

Website 2010 - Supplier Briefing

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Company Background

Company Schools of Motoring is a successful business which has been run in its present guise, by the current owners – Alan and Sasha Morgan, for over 21 years. Alan and Sasha took over when the previous owners retired and sold the business.

Company SoM is the franchisor for approximately 300 self employed driving instructors focused in the South of the UK from Warwickshire south to Dorset, west into Wales and Cornwall and east to Norfolk and Kent. The head office is located just outside Poole in Dorset.

In 2009 Company embarked on a major rebranding exercise. This is now complete.

3 Primary Business Areas

Marketing for Franchisees – Driving Instructors

The main HO function is to be a marketing base for the driving instructors (DIs). This is done through Internet Marketing, Yellow Pages and providing the instructors with “paper based” products that they can use to market themselves. The HO incorporates a Call Centre to receive pupil enquiries and allocate bookings to the DIs.

Promoting “Become a Driving Instructor” courses

The company also has a strong training division which is there to support the DIs in their businesses. An arm of this is providing courses to potential driving instructors as well as ongoing training for PDIs (Provisional DIs) before they become fully qualified Approved DIs (ADIs).

With the increased drive from the DSA (Driving Standards Agency) to have ADIs demonstrating continual professional development this is a direction that Company will also target at Independent DIs.

Selling Franchises

Although the company is focussing on generating its own franchise base through the training program it will also take on instructors who have trained with other organisations or people looking to stop being an independent or not happy with their current franchisor.

Website History

Company has had a number of generations of websites, the current site is PHP based with in excess of 6,000 pages. The majority of these pages are “generated” from a location list and provide approximately 6,000 pages that are location specific. That is; there is a page for Driving Lessons Bournemouth and Driving Lessons Oxford and every other location you can think of. Apart from personalisation of the meta-tags and the H1 tag all pages are effectively identical except for pricing information

The balance of the pages (approx 50) is supplemental information for pupils, potential instructors and current instructors

There is also a “sub site” a number of password protected pages that are solely for the instructors. This “sub site” is a number of pages accessed through a “secret” point on the current site.

The company focus for 2010 is to maximise its use of the Internet as a medium for marketing its three key areas. Aligned to this is to maximise the use of IT and in-house systems to streamline the internal processes.

In parallel to this the company is intending to maximise the franchise image by increasing the number of instructors coming through the in-house training. Historically, franchisees have come from The Instructor College (Now RED) but the quality has been poor. The goal is to have a “McDonald’s” franchise whereby head office sets the minimum standards and the DIs have “Company” running through them like a stick of Blackpool Rock!

2010 Platform Choice

After some previous bad experience with proprietary platforms the decision has been made to build the new site on a well supported open source solution. The chosen platform is Dot Net Nuke, primarily due to the availability of additional modules, available at snowcovered.com and the excellent knowledge base and training provided through dnncreative.com.

What Does Company Sell?

At the moment the website sells 2 products.

These are block bookings of 5 lessons and block bookings of 10 lessons. These are sold at different price points and the price point allocated to a Post Code area, and Post Code facility i.e. automatic

For example depending upon where you are in the country driving lessons cost from £17 to £25 per hour. There are 9 price bands £17, £18, £19 £25. 5 Lessons cost 5 times the price band and 10 lessons cost 10 times the price band -£1. The post codes are set to price bands so BH (Bournemouth) BN (Brighton) might be £19 whereas OX (Oxford) and SW (London) might be £25.

5 lessons in Bournemouth £95 and 10 lessons £190 - £19 = £171.

5 lessons in Oxford £125 and 10 lessons £250 - £25 = £225.

These are manual lessons

Automatic lessons carry a surcharge of £1 per lesson.

With this “small” inventory manual control of pricing is not perceived to be an issue. The issue will be when someone chooses their Post Code; when taken into the “shop” they are presented with their prices.

It is hoped that the basic shop that comes with DNN will fulfil the needs of the business.

Online purchase is not compulsory and people have the choice of buying online, completing their details any paying offline by calling the office or paying the instructor directly.

If additional products are added then the maximum conceivable is 10 products per price point and a maximum of 50 set price items e.g. instructor training which is not geographically banded.

Online payment is currently via PayPal although the ability to take Debit / Credit card payments directly is a primary requirement. Early thoughts are SagePay (formerly Protx). Advice will be taken.

Platform Flexibility

One of the primary reasons for choosing DNN was the flexibility of the platform to have parent and child portals

The primary site will be www.Companyschools.co.uk

The instructor site will be a separate “child” site fully password controlled
www.Companyschools.info

It is undecided at this point whether to develop a separate mobile site again a “child” of the parent or to have specific iPhone, Blackberry or Android pages on the main site directed to by “decision” module on every page. (See DNNcreative issue 50)

Also the opportunity to develop “micro-sites” for trialling new products or ideas in geographic areas e.g. Exeter.Companyschools.co.uk and drive traffic with Google Adwords.

Initial Thoughts on Site Build

Look and Feel

These initial thoughts are prior to any structured site plan being created

The current site and colour schemes are part of the 2009 Branding process. If possible having a “similar” look and feel would be 1st choice.

Having said that, some aspects of the site are definitely to be changed. Google Analytics shows that the majority of Web users are using wide-screen resolutions nearly 60% have 1024x768 or 1280x800, therefore the site skin should be optimised for this.

The next page shows an early concept for a page style.

Another thought is to have separate sites focussing individually on each business area. Advice will be gratefully accepted.

ND LOGO AND "Seasonal Theme"		Free Phone 0800 123456 Or Book Online
Driving Lessons		Instructor Training
		Accredited Partner (franchise)
SIDE MENU / LINK	Driving Lessons Adelaide	Coverage Map – Link to clickable Map (Picture)
SIDE MENU / LINK	Compelling text targeting the primary and secondary targets	Book Lessons Now Free Taster → One Hour Lesson £20 → 5 Lessons £100 → 10 Lesson Super Saver £190→
SIDE MENU / LINK	Young Pupils	
SIDE MENU / LINK	Parents of Pupil	Recommend A Friend → Receive Vouchers for yourself (Picture)
SIDE MENU / LINK	"older learners"	
SIDE MENU / LINK	← Additional options highlighted in side menu see current site for background "image" (road sign) and activity.	
SIDE MENU / LINK		
SIDE MENU / LINK		
SIDE MENU / LINK		
Content subject to Business Area		

Google Adwords Considerations

There are 2 areas here that will need to be addressed.

As mentioned before the current site has 6,000 geographically targeted pages and corresponding Google Adwords Ad Groups.

For measuring purposes it would be ideal for the site to display different free phone telephone numbers depending on whether the visitor has arrived organically or sponsored. This task can be achieved through a straight forward java-script actioned at page view time

The more complex issue which would potentially need a server side DNN module is the ability to have a “single” landing page with configured results.

Google Adwords destination URLs can have additional information “tagged” onto the end to provide additional information to the campaign manager but also to dynamically configure the site.

The video at http://www.adwordaccelerator.com/videos/keyword_tracking/ has a throw away comment at the end about using these “SubID” fields to dynamically adjust the page content on the server, so that the Google quality score is not affected by irrelevant text

The basic construct would be

H1 Tag – “keyword” “location”

The code would perform the following decision and substitution

1. Does the Destination URL contain the values for Subid1 and subID2 (provided by Google Adwords, or existing page 301 redirect)
 - a. No, then H1 Tag = “Driving Lessons in your Area”
 - b. Yes, then H1 Tag = subid1 & “ in “ & subid2
e.g. .co.uk/&subid1=“Driving School”&subid2=“Bournemouth”
H1 Tag = Driving School in Bournemouth
e.g. .co.uk/&subid1=“Driving Lessons”&subid2=“Oxford”
H1 Tag = Driving Lessons in Oxford

This is a useful process for the 80% of locations that produce very few searches / clicks.

There is no substitute for quality targeted pages and those terms that produce 80% of the business will have well constructed human and SEO friendly pages.

Appendices

Brand Guideline Document

Dot Net Nuke Basic Modules and Potential Site Additions