

On-line

King's College London

King's College London required a rationalisation of the current promotional website (consisting of approx 100,00 pages). The content and brand experience of King's needed to be targeted at their key target groups such as prospective students, business and the NHS.

The basis for handling the King's brand needed to be devised in conjunction with the college's web strategy and marketing approach.



Key activities included:

- User interface creation
- Development of the King's online communication strategy
- Information architecture development
- Creation of the online brand experience
- Search engine optimisation
- Usability analysis and testing
- Compliance with priority 1 and 2 of the DDA
- Build of templates for integration into a Polopoly CMS
- Development of a comprehensive online brand guidelines
- Photo shoot

