, who are considerate of themselves, others and the world in which they live.

### School News

People's Choice Awards WA Education Awards  
View for your friends  
View all

### Events

8:30 pm Halloween Disco - PSC Event @ John Butler Primary College  
JAPC Staff Development Day - Mon., @ John Butler Primary College  
Last Day of College for students  
JAPC Staff Development Day - Mon., @ John Butler Primary College

### Quality Areas

Financial management  
Children's health and safety  
Personal well-being  
Staff development  
Relationships with families  
Community participation  
Leadership and service management

### Search Website

“

It supports and enhances our high tech and interactive teaching resources, including iPads, Macbooks, and smartboards in the classrooms. It also links with the Schools online Department webpage directing parents who begin their search here to our webpage which is more informative and professional in its content.

”



# CASE IN STUDY

## Riverlands Montessori School

We made an energetic and uplifting website for this Swan Valley primary school, using the colours of the logo throughout the design to create a strong brand identity. Complete with a handy calendar and printable forms, our welcoming and engaging design mirrors the Montessori method itself.

“

They spoke to us in non-computer talk which we could all understand and attended to any queries quickly and effectively.

”





Riverlands Montessori School  
 (08) 9250 6444 | admin@riverlands.wa.edu.au

Home About Community Information Programs Applications Calendar Contact

## Application Forms


Home > Application Forms

### Enrolment Forms

- Enrolment Application Form
- Playgroup New Student Enrolment
- Term 4 Playgroup Re-Enrol (PRINT)
- Term 4 Playgroup Re-Enrol (EMAIL)

### Fees


- 2016 Fee Schedule



We have a Playgroup (3-5), Infant Children's House (5-6 year olds), two lower Primary classes (6-9 year olds) and one Junior Primary class (9-12 year olds). There is a Board of Governance and an active Parents and Friends Association.

### Annual Reports

- School Annual Report 2015
- School Annual Report 2014



### About Riverlands


Riverlands Montessori School is located in the Swan Valley, in a rural setting with great surroundings, making it an ideal setting of education away from the bustle of the city.

Our trained and experienced staff and others with experienced teaching staff and programs that promote excellence in the way we learn. Our staff are committed to providing a healthy and safe environment for all.

### After School Care

We are pleased to partner with Camp Asana to provide our children with a fun and safe program. The Riverlands School After School Care program is a supervised program for supervised care. We offer a variety of activities and programs to help your child have fun and learn.

To find out more about the After School Care program at Riverlands (during hours of operation, see above to register and enrol), please click here to return to the website.



### Contact Us

**Contact Numbers:**  
 Phone: (08) 9250 6444  
 Fax: (08) 9250 6000

**Contact Address:**  
 8-10th Ave, Riverlands WA 6005  
 Address: 8-10th Ave, Riverlands WA 6005  
 PO Box 100, Riverlands WA 6005

**Office Hours:**  
 Monday - Friday: 8:30am - 3:30 pm  
 Saturday: 8:30am - 12:00 pm  
 Public Holiday: Closed

**Information:**  
 Website: www.riverlands.wa.edu.au

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“

RefinedIT came highly recommended when we were looking for a new company to host our school website. We wanted someone who could come in and simply take over from the previous company. Anthony and RefinedIT managed to do this effortlessly. They created a new website for us and made all the changes we required whilst improving the look and functionality of it. They are a pleasure to deal with and are always happy to assist, including sending easy to follow instructions that anyone could understand. I would thoroughly recommend RefinedIT.

”





# CASE IN STUDY

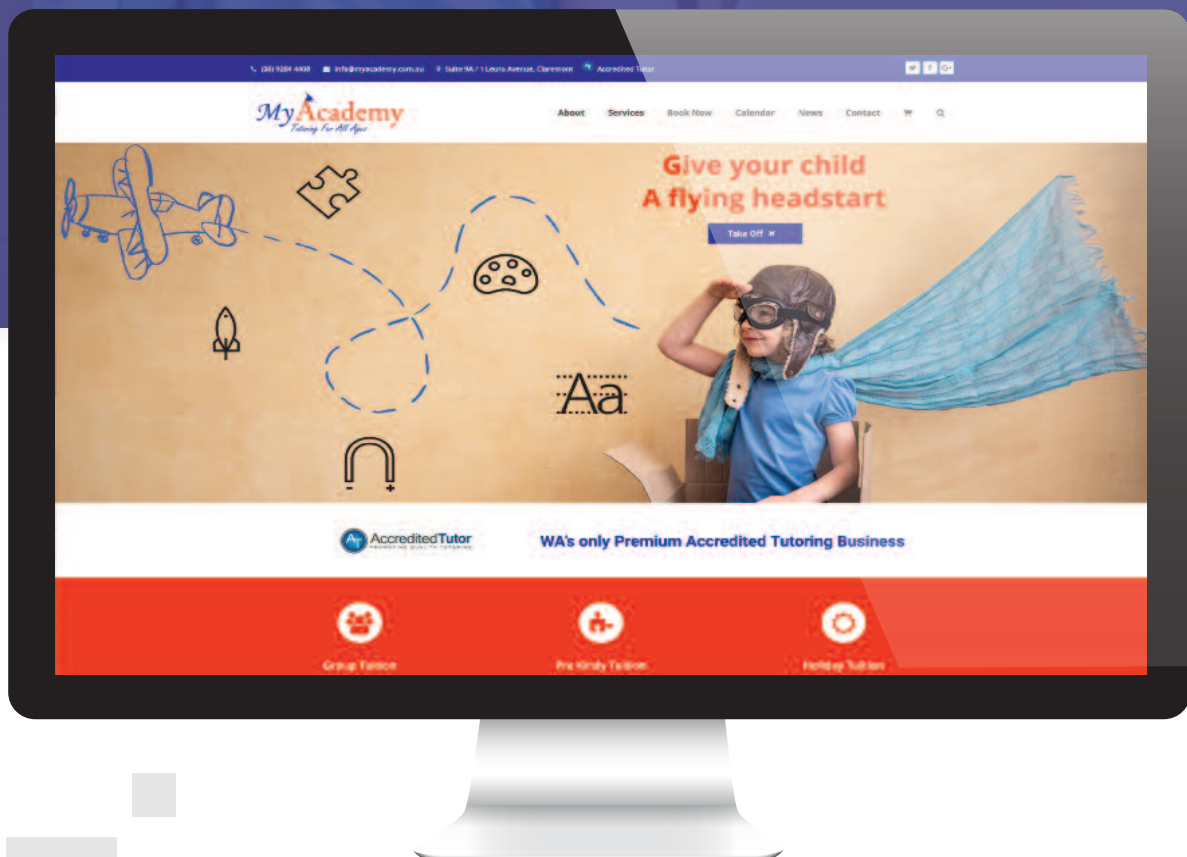
## My Academy – Tuition Agency

We created a visually captivating and interactive site for the Claremont based tutoring agency using their bright, contrasting colour scheme throughout. The activity on the homepage is used to draw and hold attention, the same way in which tutors hold a student's attention during the tutoring process. The site was developed eCommerce ready, with a shop and full payment system locked down using SSL encryption to ensure payment information is not accidentally leaked to the wrong people. The tuition agency no longer needs to rely on tuition payments on tutor arrival and parents can book any number of sessions in the convenience of their own home online.

“

We have been using RefinedIT for our SEO for the past 5 months. In that time we have seen a dramatic increase in traffic to our website and we are gaining new ongoing clients every week.

”







My Academy Tutoring For All Ages

Accredited Tutor

Home > Cart

Product	Price	Quantity	Total
GATE Mock Exam	\$200.00	1	\$200.00
GATE Preparation Workshops	\$320.00	1	\$320.00

Cart Totals

Subtotal	\$520.00
Total	\$520.00

Proceed to Checkout

My Academy Tutoring For All Ages

Accredited Tutor

Contact Us

ET Contact Address  
 2144 N. Highway 102, Suite 102  
 Dallas, TX 75243  
 Phone: (972) 442-1111  
 Email: info@myacademy.com

ET Office Hours  
 Monday - Thursday: 10am - 7pm  
 Friday: 10am - 5pm  
 Saturday: 10am - 2pm  
 Sunday: Closed

Subscribe To Our Newsletter

“The regular reports on rankings clearly reflects the excellent SEO work they are doing. Their attention to detail and knowledge is second to none and this is obvious in the results you receive. I never hesitate in recommending their services to any business.”



# What is so important about SEO?



## What are search engines?

Think of them like the phone book meets an encyclopaedia – only much smarter. In essence, they are answer machines. When you type something into Google, Yahoo or Bing, they instantly mine billions of pages on the Internet to turn out documents that are relevant to your search from popular, trusted sites.

## Relevance

Over the years, the algorithms that Google and other search engines use have evolved. Clever engineers have devised ways to more accurately match results to what people are seeking, and now there are hundreds of factors that influence relevance. At Refined IT, we're devoted to uncovering these – and utilising them to send the websites we design right to the top.

## Keywords

These are the words and phrases that people type into the search bar. It's not enough to just guess what these might be, as there can be notable differences between keywords that seem the same on face value. It might seem like splitting hairs, but the precise ordering of the words really matters. For example, type 'Perth highschool' into Google, and you'll find different results than if you wrote 'high school Perth' – and the first page of Google results could be the deciding factor of where someone sends their kids to school. You just can't afford to have your website rank low in search engines – or not at all.

## Keyword planning

Each search engine gives statistics on the volume of searches for every word or phrase that is entered into a search bar – and most have Keyword Planners that give an estimate of incoming traffic. We expertly analyse this data to discover the most relevant and popular keywords for you to focus on.

## Why does it matter for me?

You might suppose search engine optimisation isn't that important when it comes to choosing a school. But think about it. Whenever you make a decision, from the minor ones – searching for the best Indian joint in your neighbourhood – to the life-changing ones – finding your dream job – chances are your starting point is typing a search term into Google. And for parents who are looking for the best school for their children to thrive, it's where they start too.





# Ranking Factors



SEO ranking factors can be separated into two categories – 'on page' and 'off page'. The first category refers to the ranking factors you can see on your website, while the latter refers to the stuff that happens in the background. Tick both these boxes and chances are high you will enjoy prime real estate on the first page of search engines for a particular keyword, often at #1.

It gets more complicated. Ranking factors are categories into three levels of importance: low, medium and high. When we work on SEO strategies for our clients, we always begin with the high-ranking factors and follow up with medium and low. This provides the best value for money and the most tangible results.



# We understand your specific needs

We have a proven track record with creating websites for educational institutions. This means we understand the education department and school system – and its unique needs and objectives. Our modern yet classic designs perfectly tow the line between looking fresh and engaging, and keeping with traditional values.



We're also well acquainted with the nuances of schools' SEO terminology. For example, do people in your state search for 'high school' or 'secondary school'? Do they type in a postcode or do they filter by academic or sports programs? Our SEO experts hone in on precisely what your potential audience are typing into the search bar, then optimise your website so it leads the pack.

# We make projects our clients love

At Refined IT, our strategy is simple. The majority of our business comes through word-of-mouth recommendation, so we strive to make every project exceed our clients' expectations. That way they'll shout about us from the rooftops. With our seamless blend of technology, design and SEO strategy, we create web designs that bring organisations to the leading-edge – and make our clients ecstatic.





# Our cutting-edge technology empowers students



In our digital world, education and technology are inextricably linked. To equip your students with an innovative and well designed website, you're giving them the leg-up they need in a digitally powered world. Now, they're able to check term timetables, interact with videos, and even catch up on course materials online – preparing them for the future.

It's good news for parents, too. They can scroll through updates on the school run, easily locate forms, or inform the school about their sick child with the click of a button. And staff are given the tools to help them collate information, access innovative technology, and teach in novel ways.

“ Knowledge comes, but wisdom lingers. It may not be difficult to store up in the mind a vast quantity of facts within a comparatively short time, but the ability to form judgments requires the severe discipline of hard work and the tempering heat of experience and maturity. - **Calvin Coolidge** ”



### **We are local**

Like you, we're proudly West Australian. Our WA-owned and operated company is located in Burswood, and we service Perth metro areas.

### **Outside the metro?**

If your business is classed as rural or country, give us a call. Our flexible team would be happy to accommodate your requirements – and we might even be able to fix your issue remotely.

### **Office open hours**

Refined IT is open both standard business hours and after hours. Please give us a call during business hours or email us after hours, and we will respond as soon as possible – usually within the hour.

38 Stiles Ave, Burswood WA 6100

@ support@refinedit.com.au

☎ (08) 9200 3488

🌐 [www.refinedit.com.au](http://www.refinedit.com.au)

