Building any website, in general, needs attention to various factors on multiple levels. But educational websites are a step ahead and they need to be given special attention and care. These websites don't just convey information but also act as a bridge between staff and students.

Thus, it is essential to ensure that these websites are friendly, accessible, and follow the best website practices for the information to be conveyed effectively.

Here is a list of best practices that you should consider incorporating when building an educational website

## Accessibility

Accessibility is the primary practice that every website must follow. A website should ensure inclusivity and must be accessible to users with disabilities. An accessible website ensures that any information online is made available to everyone.

As per the report of WHO around 1.3 billion or 16% of people in the world suffer from disability in one form or another and an educational website or any website for that matter should be created with inclusivity in mind and made sure it is accessible by everyone without any difficulties.

Here is a list of things you need to check to make sure your website is accessible

* Add alt text for all images
* Enable keyboard-based navigation
* Add a tooltip for every icon
* Add captions for videos
* Works on screenreaders

For a detailed guide on accessibility you can refer to [***The WCAG outlines four main principles of website accessibility***](https://www.w3.org/WAI/standards-guidelines/wcag/):

Though accessibility can never be completely automated by using just plugins or tools, they do offer a helping hand in making a website more accessible. WordPress has some great accessibility-related free plugins like *WP accessibility* and *one-click accessibility* that you can use to improve your site's accessibility to a greater extent.

## Optimizing site structure

If you are even wondering if site structure is an important aspect to consider. Yes, it is. Site structure is basically how the content on your site like posts and pages are organized. Why does it play such an important role in site usability and experience?

Because a poorly organized or cluttered site can not just confuse users but also search engines. Search engines use bots to crawl through every site available on the internet and index the pages and posts in them.

If your site is not organized properly the crawler will not be able to identify and index your site making it hard for users to find your content.

The human brain generally works methodically when it comes to accessing information. We expect related information to be grouped.

Especially for educational websites with a greater amount of information than any regular website, it is important to have an organized structure. Groping similar pages, posts, and content like quizzes, previous exam papers, guides, etc.., might help students access information easily without having to spend too much of their time just browsing through the website aimlessly trying to find the information.

You can also make use of plugins like [***Site Structure Visualizer***](https://wordpress.org/plugins/site-structure-visualizer) to get a visual graphical representation of your site’s overall structure.

## Right font and color

Colors are not just colors. Every color has an emotion, mood, and meaning associated with it.

The color you use on your site not only sets a mood for the user but has the power to alter their moods and emotions

Every little thing about your site including the font and color used, carries the identity and personality of your brand. For instance, using playful and funky typography and colors can portray a fun, comical, or cheerful picture that might be suitable for a playschool or kindergarten.

For a website that is targeted towards high school students and university grads, having a professional and elegant font and color option will set the mood of students in the right direction and help them focus more on the content and also offer better readability.

## Multi-lingual Support

Multilingual support is making sites available in various languages other than English. This is incredibly useful and essential for every educational website as it promotes inclusivity. Making content and information available for students in their native language helps them understand the content better.

For a non-native English speaker, multi-lingual sites can make it easier to understand concepts without confusion and prevent misinterpretation of information.

## Responsiveness

A responsive site gets rendered on devices of various sizes without causing any difficulties to the readability and user experience.

It is not an assurance that students will always use desktops to access your site. Students can use any device like mobile tablets or laptops to visit the site. A responsive site ensures that users get to access the content without any hindrance on all these devices and the information gets conveyed properly without causing any confusion to the users. It also makes browsing the site a pleasant experience

## Security

Security is the most important aspect of any website. Educational websites that store and process student information must be highly secure and maintained.

And with WordPress, it is not very hard to put security mechanisms in place. WordPress by default offers various free security plugins like Defender, Wordfence, and Malcare that run periodic security scans and checks on your site and recommend any potential security risks and threats.

Prevention is always better than cure. It is important to take security seriously and take necessary precautions to prevent data breaches or losses

## Speed and performance

Nobody likes a slow website. according to a report by Statistica, more than 40% of website visitors leave the site if it takes 5 or more seconds to load.

A slow website can not just disappoint users but also act as a hindrance to the consumption of information. Students can miss out on information if the site takes too long to load. It is always a best practice to optimize all your images before uploading them to your site as images of larger sizes can have a significant impact on your site speed.

There are numerous image compression plugins available in WordPress that you can use to compress images. Apart from image size, factors like the number of plugins used, the code structure of your themes, cache, and various other factors can affect speed. Use performance optimization plugins to customize these factors.

## Using interactive elements

It is a proven fact that adding audio and visual elements to your content can significantly improve its reception. Information in visual format is retained in the brain for a prolonged period than regular textual content.

Thus, using interactive elements like GIFs, quizzes, images, and videos can help students understand any concept better. When the mode of education is made online, it is essential to have interactive elements so students can have a visual aid to imagine and learn about new and advanced concepts.

In WordPress embedding videos, images, and GIFs is a piece of cake and with the help of other free plugins like Forminator you can easily create other interactive elements like quizzes and polls.

By incorporating these best practices you can ensure that your website is not just informative but also accessible, and responsive and is rightly optimized for both users as well as search engines.