

Tuition Extra Website Vision V2

A calmer, clearer and more human digital experience

Prepared by PAJO



Website Vision

The current Tuition Extra website contains a huge amount of valuable information, experience and provision. However, much of the organisation's structure is exposed too early within the visitor journey, making it harder for families, schools and local authorities to quickly understand where they fit and what support may be available.

Most visitors do not arrive thinking in terms of departments, pathways or organisational structure.

They arrive with much simpler questions.

Can you help this child?

Will they feel safe here?

Do you understand what we are dealing with?

The proposed Version 2 direction focuses on creating a calmer and more intuitive experience built around visitor needs first.

Proposed Sitemap

The proposed structure aims to simplify the visitor journey while still allowing the full depth of the Tuition Extra group to be explored naturally throughout the experience.

Suggested primary navigation:

- Families
- Professionals
- Our Approach
- Learning Environments
- Contact

Homepage Experience Strategy

The homepage should act as a gentle routing experience rather than attempting to explain the entire organisation immediately.

Suggested homepage flow:

- Hero section with emotional reassurance
- Visitor routing panels
- Therapeutic education storytelling
- Learning environments showcase
- Trust and safeguarding section
- Testimonials and outcomes
- Tutor recruitment
- Calm contact section

Navigation Philosophy

The new experience should guide visitors naturally based on who they are and what support they require.

Rather than exposing operational complexity too early, the site should feel calm, focused and easy to navigate, particularly for stressed families and neurodivergent visitors.

The objective is to create a website that feels supportive rather than institutional.

Conversion Strategy

Calls to action should remain supportive and conversational throughout the experience.

Suggested conversion pathways include:

- Family enquiries

- School partnerships
- Local authority referrals
- Tutor recruitment
- Initial consultations

Suggested Technology Stack

Recommended platform architecture:

- Astro for ultra fast performance
- Cloudflare Pages hosting
- Mobile first responsive design
- Optimised image delivery
- Strong accessibility foundations
- Lightweight scalable architecture

This would allow Tuition Extra to benefit from exceptional speed, improved Google performance and reduced long term maintenance overhead.

SEO Migration Strategy

The current website already contains valuable search authority which should be carefully preserved during migration.

The proposed approach would include:

- Full URL mapping
- Redirect planning
- Metadata migration
- Schema implementation
- Technical SEO preservation

- Search Console transition support

Why PAJO

PAJO approaches projects such as Tuition Extra differently from traditional web agencies.

The focus is not simply visual redesign.

Instead, the process centres around:

- Visitor understanding
- Emotional clarity
- Accessibility
- Calm user experience
- Technical performance
- Long term scalability

The result should not feel like a corporate education platform.

It should feel human.