



Issues to consider during the development and promotion of a primary school web site

A dissertation

By

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SUMMARY

The development and promotion of a Web site for Laerskool Lynnwood

The purpose of this study was to develop a Web site for a primary school and to determine the quality of the web site in comparison with the web sites of other primary schools. The specific focus of this study was to determine the promotability of the web site and to point out the advantages for the school concerned. Ms Mariaan Greyvenstein, my co-researcher, focussed on the content development and management aspects of the web sites of primary schools. The dissertations of both the researchers discuss the web site of one specific school, and for this reason some information overlaps periodically. Both of the dissertations have separate functions and each one is special in its own way. A detailed description of the development and testing of the product is given. The acquisition and evaluation of results are discussed. The researcher discusses the findings to assure the profitability of the product.

KEY WORDS:

Promotion of Web sites, Primary School Web Sites, Web design, Promotion and Development, Community Information Service, Promotability.



OPSOMMING

Die ontwikkeling en promosie van 'n Web tuiste vir Laerskool Lynnwood

Die doel van hierdie studie was om 'n Web tuiste vir 'n Laerskool te ontwikkel en om te bepaal in hoe 'n mate die kwaliteit van die web blad vergelyk met die web tuistes van ander primere instansies. Die hoofdoel van die studie was om te bepaal wat die bemerkbaarheid van so 'n web tuiste is en watter voordele dit vir die betrokke skool kan inhou. My mede-navorser, Me Mariaan Greyvenstein fokus op die inhoudsontwikkeling en -bestuursaspekte van die web tuistes van primere skole. As gevolg van die feit dat beide die verhandelinge oor een spesifieke skool gaan, is daar wel inligting wat somtyds oorvleuel, maar die verhandelinge kan ook heeltemal onafhanklik van mekaar funksioneer. Die Literatuurstudie word uiteengesit, asook die verkryging en evaluering van resultate. Bevindinge word bespreek. Verdere aanbevelings word gemaak om die suksesvolle bemerkbaarheid van so 'n produk te verseker.

BELANGRIKE TERME:

Promosie van Web tuistes, Laerskool Web tuistes, Web ontwerp, Promosie en Ontwikkeling, Gemeenskaps Inligtingsdiens, Bemerkbaarheid.



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