



Schoolzone Advertorial Guide

2011 - 2012

How to add your content and how it is found by Schoolzone's readership of over 700,000 unique users per month.

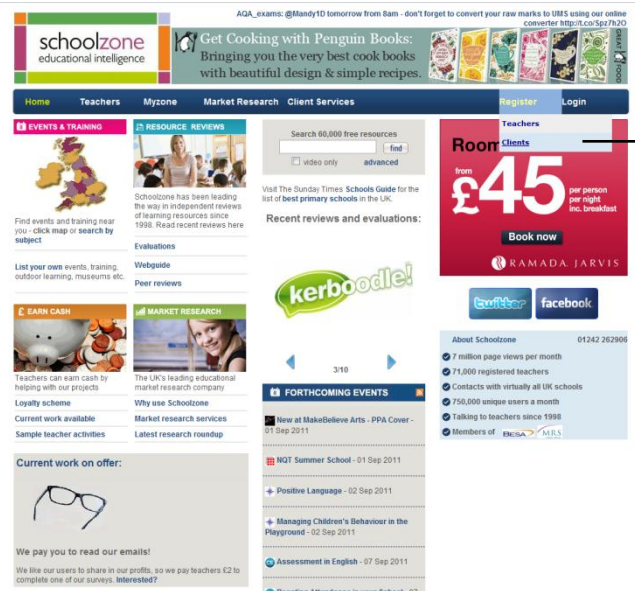


Table of Contents

Setting up your advertorial	3
Where your advertorial content appears	6
Myzone	6
Separate Sections	7
Search Pages	8
Individual Items	9
Microsite	10
Others ..	11
RSS Feeds	11
Email Subscription	11
Add to Google Homepage	11
Twitter.	11
Facebook	11

Setting up your advertorial:

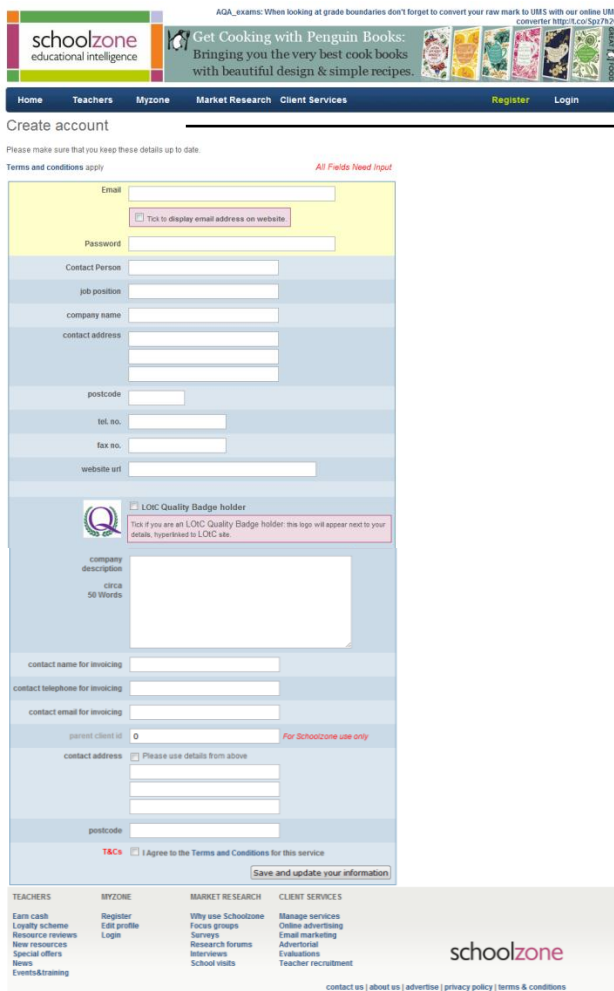
Figure 1: to register select 'Register' > 'Client'



To begin adding Advertorial or Webguide material you require a client registration. It is free and quick to register and once complete you can begin adding your material.

If you have already registered with Schoolzone, please skip to Figure 3.

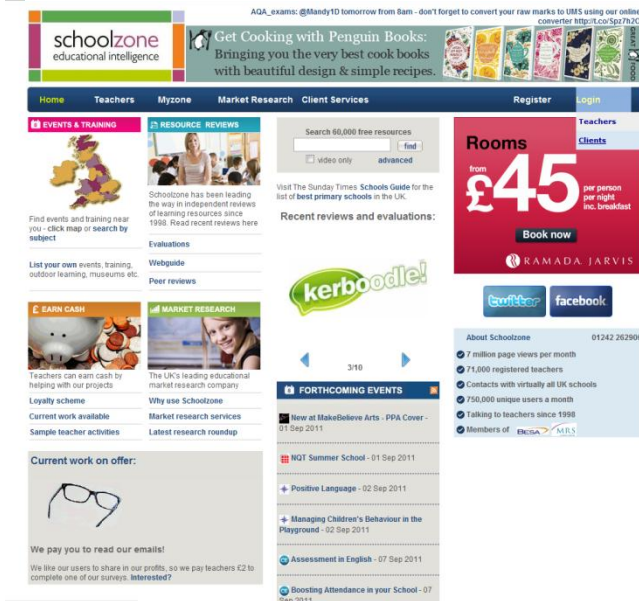
Figure 2: Complete the registration form



Create your account by completing the short registration form (we do not share any details with any third parties).

After this, you should be automatically logged in to your account.

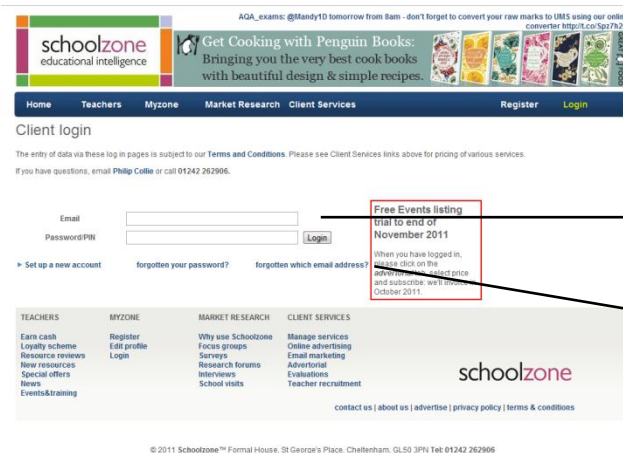
Figure 3: to login select 'Login' > 'Clients'



You must be logged in to add any Advertorial or Webguide material.

If you are already logged in, please skip to Figure 5.

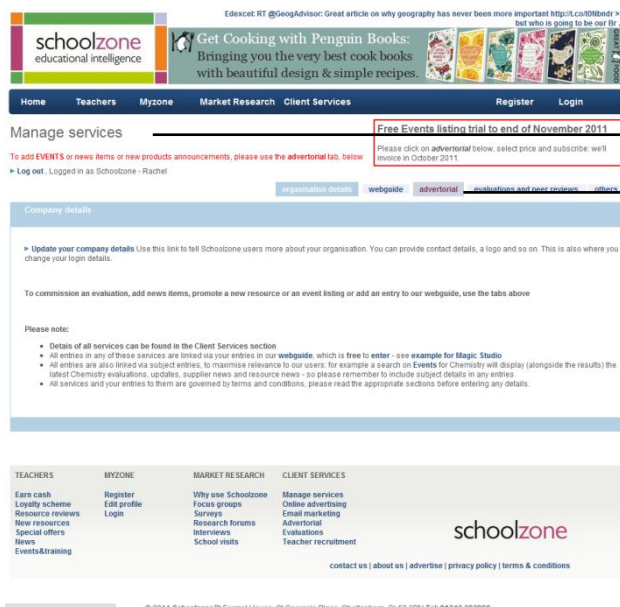
Figure 4: enter email & password to login



To login, just enter the email address and password you registered with.

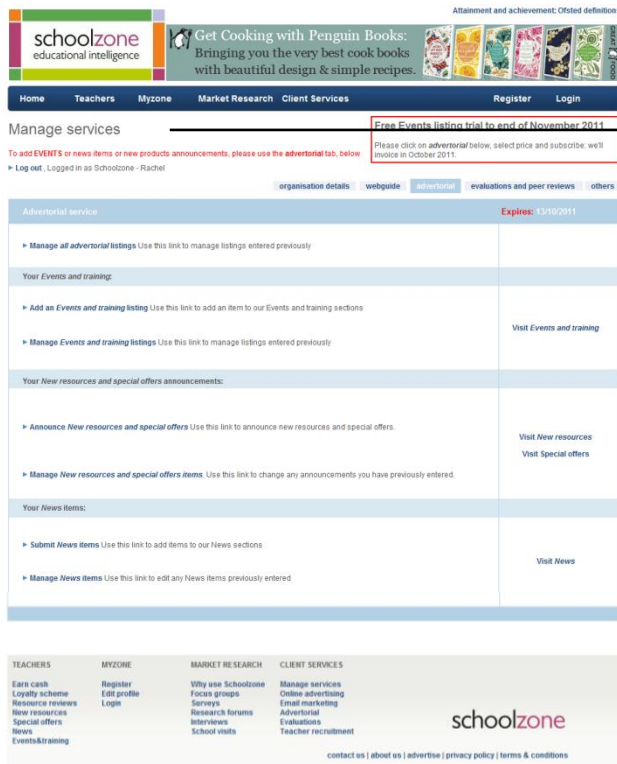
Do not worry if you have forgotten your password or email address. We can send you the correct details.

Figure 5: Select the 'advertorial tab'



Once you have logged in, you will see this 'manage services' page, to add advertorial content select the 'advertorial' tab.

Figure 6: Begin listing your events / training / new resources / special offers / updates / news



This is the main Advertorial page that you will use to manage your content regarding events / training / new resources / special offers / updates / news etc.

From here there are on screen instructions on how to enter your material in the relevant sections.

Where your advertorial content appears:

A single annual payment allows you to add as much content to Schoolzone’s Advertorial sections as you like. With over 7 million page views per month, you can be sure it will get a good readership!

If you have a lot of content we can import it for you and if you have RSS outputs we can read them directly into our systems.

Myzone

Teachers don’t need to search for items of interest: they simply click on Myzone in the menu bar and it shows the most recent and relevant content for their subject areas: primary or secondary.

The screenshot shows the Myzone website interface. At the top is a navigation bar with links: Home, Teachers, Myzone, Market Research, Client Services. Below the navigation bar, the page title is "Myzone". Underneath, there is a section for "Current work: Charity resources survey. £2 loyalty scheme payment for completing this survey".

The main content area is divided into subject categories: **Biology**, **Physics**, and **Mathematics**. Below these categories, there are four main sections:

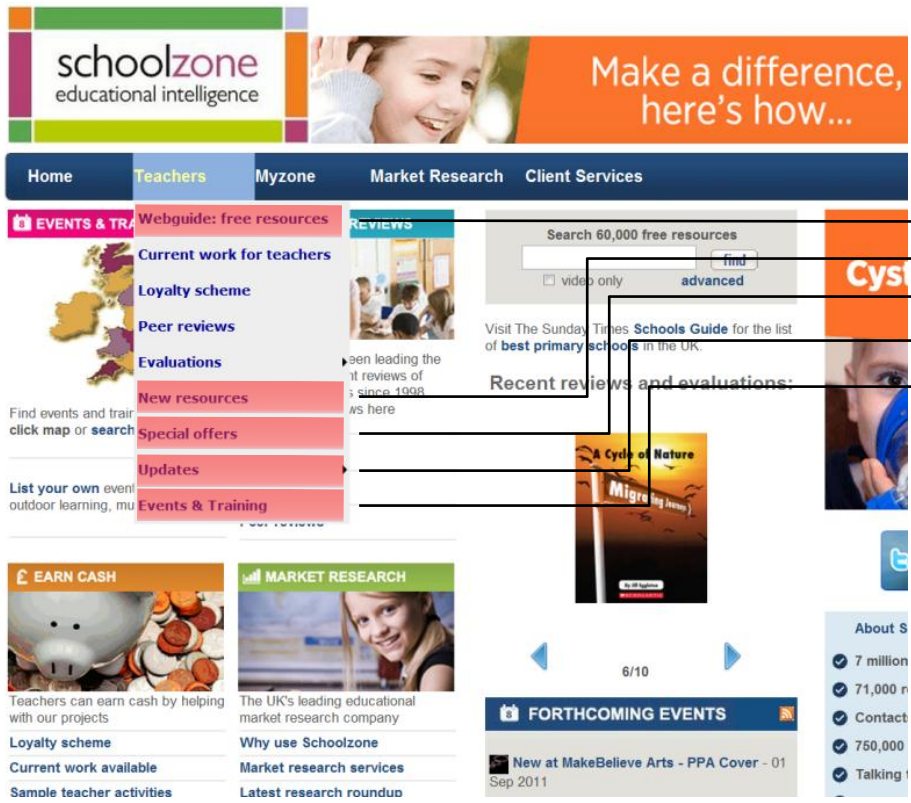
- EVENTS**: Lists training days in Birmingham, Manchester, and London, along with "More Mathematics Events" and a search option.
- WEBGUIDE RESOURCES**: Lists resources like "Real life problems (1)", "An email Discussion Group for Teachers of Mathematics at UK Secondary Level", "National Statistics - Introduction", "Maths GCSE Bitesize", and "GCSE Demands".
- UPDATES**: Lists updates such as "Issue 12 of the NCETM Early Years Magazine has been published", "Student poster competition", and "Gathering for Gardner - join the Celebration of Mind party!".
- NEW RESOURCES**: Lists resources like "Study skills, revision methods and exam techniques dvd", "For Teachers – A Guide to Becoming a Private Tutor", and "Complete guide to study skills, revision methods and exam techniques".

At the bottom right, there is a section for **EVALUATION & REVIEWS** with the item "Numbershark 4".

Arrows from the text "Advertorial content is streamed into relevant areas." point to various items in the "UPDATES" and "NEW RESOURCES" sections, illustrating how advertorial content is integrated into the site's content.

Separate sections

The separate sections (i.e. Webguide / new resources / special offers / news & updates / events & training) are available via the menu throughout the site (see red highlights in below figure). All Advertorial content has its own separate section with search features, this allows users to select the most relevant content to them: for example by key stage and subject.



These are the separate Advertorial sections. These links lead to search pages, which show the most recently added content by default.

Search pages

Each of the separate sections (i.e. Webguide / new resources / special offers / news & updates / events & training) has its own search pages, which also display relevant content from other sections alongside. For example, a search in *News & Updates* for citizenship specific items will also display any citizenship *events* alongside (see figure below).

The screenshot shows the Schoolzone website interface. At the top, there's a navigation bar with 'Home', 'Teachers', 'Myzone', 'Market Research', 'Client Services', 'Register', and 'Login'. Below this is a 'News & updates' section with a search bar containing 'Citizenship' and a 'Subscribe' button. A list of news articles is displayed, including 'Channel 4 showcases Chance to be Chancellor...', 'Citizenship Foundation statement on recent disturbances in England', and 'England riots: schools can support social skills for these complex and fast moving times'. On the right side, there are promotional banners for 'Free lesson plans' and 'This week... 5 babies born and 2 people die'. At the bottom right, there's a 'latest events' section listing 'Person Centred Planning - 12 Sep 2011', 'Open evening - 14 Sep 2011', and 'PSHE and Citizenship in Special Schools - 15 Sep 2011'.

As with all the separate sections, the Advertorial items under the News & Updates section are also displayed in any other related search results.

Search features: here citizenship has been selected.


Related items (those of similar interest) are shown alongside search results – here the related *latest events* for citizenship are shown.

Individual items

Alongside the individual items you enter, users will also see *related* items. These related items are others that **you** have entered across separate sections (e.g. Webguide / new resources / special offers / news & updates / events & training). For example, see the *News* item below.

News Item:

New Leadership module Tweet



08 Oct 2010
 We have made a new SILVER prototype module on Leadership available for testing at:
http://prototype3.silver.magicstudio.com/login/signup_finish

Why not give it a try and find out what type of Leader you are! You can leave feedback about SILVER here:
<http://silvereducation.wordpress.com/2010/04/26/user-testing-prototype-3-leadership/>

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Source: Added by Lexara Limited

Category: *Technology focus*

Tweet

More on this item...



Client branding* appears on all items

New resources
 from Lexara Limited

Magic Studio - from Lexara

Curriculum based
 guest speakers

Tweeters can add items and their own comments directly to Twitter.



Microsite (Webguide)

The Webguide is Schoolzone’s most popular section. This section brings all your content together in one place and acts essentially as a homepage to your Microsite within Schoolzone. The Webguide is free for you to add as many entries as you like, all of your added entries show alongside the latest content from all of the other sections.

Webguide Entry:

Webguide

To save you time trawling the internet Schoolzone’s Webguide provides over **67443** high-quality websites that are hand picked and reviewed by teachers.

To make it even more trouble-free you can also narrow your search down by subject and key stage.

keyword

subject

age range

items/page video only [▶ add a link](#)

usefulness rating

UK based site

search results found 2 records: showing page 1 of 1

Magic Studio

Sponsored link



Mainly suitable for:
KS1

English , Mathematics , Science

► **Review:** Magic Studio is an excellent tool for both finding and creating interactive resources for use in the classroom. There are lots of high quality resources provided by museums, charities and other organisations as well as those created by teachers.

If you prefer to create your own, that’s easy too. For example, you can find an image from the bank of those provided (or upload your own), then add labels and drag-and-drop exercises. You can then preview the final item before it’s published.

The level of sophistication is low, so it’s really simple to use - it takes about 10 minutes to get the hang of it, then you can create activities in a matter of minutes.

A real bonus is that for schools with a VLE, you can pick a whole group of activities (yours or other people’s) and export them as SCORM pack so that they

Supplier news:

Teachers blocked from web tools

Magic Studio - single sign on arrives

Events:

Magic Studio training day - Birmingham
Magic Studio training day - London

Product News:

Magic Studio - from Lexara

Products:

No nonsense Magic Studio

Client’s latest advertorial in all other sections (including evaluations, special offers, reviews etc).

Other ways advertorial content is published

RSS feeds

All client content is available via our RSS feeds, which are submitted to all major sources, such as Google's Feedburner as well as being available via the Schoolzone site. This gives our users access to advertorial content via their email (in newer versions of Outlook), websites, news readers etc and allows other sites to redistribute your advertorial content easily in real time. We can also provide RSS feeds of just your own content for your own site if you don't have one already. If you do, we can read it straight into our system so you don't have to do a thing to publish it to Schoolzone.

Email subscriptions

Schoolzone users can also subscribe to daily alerts for each section of the site, eg events, news, etc – keeping them up to date with everything.

Add content to Google homepage

Any sections which users are interested in can be added to the user's Google homepage, so the content is live all the time and available whenever they fire up their browsers.

Twitter

Schoolzone's rapidly growing Twitter followers have access to news and any forthcoming events, which they can read on their desktops or mobile phones. Of course because your content is then in the Twittersphere it can be retweeted to other Twitter followers ad infinitum!

Facebook

Users can flag your advertorial content via their Facebook pages, once they have found it via Schoolzone and our own Facebook pages carry selected items relevant to our current campaigns.

Value for money

So how do you know all this is working? All links from the Schoolzone or any of the outputs described above are counted. When you log in to your Schoolzone client account, you can see how many hits each individual item has received. This makes it really easy to know how little you pay for each referral to your content or your site. Typically, this works out at between 0.25p and 0.6p each. Compare that with the cost of an email to registered users of the TES, which typically costs around £8 per referral!

Questions?

Further details at: <http://www.schoolzone.co.uk/clients/advertorial.asp>

Please call Rachel Preen on 01242 262906, or email rachel@schoolzone.co.uk

Get started

Create an account free at: <http://www.schoolzone.co.uk/clients/editclient.asp>

Log in at: <http://www.schoolzone.co.uk/clients/login.asp>

Select the ADVERTORIAL tab, when logged in, click the **Subscribe to Advertorial** button and start entering data.