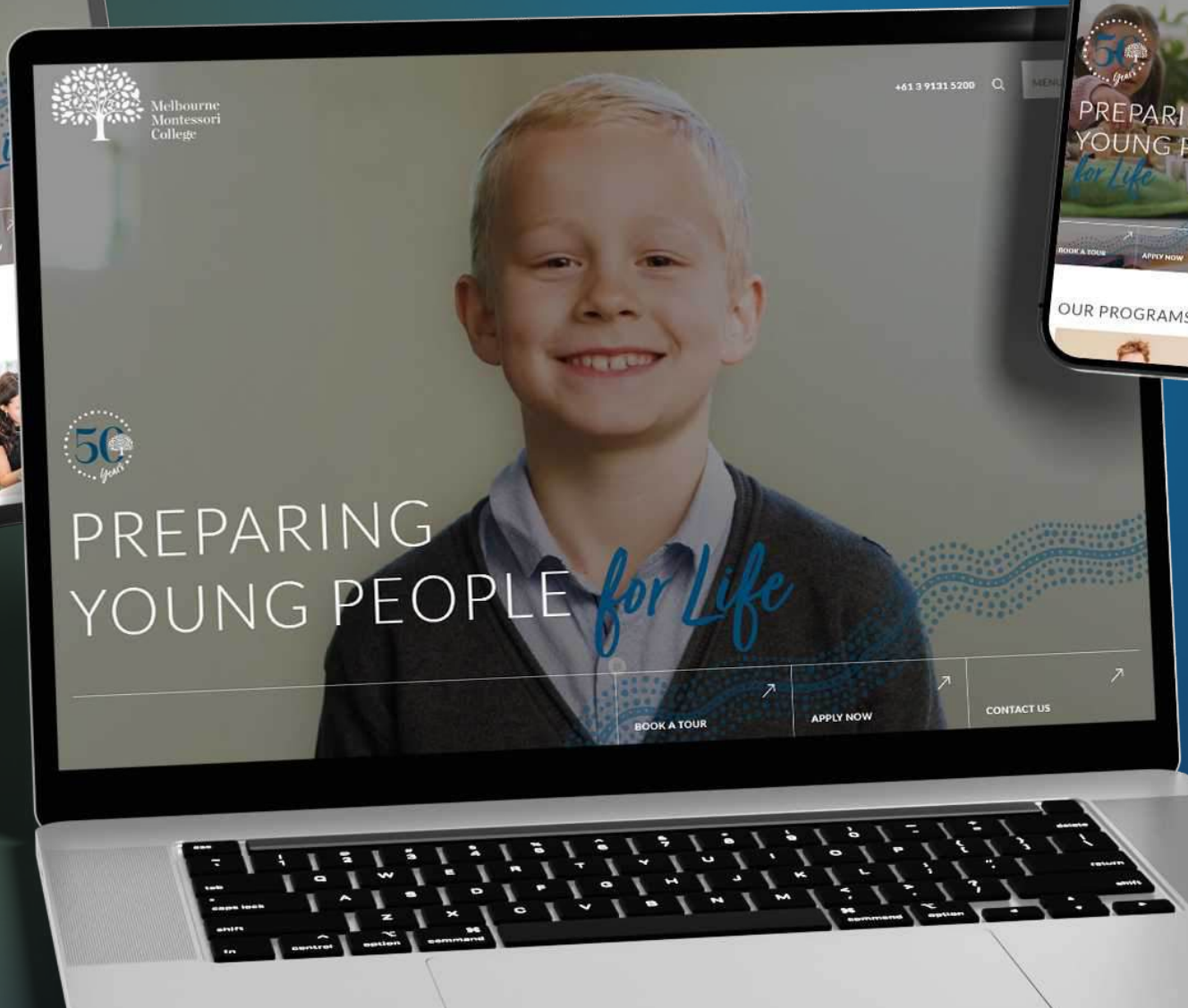




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Case Study

RE-DESIGNING MELBOURNE MONTESSORI COLLEGE'S WEBSITE



Increasing Online Presence to Help Shape Young Minds

KEY OUTCOMES

Increased online presence to bring awareness to Melbourne Montessori College



Helped families to understand the Montessori difference



Easy-to-manage website for staff to update, ensuring accurate, relevant content

OVERVIEW

Bringing Melbourne Montessori College's Unique Approach to Life Online

Melbourne Montessori College (MMC) is a thriving independent school with two campuses in Brighton and Caulfield, offering education from toddler age to Year 12.

As the only Montessori college in the area, they wanted to improve their website design to reflect the quality of their school and to increase enrollments, especially for their senior school.

A new website design was identified as the key to achieving this goal, with a focus on:

- Showcasing the quality of the educational experience they provide
- Highlighting MMC as an industry leader with a unique approach
- Sharing student experiences and parent reviews to demonstrate the school's credibility
- Encouraging registrations for tours and open days
- Simplifying the process for enquiries and applications
- Improving search rankings with optimised content
- Implementing the WordPress content management system to allow staff to manage the website independently

By increasing enrollments, MMC could position themselves as the leader in education that they are, helping them to stand out in the competitive independent school space.

THE SOLUTION

Creating an Engaging, Easy-to-Navigate Online Experience

We worked closely with MMC to develop a website that reflected their educational approach. This included:

- **Website design** — A professional, modern website that incorporates dynamic animations and interactive features that reflect the school's vibrant learning environment
- **Optimised development** — Fast loading times on a high-performing website that ensures a seamless experience for all visitors
- **WordPress content management system** — An intuitive website content management system built using WordPress and Advanced Custom Fields that allows staff to manage the website themselves, reducing administrative costs and keeping content accurate.
- **User experience** — Prioritising user-friendliness to make it simple for prospective families to access information, register for open days, and begin the enrollment process

This would fuel MMC's marketing success by reducing operational costs, demonstrating their capability, and increasing conversion actions that lead to higher enrollment rates.



THE RESULT

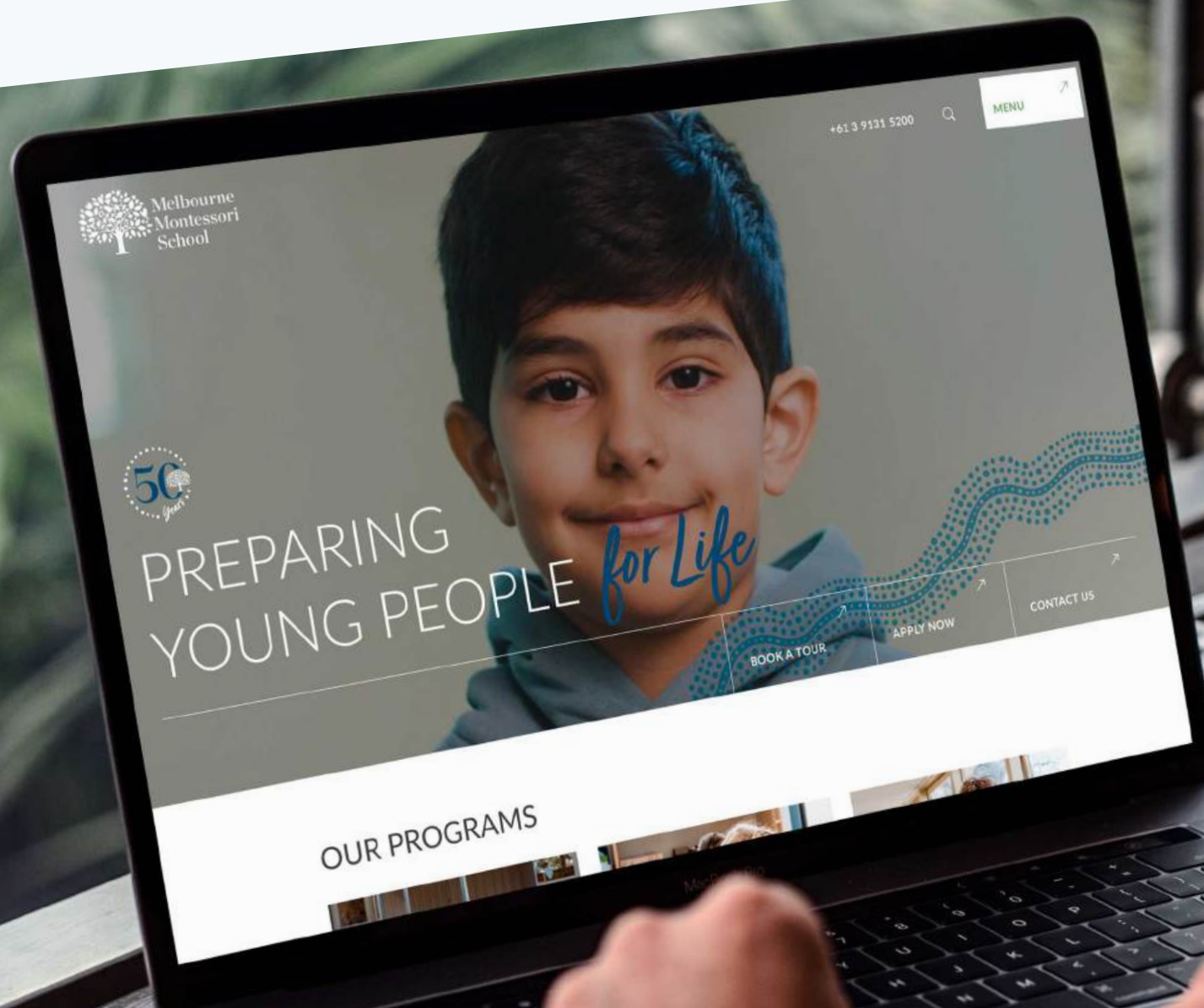
Enhancing Enrollment Opportunities Online

Our collaboration with MMC resulted in:

- **Contemporary design** — Their new website aligns with their brand in a modern and visually appealing way, showcasing their educational programs with engagement in mind
- **Enhanced user experience** — Improved navigation, engaging visuals, and clear information provide visitors with an informative and engaging experience, encouraging them to take the desired actions
- **Strengthened brand positioning** — The new website reinforces MMC's reputation as a leading Montessori education provider, highlighting its commitment to a nurturing and innovative learning environment and increasing enrollments
- **Efficient content management** — MMC staff can now easily manage and update the website as needed, ensuring it remains current and relevant

The updated website has not only improved Melbourne Montessori College's online presence but also made it easier for families to explore their unique approach.

With this, they now have a powerful marketing tool to convert interest into action.



Client Feedback



STEFANIE MULLIN

Melbourne Montessori College



"Working with the SGD team to redesign our website was a great experience. They understood our vision and brought it to life in a way that reflects the essence of Melbourne Montessori. The new site not only looks fantastic but also makes it much easier for families to explore what makes Melbourne Montessori College unique. I also love how easy it is to update the content. This project has been a game-changer for our College."

Let's Work Together to Build Something Great!

We do more than just design websites - we provide the expertise and experience to grow your business.

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