

## Web design and Awareness Campaigns

### About The Client

63 years old prestigious School. The group currently has a State Board School and an ICSE School. The State Board School established in 1958, is situated in the Cantonment area of Bangalore.

### Challenge:

The customer, a third-generation educator wants to update the look of their school's website. They're also searching for a Bangalore-based firm to handle web design and online marketing. They found us on the internet and chose to form a digital collaboration with us following an initial consultation.

### Customer Website:

<https://www.bmenglishschool.com>

### Industry:

State Board School and an ICSE School

### Optimization Used:

Wordpress, Elementor, Photoshop  
Facebook Ad Manager

The customer had an old design website with low loading speed & low quality images. Website categories & formats were wrong. Also, they didn't have any online promotions on admission time to generate awareness.

### Solution:

We were able to meet their deadline by delivering their website on time. We also built a social media marketing campaign to promote their school.

We established a Virtual Admission desk and completely automated the process due to the current pandemic threat.

- > Load speed achieved: 5 seconds.
- > Mobile optimized
- > Modern Design & Better User Experience
- > Facebook campaign delivered ~4Lakh impression with in 10KM radius with very minimum budget



## Latest Performance Report for:

<https://www.bmenglishschool.com/>

Report generated: Wed, Aug 11, 2021 11:15 PM -0700  
Test Server Location: Vancouver, Canada  
Using: Chrome (Desktop) 90.0.4430.212, Lighthouse 7.4.0

### GTmetrix Grade ?

**A**

Performance ?  
**90%**

Structure ?  
**90%**

### Web Vitals ?

LCP ?  
**1.3s**

TBT ?  
**39ms**

CLS ?  
**0.01**