UNIVERSITAT POLITÈCNICA DE VALÈNCIA

Escuela Técnica Superior de Ingeniería de Telecomunicación

TECHNOLOGICAL UNIVERSITY DUBLIN

School of Electrical and Electronic Engineering

No Barriers Academy:
Design and development of a website for a language school

Trabajo Fin de Grado

Bachelor's Thesis

Grado en Tecnología Digital y Multimedia

Author: Marco Domínguez, Lucía María
Tutor: Rey Solaz, Beatriz
Cotutor: Schwarzbacher, Andreas

Abstract

This Bachelor's thesis focuses on the development and optimisation of a functional and user-friendly website for a language school. The primary objective is to design and create a website that effectively communicates the school's information, courses and services while ensuring a seamless and intuitive user experience. The thesis displays proficiency in web development and design using WordPress as the chosen content management system (CMS), showcasing knowledge of HTML, CSS and WordPress customisation options.

Furthermore, the thesis aims to highlight the language school's brand identity and unique selling points. Through strategic visual design elements and content strategy, the website effectively represents the school's strengths, such as experienced instructors, diverse course offerings, flexible schedules and specialised language programs. This branding strategy aims to engage and attract potential students by emphasising the language school's unique value proposition.

To improve the website's visibility in search engine results, search engine optimisation (SEO) techniques are implemented. This includes incorporating relevant keywords, ensuring proper site structure and creating valuable content that aligns with the target audience's search intent. By implementing these SEO strategies, the website aims to attract organic traffic and reach a wider audience.

Additionally, the thesis emphasises the importance of responsive design and mobile compatibility. Given the increasing use of mobile devices, the website is designed to adapt to different screen sizes and resolutions, providing an optimal user experience across desktops, tablets and smartphones. This ensures that visitors can access and navigate the website with ease, regardless of the device they are using.

Resumen

Este TFG se centra en el desarrollo y optimización de un sitio web funcional y fácil de usar para una academia de idiomas. El objetivo principal es diseñar y crear un sitio web que comunique de manera efectiva la información, cursos y servicios de la escuela, al tiempo que garantiza una experiencia de usuario fluida e intuitiva. El proyecto demuestra habilidades en desarrollo web y diseño utilizando WordPress como sistema de gestión de contenido (CMS) elegido, mostrando conocimientos en HTML, CSS y opciones de personalización de WordPress.

Además, el proyecto tiene como objetivo resaltar la identidad de marca y los puntos de venta únicos de la escuela de idiomas. A través de elementos estratégicos de diseño visual y una estrategia de contenido, el sitio web representa de manera efectiva las fortalezas de la academia, como instructores experimentados, una amplia oferta de cursos, horarios flexibles y programas de idiomas especializados. Esta estrategia de *branding* consigue atraer y cautivar a posibles estudiantes, enfatizando la propuesta de valor única de la empresa.

Para mejorar la visibilidad del sitio web en los resultados de los motores de búsqueda, se implementan técnicas SEO (Search Engine Optimisation). Esto incluye la incorporación de palabras clave relevantes, garantizando una estructura adecuada del sitio y creando contenido valioso que se alinea con la intención de búsqueda del público objetivo. Al implementar estas estrategias de SEO, el sitio web busca atraer tráfico orgánico y llegar a una audiencia más amplia.

Además, el TFG destaca la importancia del diseño receptivo y la compatibilidad con dispositivos móviles. Dado el aumento en el uso de dispositivos móviles, el sitio web está diseñado para adaptarse a diferentes tamaños de pantalla y resoluciones, brindando una experiencia óptima al usuario en computadoras de escritorio, tabletas y teléfonos inteligentes. Esto garantiza que los visitantes puedan acceder y navegar por el sitio web con facilidad, independientemente del dispositivo que estén utilizando.

Resum

Aquest TFG se centra en el desenvolupament i optimització d'un lloc web funcional i fàcil d'utilitzar per a una acadèmia d'idiomes. L'objectiu principal és dissenyar i crear un lloc web que comuniqui de manera efectiva la informació, cursos i serveis de l'escola, alhora que garanteix una experiència de usuari fluïda i intuitiva. El projecte demostra habilitats en desenvolupament web i disseny utilitzant WordPress com a sistema de gestió de contingut (CMS) triat, mostrant coneixements en HTML, CSS i opcions de personalització de WordPress.

A més, el projecte té com a objectiu ressaltar la identitat de marca i els punts de venda únics de l'acadèmia d'idiomes. Mitjançant elements estratègics de disseny visual i una estratègia de contingut, el lloc web representa de manera efectiva les fortaleses de l'acadèmia, com a instructors experimentats, una àmplia oferta de cursos, horaris flexibles i programes d'idiomes especialitzats. Aquesta estratègia de *branding* busca atraure i captivar possibles estudiants, destacant la proposta de valor única de l'empresa.

Per millorar la visibilitat del lloc web en els resultats dels motors de cerca, s'implementen tècniques SEO (Search Engine Optimisation). Això inclou la incorporació de paraules clau rellevants, garantint una estructura adequada del lloc i creant contingut valuós que s'alinee amb la intenció de cerca del públic objectiu. Mitjançant aquestes estratègies de SEO, el lloc web busca atraure trànsit orgànic i arribar a una audiència més àmplia.

A més, el TFG destaca la importància del disseny receptiu i la compatibilitat amb dispositius mòbils. Donat l'augment en l'ús de dispositius mòbils, el lloc web està dissenyat per adaptar-se a diferents mides de pantalla i resolucions, oferint una experiència òptima a l'usuari en ordinadors de sobretaula, tauletes i telèfons intel·ligents. Això garanteix que els visitants puguin accedir i navegar pel lloc web amb facilitat, independentment del dispositiu que estiguin utilitzant.

Acknowledgements

This project has been a challenge for me. Throughout my degree I have learned different technical skills and the website has allowed me to demonstrate those skills and introduce some more creative features that I also see as necessary to complete a degree like mine.

The opportunity to have completed this stay in Dublin has been crazy and I feel so grateful. To have known another university and to have practiced the language has helped me strengthen my knowledge of English and write this report, as well as the website. As we know, the distribution in English reaches a larger number of users.

I would like to thank Andreas Schwarzbacher, my coordinator, for being so attentive and having meetings with me every three weeks to make sure everything was going well. I also have to thank my Spanish tutor, Beatriz Rey, Bea, for worrying about me and giving me the final push to finish the project, even though we were far away.

Thank you to all of my international friends for helping me with the video. I learned so much from you and I will always carry with me all of our memories from our Ireland experience. I appreciate the support of my Erasmus colleagues, the video that we have done will remind me of the great moments that we have had.

Finally, thanks to my family who have made it easy for me to leave and have supported me a lot from a distance.

Table of Contents

1. Introduction

1.1. Overview

The main objective of this Bachelor's Thesis is to design and develop a comprehensive and aesthetically pleasing website using WordPress for a language school called No Barriers Academy. This project encompasses both the visual design and the technical implementation of the website.

Designing the website involves creating an appealing and user-friendly interface that reflects the branding and values of the No Barriers Academy company. This includes selecting appropriate colours, fonts, imagery and layout that align with the school's identity and target audience. The design should convey a professional and welcoming atmosphere, encouraging visitors to explore the language programs and services offered by the academy.

Development using WordPress entails setting up the necessary infrastructure, installing and configuring relevant plugins and themes and customising them to meet the specific needs of No Barriers Academy. It involves creating and organising pages, implementing navigation menus, integrating contact forms and potentially incorporating additional functionality such as multimedia elements.

Throughout the design and development process, it is important to ensure that the website is responsive and optimised for various devices, providing a seamless browsing experience on desktops, tablets and mobile phones.

1.2. Websites in the educational industry

In today's digital age, having a website is essential for any business, including educational businesses. A website serves as a digital shopfront, allowing potential students and their parents to learn about your educational services, facilities, and achievements. Without a website, there are less

opportunities to attract new students, increase brand awareness and showcase all of the relevant information about the business [1].

Additionally, having a website can help to establish credibility and build trust with the audience. A well-designed and informative website can make the business look as a professional and reliable source of education. This is especially important for online courses and virtual classrooms, where the website serves as the primary interface between the teachers and the students.

Furthermore, a website provides important information and resources to the current and potential students. This can include course schedules, encouraging blogs about why should a language be learned, details about the teachers and contact information. By making this easily accessible on the website, you can streamline the communication process and enhance the overall student experience.

In short, having a website is crucial for educational businesses in today's society. It reaches a wider audience, establishes credibility and trust and provides important information and resources to the students. Without a website, the educational business may be missing out on opportunities to grow and succeed in the competitive landscape of today's educational industry [2].

It is important to note that all images used in this thesis are free to use solely within the context of this thesis and its accompanying materials. Moreover, all of the pictures used in the website are obtained from copyright-free sources. This includes utilising images from free stock websites [3][4][5] or finding pictures with Creative Commons licenses through Google search.

2. Goals

The main objectives of this Bachelor's thesis are:

- **Provide a functional and user-friendly website**: the primary goal of any website is to provide a functional and user-friendly experience for its visitors. Aim to design and develop a website that is easy to navigate, visually appealing and effectively communicates the language school's information, courses, and services.

- **Enhance user engagement and interactivity**: incorporate interactive elements and features on the website to enhance user engagement and create an immersive browsing experience. This can involve integrating social media widgets and incorporating interactive forms. The goal is to encourage visitors to actively interact with the website, share their thoughts and feedback and sign up. By enhancing user engagement, the website can create a sense of community and foster a deeper connection with its audience.

- **Highlight the language school's brand and unique selling points**: effectively represent the language school's brand identity and communicate its unique selling points. This can be achieved through visual design elements, content strategy, and showcasing the school's strengths, such as experienced instructors, diverse course offerings, flexible schedules or specialised language programs.

- **Optimise for Search Engines (SEO)**: implementing search engine optimisation (SEO) techniques to increase the website's visibility in search engine results. This can involve optimising meta tags, incorporating relevant keywords, ensuring proper site structure and creating valuable content that aligns with the language school's target audience and search intent.

- **Ensure responsive design and mobile compatibility**: with the increasing use of mobile devices, it's important to ensure that the website is responsive and mobile-friendly. A website has to adapt to different screen sizes and resolutions, providing a consistent and optimal user experience across desktops, tablets, and smartphones.

3. Methodology

3.1. Schedule

This project has been developed during the 4th year of the degree in Digital Technology and Multimedia. It began in January 2023 when the topic was proposed, followed by the start of brainstorming and preparation in February. The main structure of the website was completed in March and April, while additional features and final touches were added in May. Finally, most of the thesis was written in June.

Figure 1: Timeline

February	• Think and make a draft of the structure of the page • Diagram of the content • Revise what I already know about Wordpress and learn new things • Look at other existing language pages, learn about them and think about what would make me different • Prepare the academy: how are the classes going to be, which languages, timetables, prices… • Usability test with drawings of the page to see if the design is intuitive
March	• Start the web page • First steps: hosting, domains, templates • Design: sliders, menus, blogs, animations • Widgets and forms
April	• Finish the web page • Plugins, SEO optimisation • Film and edit videos for the presentation video • Start writing the thesis
May and June	• Extras and finishing touches • Write the thesis • Look at the Irish and Spanish characteristics of submitting the thesis • Prepare defence presentation • Defence

Table 1: Schedule

4. Implementation

4.1. WordPress

WordPress is a popular content management system (CMS) that allows you to create and manage websites and blogs [6]. It was initially launched in 2003 as a blogging platform but has evolved into a versatile tool used for various types of websites, including e-commerce stores, portfolios, business websites and more.

The current version and the one used for the project is "`Dolphy`" `6.2.2`. The 43.2% of the global web uses WordPress ("`Misha`" `6.1.1` version) [7]. Some examples of these websites, developed with WordPress are: *vogue.com*, *rollingstone.com*, *thewaltdisneycompany.com*, *time.com*, *sonymusic.com*, *whitehouse.gov*.

WordPress is known for its user-friendly interface and customisable features, making it accessible to both beginners and experienced users. It is an open-source platform, which means it is freely available to use, modify, and distribute. [8][9]

The core features of WordPress include:

- Themes: determine the overall design and layout of your website, they can be customised or developed from scratch to suit specific needs.
- Plugins: add features such as contact forms, SEO optimisation, social media integration, e-commerce capabilities…
- Content Management: create and edit pages, blog posts and media files using the built-in editor.
- SEO-Friendly: generate SEO-friendly (search engine optimisation) URLs, customise meta tags and provide plugins to optimise the website for better search engine rankings.

WordPress [10] can be self-hosted, meaning it is possible to install it on your own web server, the case in this project, or you can use the *wordpress.com* platform, which provides hosting and a simplified setup process.

4.1.1. Domain and hosting

It's important to note that registering a domain and configuring it for use with WordPress is separate from hosting your website. While the domain serves as the address to access your site, hosting refers to the servers that store your website's files and make it available on the internet. Both, a registered domain and a hosting provider are needed to have a fully functional WordPress website.

In WordPress, a domain refers to the web address or URL that is used to access your website on the internet. It is the unique identifier that visitors will use to reach a website. For example, in this case, the domain is *nobarriersacademy.com*, that would be the address people would type into their web browsers to visit the WordPress website. A domain name typically consists of two parts: the actual domain (e.g., "nobarriersacademy") and the top-level domain (TLD) (e.g., ".com"). The TLD can vary and may include options such as .com, .org, .net, or country-specific TLDs like .co.uk or .ie.

WordPress hosting refers to the specialised hosting services that are specifically optimised and configured to run WordPress websites efficiently. It provides the necessary infrastructure and technical support to ensure that your WordPress site is secure, fast, and reliable. There are several companies, some key features to look for before choosing the one are: optimised performance (fast loading and smooth website operation), automatic, easy, one-click WordPress installation, updates and backups, robust security measures, technical support with experienced staff, and scalability.

4.1.2. How to install WordPress

The first step is to buy a hosting and a domain, usually the purchase of a hosting provides one single domain free of charge for one year. The hosting acquired for this project is WebEmpresa (*https://clientes.webempresa.com/america/gestion/clientarea.php*) (Figure 2) and the domain of the website is *nobarriersacademy.com*.
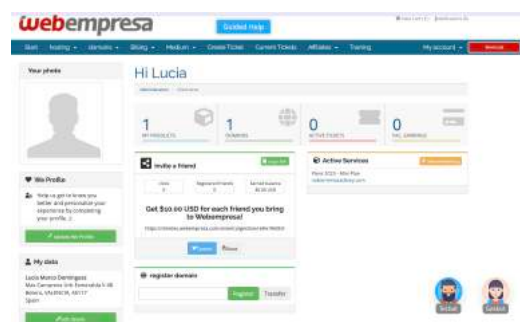
Figure 2: Customer area WebEmpresa

To install WordPress, the next step is to click "Active Services" and "Access the panel" (Figure 3). After the login, WePanel is accessed, now click the folder called "WPCenter" and "Install WordPress" (Figure 4).
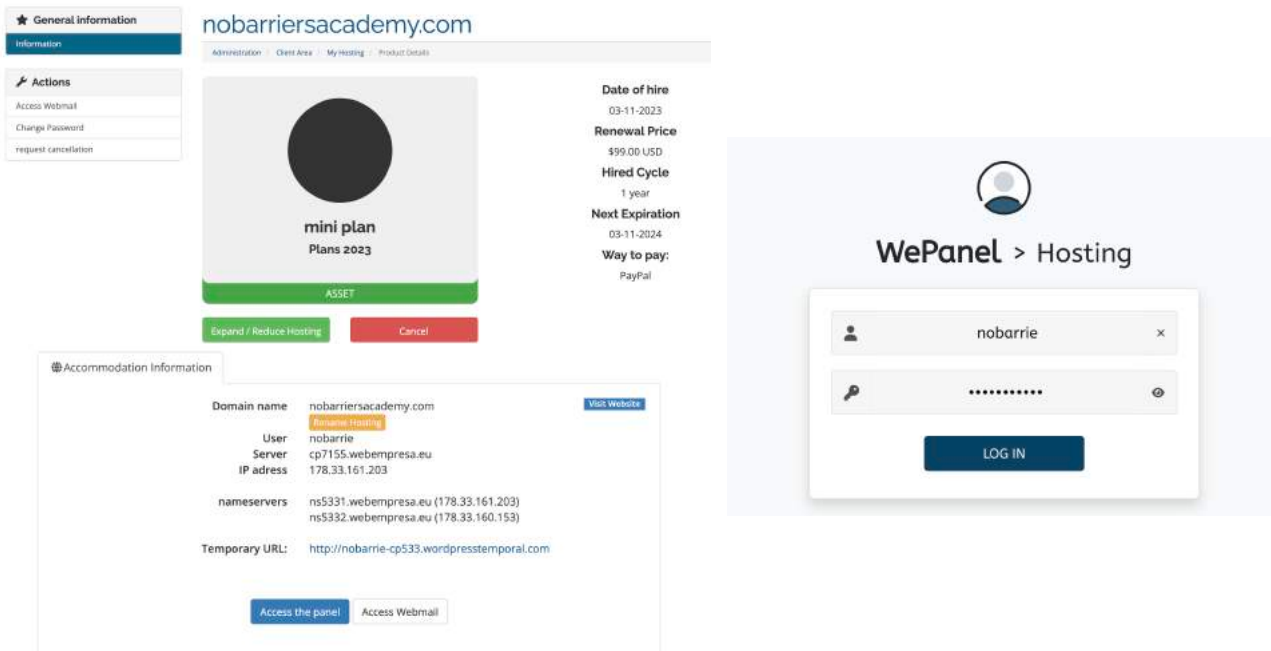
Figure 3: Active services & WePanel login
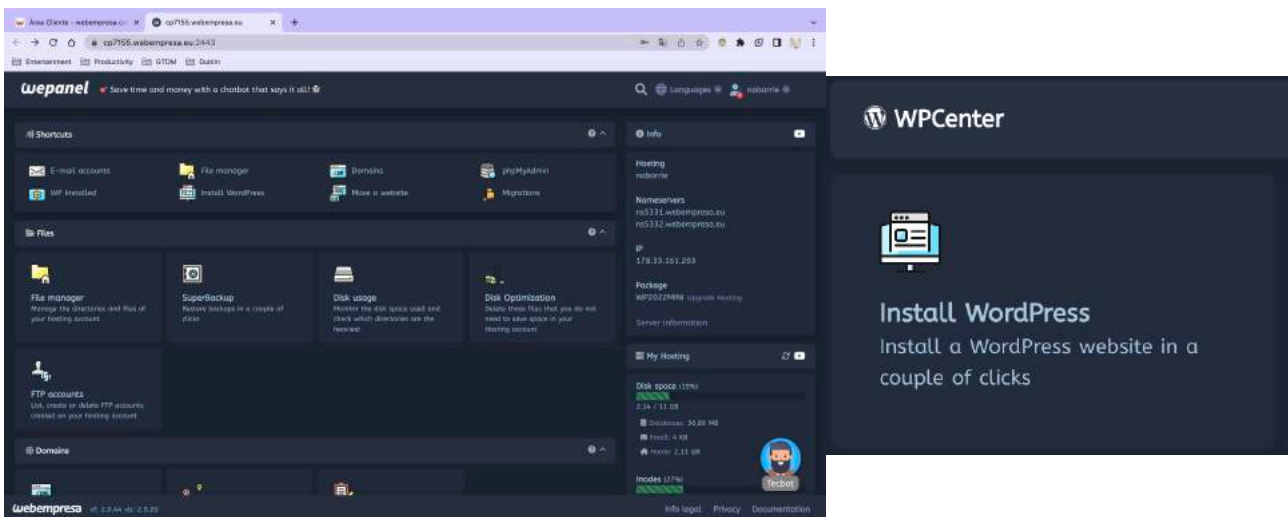
Figure 4: WePanel & Install button

Then, the name of the site can be entered, along with the email and password to access the backend (*https://nobarriersacademy.com/wp-admin*) (Figure 5).
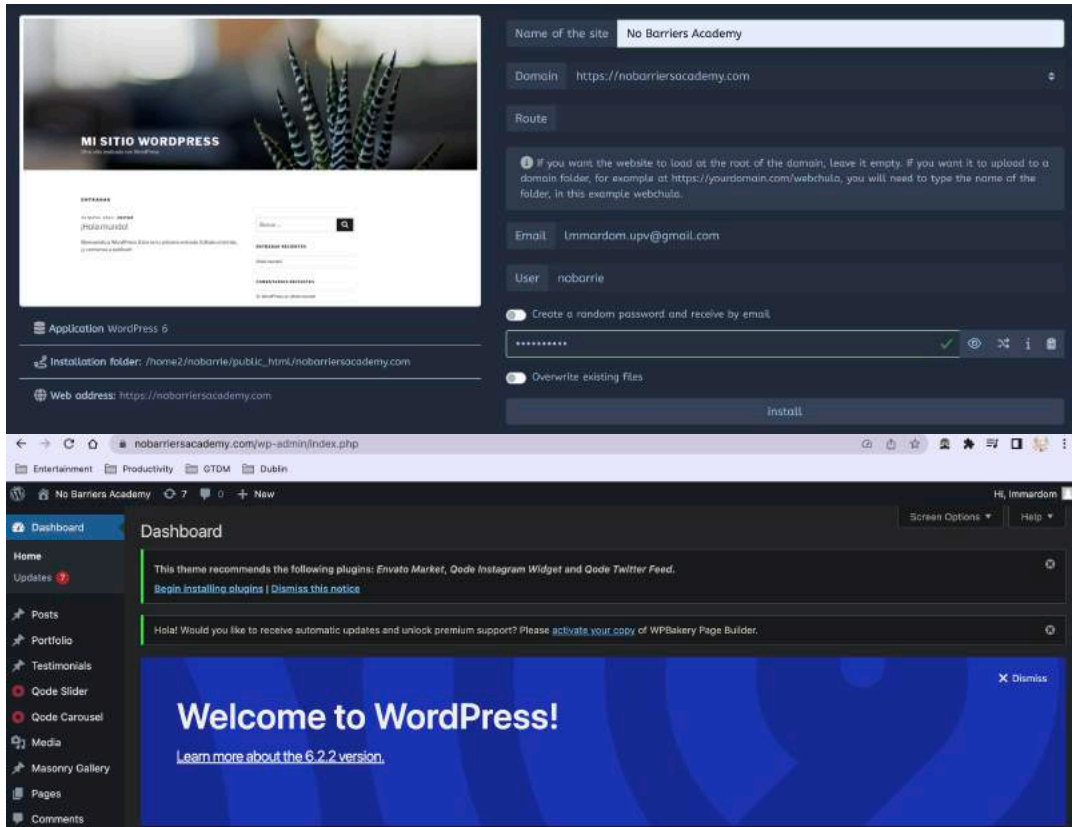
Figure 5: Installation & Backend

The final step before editing the webpage is making it secure, which involves switching from `HTTP` to `HTTPS`, this ensures encrypted and secure communication between the server and the website visitors. To do this, follow these steps (Figure 6):

1. Access the WebEmpresa account
2. Navigate to the hosting section.
3. Look for the "Certificates" option and click on it.
4. Select "Manage certificates".
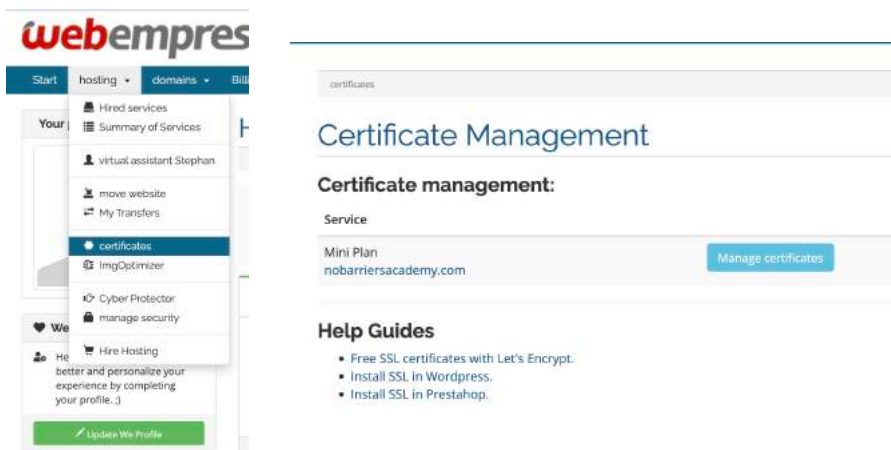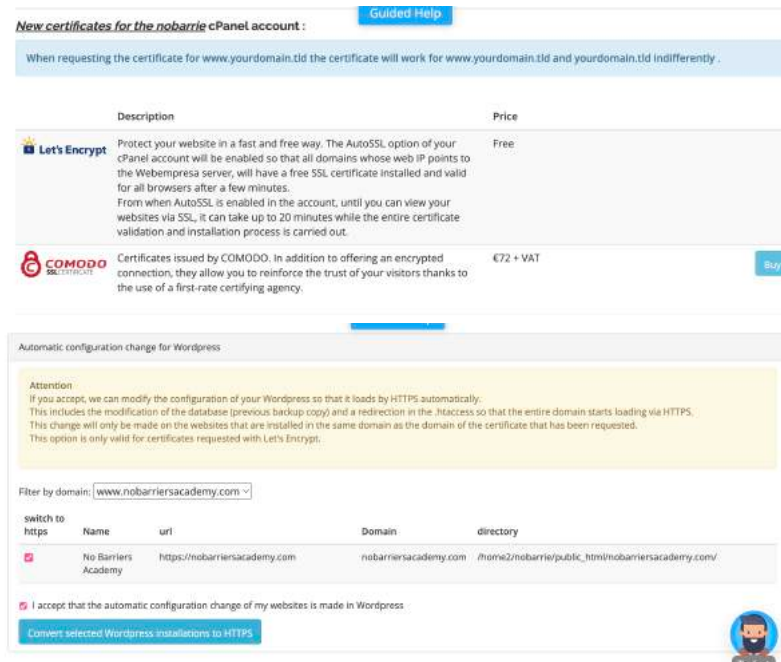
Figure 6: How to access the encryption options

There are be two options available. The first option is `Let's Encrypt`, which is the free method provided by WebEmpresa to ensure website security and the one that is being used for this project. To proceed, simply click on the domain, accept the condition and click the blue button to convert the page into a secure and trustworthy one (Figure 7).

Figure 7: HTTP → HTTPS

Once the website is prepared for launch, it is time to edit and customise it in the backend. The initial step is to review and manage the plugins (Figure 8), they can be found in the left sidebar, beneath `Appearance`. In this case, the default plugins will be deleted, `Akismet: Anti-Spam` and `Hello Dolly`, as they are not required for this particular project. In the subsection 4.4, new plugins will be installed.

Figure 8: Plugins

The next aspect to think about is selecting a theme (Figure 9). While WordPress provides numerous free templates, a wider range of options can be found, including premium themes, on websites like *https://themeforest.net/*. Keep in mind that premium themes may come at a cost.

When choosing a theme, it is important to consider factors such as responsiveness, compatibility with plugins, ease of customisation and ongoing support from the theme developer. Additionally, pay attention to user reviews, ratings and demos to ensure that the theme aligns with the specific project requirements.

In this case, the theme used for this project is called `Bridge` (Figure 10). This template is known for its aesthetic appeal and extensive features, making it suitable for various types of websites [11]. It is a popular and versatile theme available on the website mentioned above and it offers a range of customisable options, layouts and design elements that can help achieve the desired look and functionality for the website.
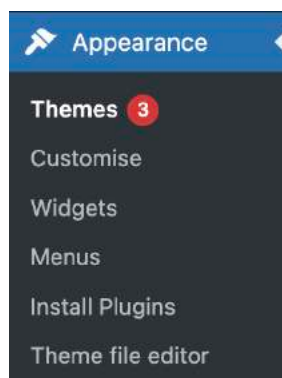
Figure 9: How to access Themes
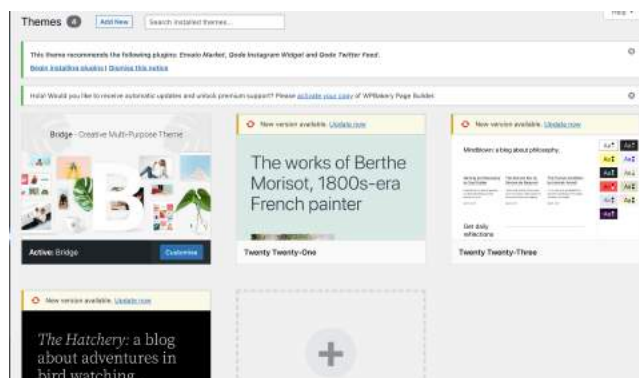
Figure 10: Themes

Once the theme is installed and activated within the WordPress dashboard, it is time to proceed with choosing a demo, customising the theme to match the branding, layout preferences and content requirements. But before that, some plugins must be installed and activated to make the template work. `Bridge` requires four plugins (Figure 11): `Bridge Core`, `LayerSlider WP`, `Slider Revolution` and the most important one, `WPBakery Page Builder`. This last one was formerly known as Visual Composer and it is the builder of the website, it simplifies the process of designing pages. There are multiple page builders available for WordPress, and one of them is `Elementor`,

known for its extensive customisation options. Nevertheless, `WPBakery` is more suitable for this project and more intuitive.

Figure 11: Plugins required by Bridge

The final step before creating pages with the `Bridge` theme is to choose a demo from the available options in this website: *https://bridgelanding.qodeinteractive.com/*. In this case, the `New Demo 167 - Dental Clinic` demo, which is considered the most aesthetically similar to what it is needed, will be used. To install it, click `Qode Import` (a new window that must have appeared after installing `Bridge`) and import demo content. Choose `New Demo 167 - Dental Clinic` in Demo Site, import all (content, widgets and options) and import attachments. Before importing the demo, ensure that the required plugins are installed and activated (Figure 12).
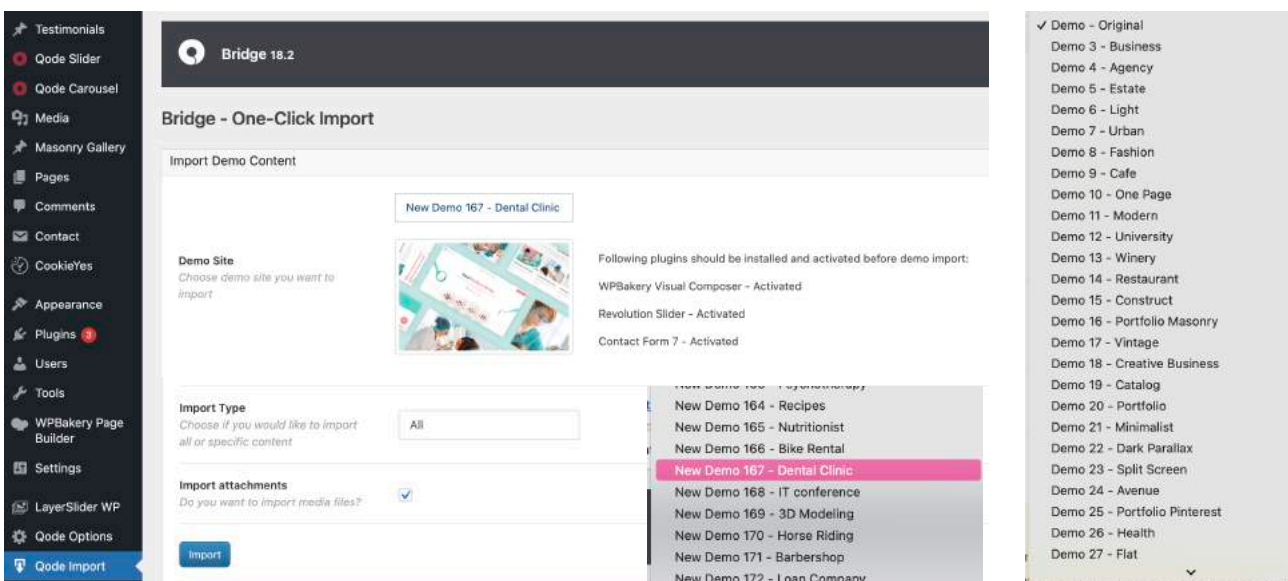
Figure 12: Import demo

Finally, by disabling the Gutenberg editor (Figure 13) and using the Classic Editor plugin, you can fully utilise WPBakery Page Builder without any conflicts or interference. This allows you to take advantage of the complete functionality and features provided by the Visual Composer plugin.
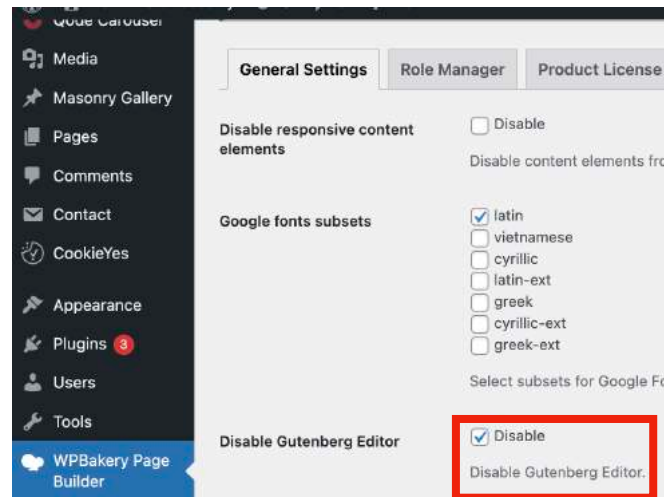
Figure 13: Disable Gutenberg Editor

Additionally, in `Settings - Reading`, choosing the homepage as the main home page is a significant step, it ensures that visitors are directed to the designated page that has been set as the main home page. This provides a consistent and focused user experience, allowing them to immediately engage with the desired content. On the other hand, enabling "Discourage search engines from indexing this site" adds a special meta tag to the website's code, which advises search engines not to index the site (Figure 14). This option should be checked while the website is not finished or has fake information, because Google might take it down.
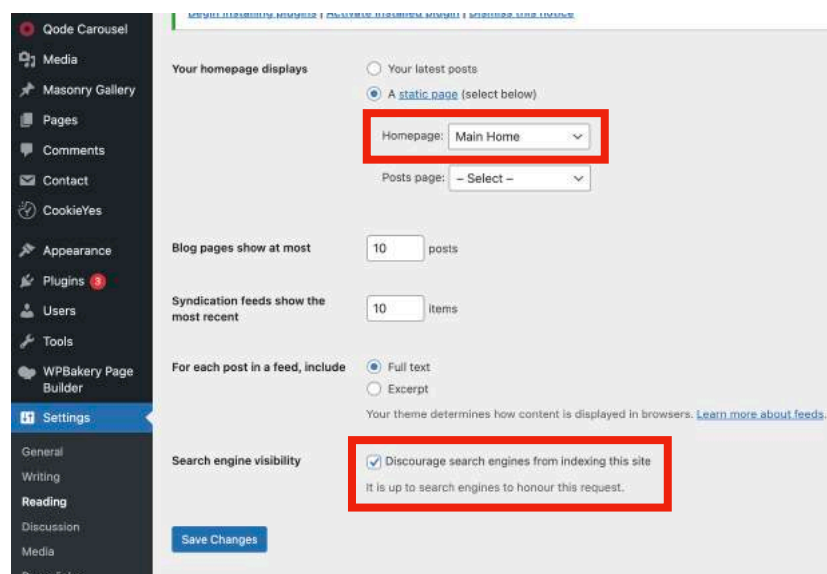
Figure 14: Homepage and discourage search engines

4.2. Design of the company

The design of a brand is important because it shapes the perception of a business, communicates its values and helps establish a memorable and meaningful connection with its target audience. It is an essential component of building a successful and recognisable brand in today's competitive marketplace.

4.2.1. Colours, logo and typography

The main colour that represents the company is a slightly dark green (#3A7524), which symbolises Ireland. This colour has been carefully chosen to reflect the Irish connection. To ensure optimal contrast and legibility on the website, all colour combinations have been checked using the website *https://colorable.jxnblk.com/* [12]. The logo features a three-leaf shamrock, a well-known symbol associated with Ireland. The shamrock represents luck, unity and Irish heritage. Surrounding the shamrock is a speech balloon icon, which signifies communication, dialogue, and learning. This combination of elements conveys the company's focus on fostering conversation and educational pursuits. These are all of the final versions of the logo (Figures 15 and 16), which were designed using the Keynote app.

Figure 15: Logos

Figure 16: Simplified logos

Finally, the font used for the logo is Krungthep (Figure 17), while the font chosen for all the text on the website is Poppins (Figure 18) [13]. Krungthep is a unique and distinctive font that adds personality and character to the logo. Its bold and slightly angular letterforms give the logo a memorable and eye-catching appearance. The choice of Krungthep font aligns with the brand's desire to stand out and make a statement. On the website, the font Poppins is employed for all the text. Poppins is a versatile and modern sans-serif font known for its clean and elegant design. It offers excellent readability across different screen sizes and provides a professional and contemporary look to the website's content.

Figure 17: Krungthep font

Figure 18: Poppins font

By utilising Krungthep for the logo and Poppins for the website's text, the brand maintains consistency and creates a cohesive visual identity throughout its online presence. The minimalistic style has gained significant popularity in recent times and it brings a sense of professionalism and cleanliness to the website. This design approach focuses on simplicity, using clean lines, ample white space and a restrained colour palette. By eliminating excessive elements and clutter, a minimalistic design allows the content to take centre stage.

4.2.2. User experience

The website wants to be informational, efficient and user-friendly. The design is intuitive and allows users to easily find the information they are looking for. The menu structure is simple and

organised, with clear labels that accurately represent the content on each page. Using headings, subheadings and bullet points to break down information into easily digestible chunks, prioritising readability. The important information is found prominently on the homepage or in a dedicated section, ensuring that key details are easily visible without requiring users to click multiple times to access them. The less clicks the audience has to do, the better. Well-designed and strategically placed CTA (Call To Action) buttons guide users to take specific actions, such as signing up, contacting or accessing important resources, the buttons are visually appealing and ensure they stand out on the page. It is relevant that the website loads quickly to prevent user frustration. All of the image sizes are optimised as much as possible, ideally under 100kB, and the code used is minimised.

User testing was also considered to gather feedback and identify areas for improvement. Different people were invited to navigate the website and observe their interactions, paying attention to their comments, confusion points and suggestions for a better user experience. Before beginning the website development process, a paper prototype (Figure 19) was meticulously created to establish an initial draft of the website's intended appearance and functionality. This prototype was subsequently presented to various individuals to gather valuable feedback and insights.
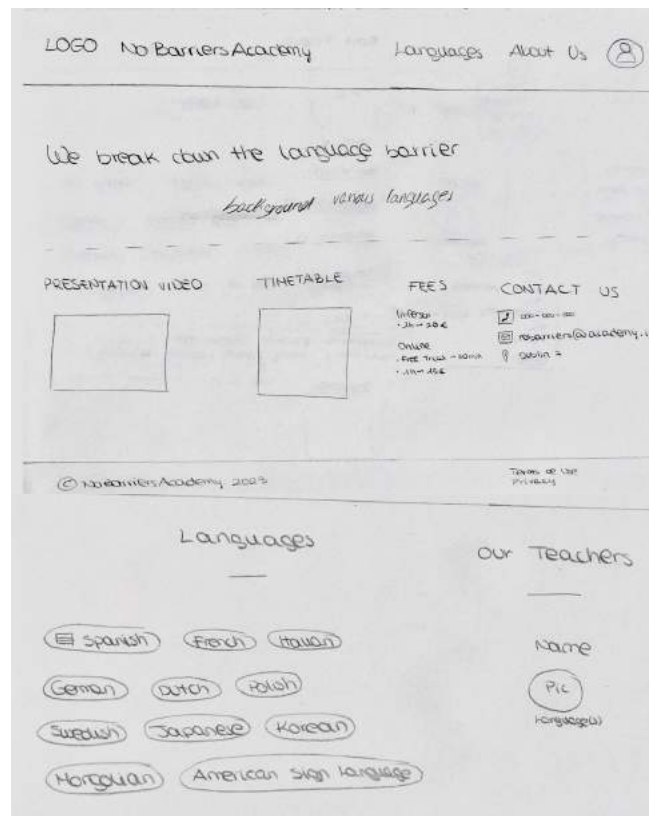
Figure 19: Paper prototype

The image provided above represents the initial concept for the website. However, based on valuable user feedback, several adjustments have been implemented to enhance the user experience. Firstly, additional menu pages have been incorporated to organise and segment the information, ensuring that users are not overwhelmed with an excessive amount of content on a single page. Secondly, certain languages have been removed to maintain a realistic and feasible scope, focusing only on those languages that are most relevant and engaging for the target audience. This careful consideration makes sure that the website remains captivating and tailored to the interests of its users.
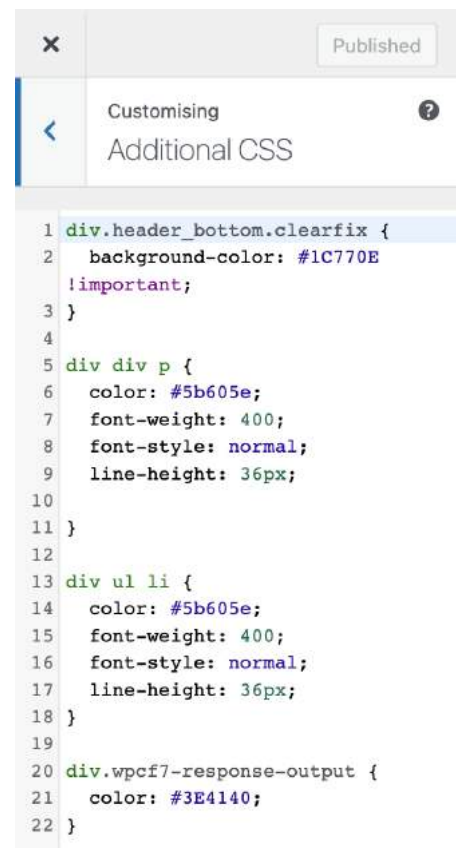
4.3. Website structure and pages

Before delving into the detailed description of each page, it is essential to emphasise that the website has been designed to be viewed in a light mode browser. This design consideration ensures optimal visual presentation and readability for users.

Additional CSS code (Figure 20) has been incorporated to apply global changes across the entire website, which can be conveniently implemented through the `Appearance - Customise` section.

This code influences the styling of specific texts and colours on the website. The initial portion of the code matches the colour of the header with the one in the logo. The subsequent segments increase the font size of the text and change it to a grey colour. Lastly, there is a code snippet that handles the display of a thank you message after a form submission, adjusting the text colour to a darker shade of grey.

The last thing to look at before getting into the pages are some `Qode Options` settings. These settings encompass various

```
1  div.header_bottom.clearfix {
2    background-color: #1C770E
   !important;
3  }
4
5  div div p {
6    color: #5b605e;
7    font-weight: 400;
8    font-style: normal;
9    line-height: 36px;
10
11 }
12
13 div ul li {
14   color: #5b605e;
15   font-weight: 400;
16   font-style: normal;
17   line-height: 36px;
18 }
19
20 div.wpcf7-response-output {
21   color: #3E4140;
22 }
```

Figure 20: Global CSS

customisation options that significantly impact the overall appearance and functionality of the website.

Within the general settings, critical elements such as font family, main colours, favicon image and optimisation features are configured.
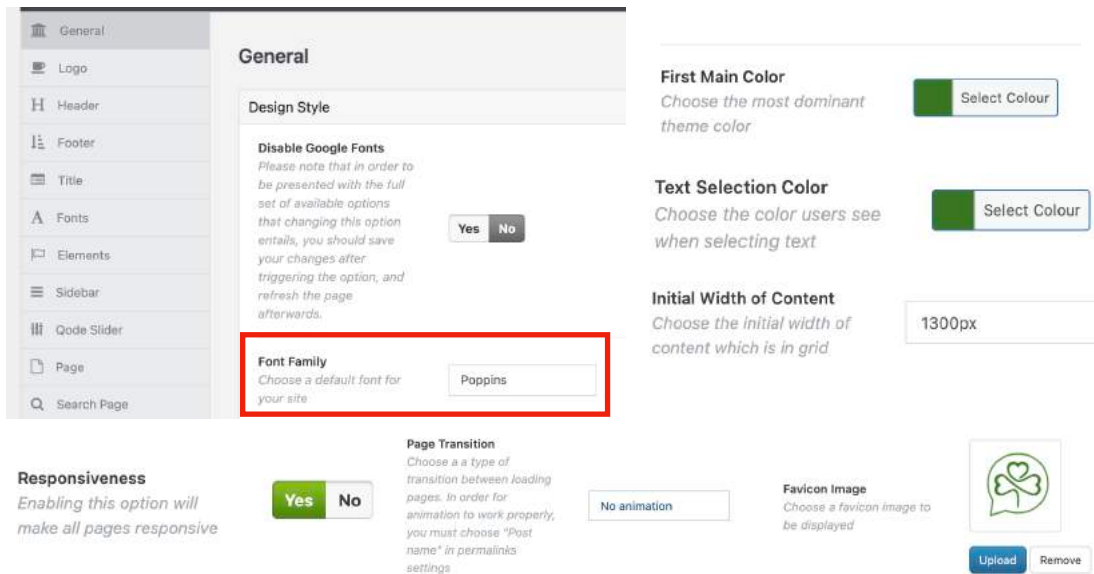
Figure 21: `Qode Options-General`

The logos are designated within this section. For this project, the header has been set as sticky, which means it remains fixed at the top of the page as the user scrolls down.
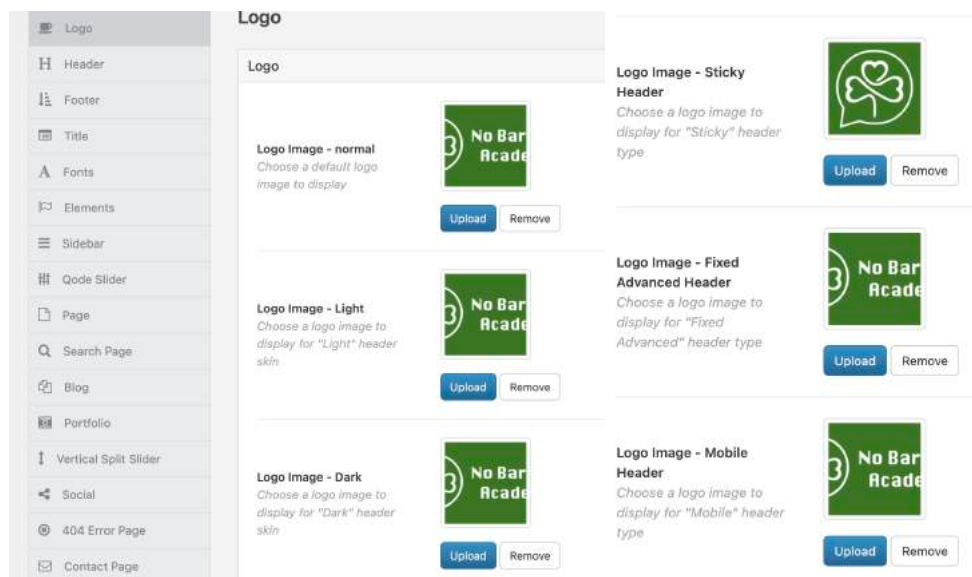
Figure 22: `Qode Options-Logo`

In the header options (Figure 23), the sticky type has been selected, which means that the header remains fixed at the top of the page while scrolling. It has an initial height of 100px, providing a compact and sleek appearance. The header is set to be completely opaque, ensuring that it remains visible and legible at all times. Additionally, the menu is aligned to the right side, allowing for easy navigation and intuitive user experience.
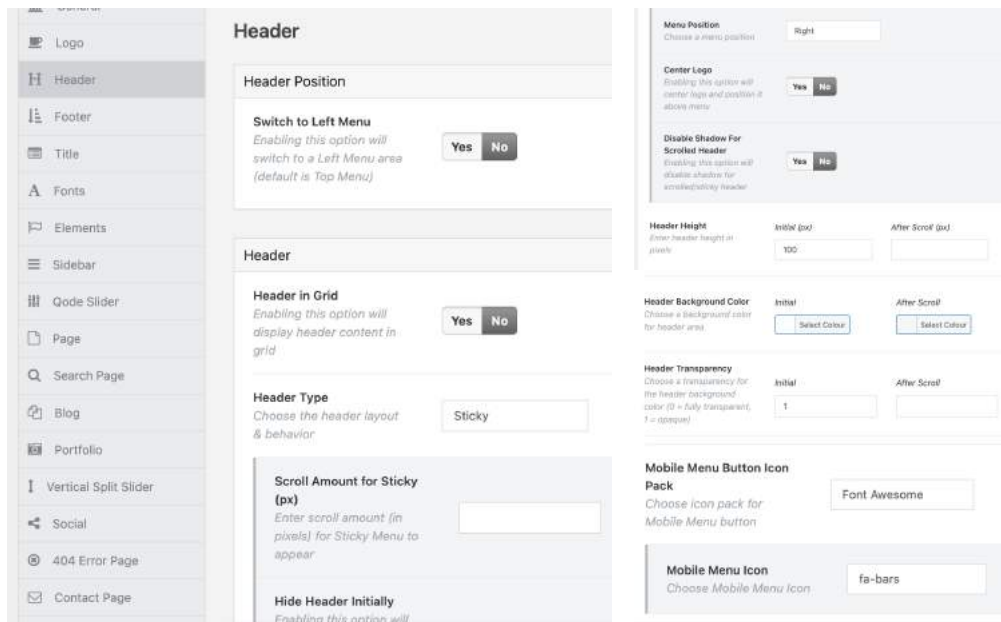
Figure 23: `Qode Options-Header`

Moving on to the footer configuration (Figure 24), it is in this section where the colours and structure of the footer are determined. The colour scheme of the footer is aligned with the overall branding and design of the website. The footer is designed to be displayed only at the end of the scrolling, providing a neat and unobtrusive presence on the website.
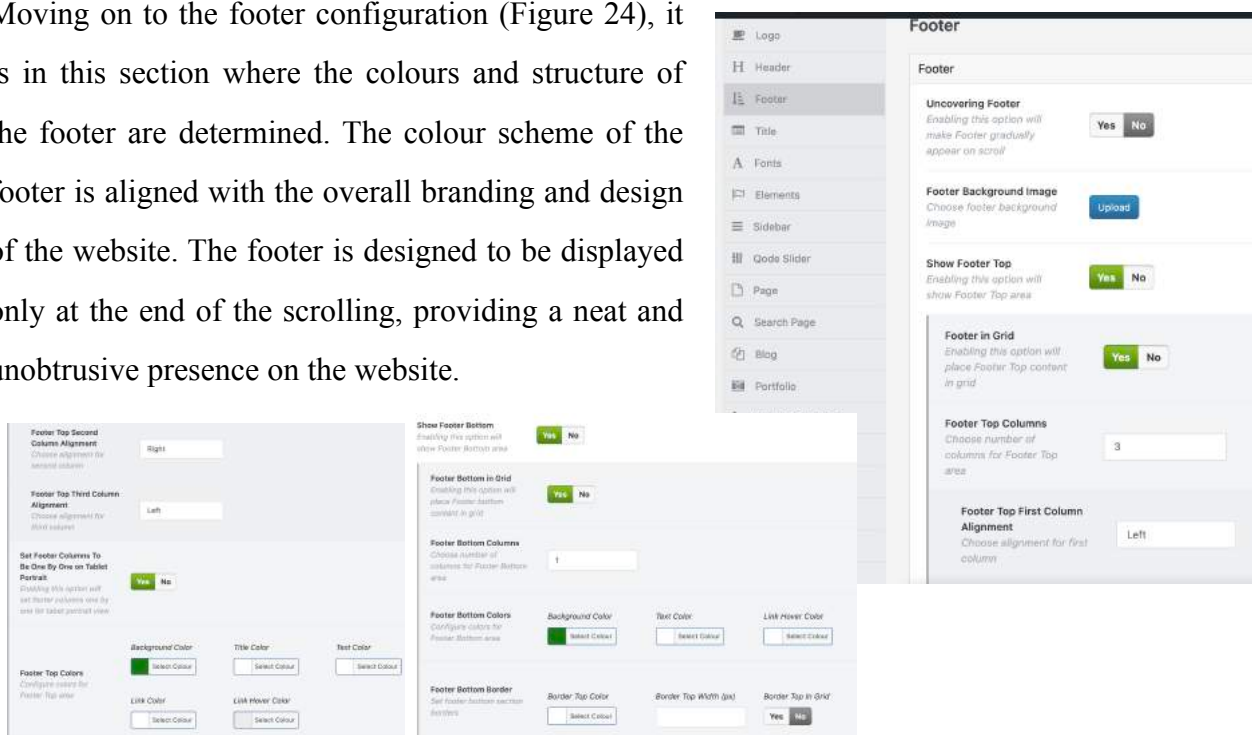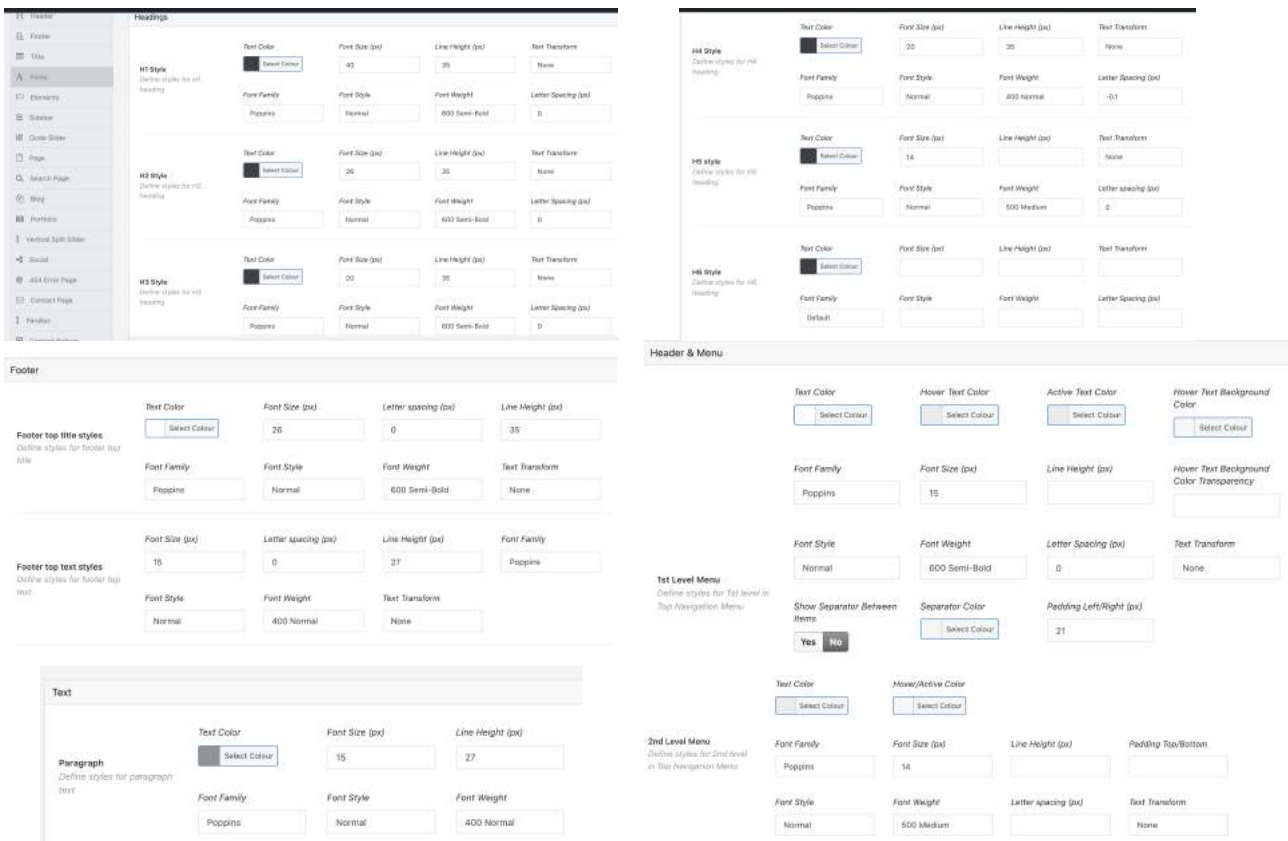
Figure 24: `Qode Options-Footer`

The choice of fonts is indeed a critical aspect that significantly influences the overall style of the website. It sets the tone and conveys the desired aesthetic and brand image. Within the font settings (Figure 25), it is possible to customise various elements such as colours, font families, sizes, weights, and line heights for different types of text throughout the website. For headings, font styles can be specified to grab attention and create hierarchy (menu levels). For paragraphs, a legible and easy-to-read font family can be selected to ensure optimal readability.

Figure 25: `Qode Options - Fonts`

In the elements settings (Figure 26), various buttons throughout the website can be customised, including the buttons used in contact forms, the "back to top" button and arrows in sliders. The colours used are meant to match the design and branding of the website, covering the page with green touches. This makes it possible to create buttons that are visually appealing, consistent and in harmony with the rest of the website's design elements.
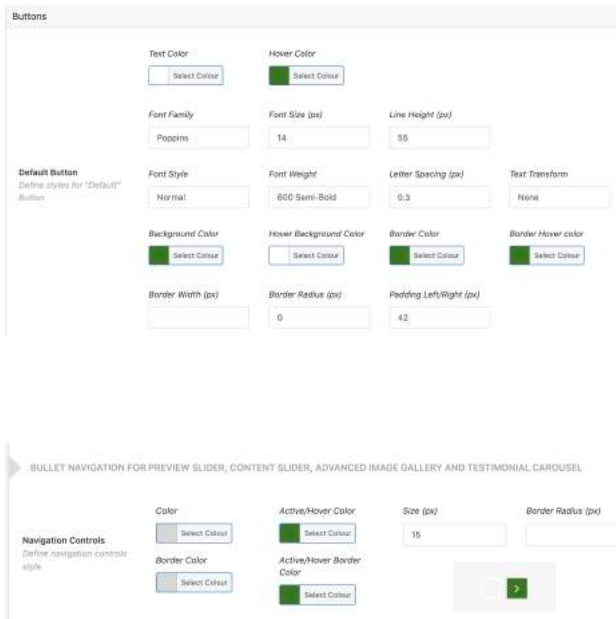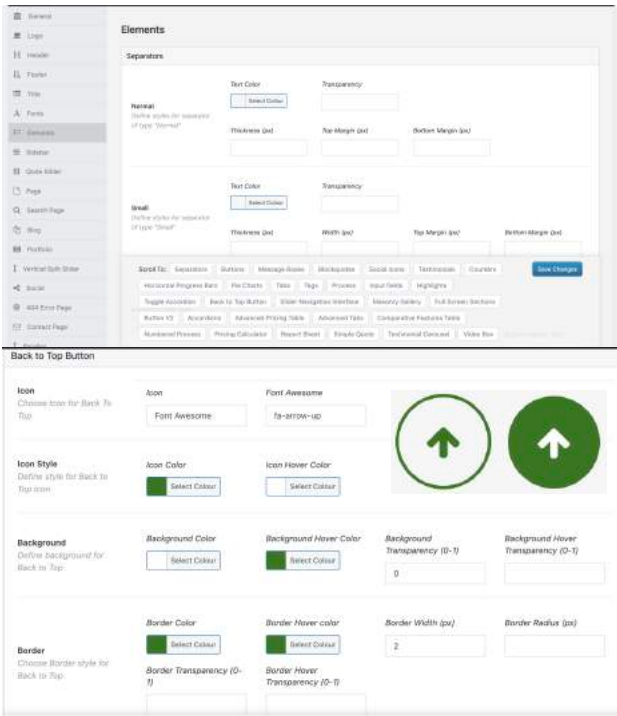
Figure 26: `Qode Options-Elements`

Finally, in the contact form settings (Figure 27), the contact forms can be personalised. This is made possible through the integration of the Contact Form 7 plugin, which provides advanced functionality for creating and managing contact forms. With this feature, various elements of the contact forms are customised, including the layout, colours, fonts, field styles and the "submit" button design.
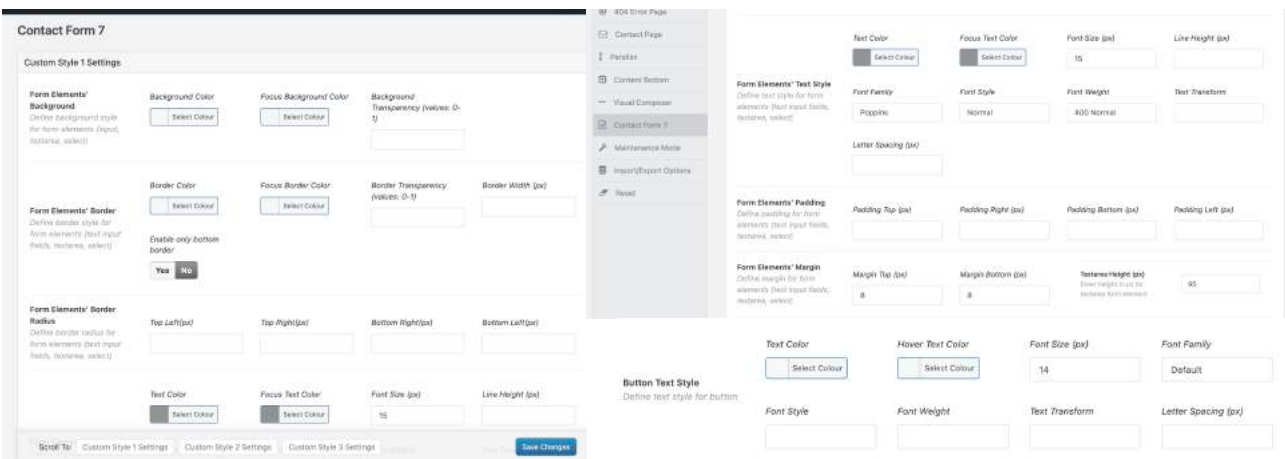
Figure 27: `Qode Options-Contact Form 7`

The website encompasses a total of 15 thoughtfully crafted pages to provide comprehensive information and an immersive experience for visitors: Home, How We Work, Languages, Our Teachers, Join Us, Privacy Policy, Terms of Use and eight pages to learn more about each individual language that the school offers.

All of the pages have been crafted using the `Pages - Add New` feature (Figure 28). Each page template has been set to `Full Width` to maximise content visibility and provide a seamless browsing experience. Additionally, the `Qode Title Area` has been intentionally hidden to create a clean and minimalist design aesthetic throughout the website.
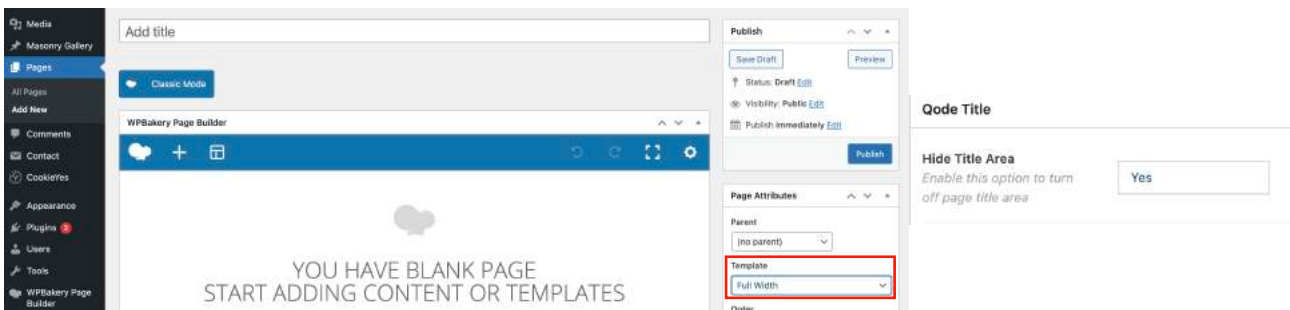
Figure 28: Blank page & Hide title area

4.3.1. Home page

This is the main landing page that introduces the language school and offers an overview of its key features (Figures 29 and 43). It has been selected as the front homepage and it uses the base link, just the domain: *https://nobarriersacademy.com/*.
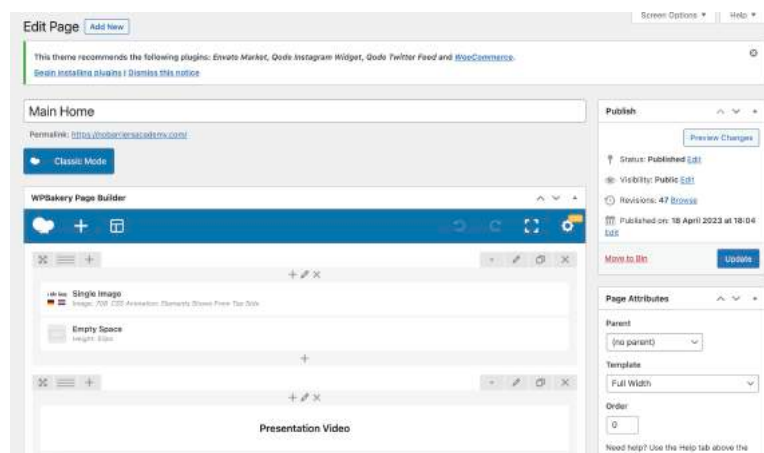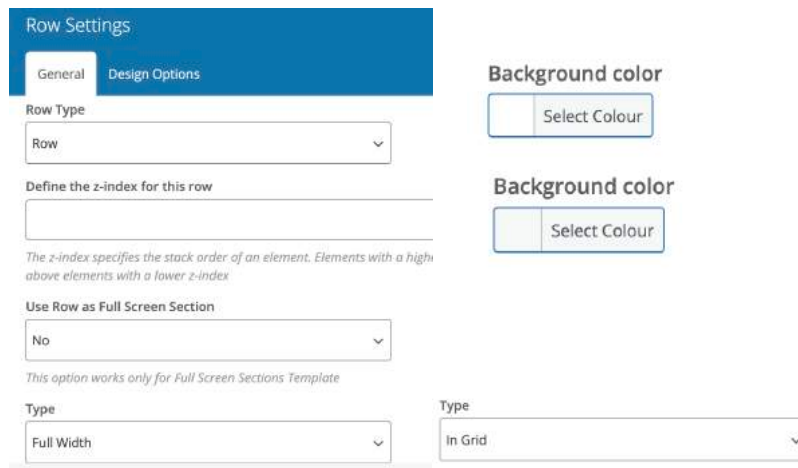
Figure 29: Main Home backend

The page is divided into three rows, each with its own distinct layout. The first row spans the entire width of the page and is set to "full width," while the second and third rows are placed within a grid structure, "in grid". The first two rows have a clean white background colour, creating a sense of clarity and simplicity, while the last row is designed with a light grey background, adding a subtle contrast to the overall layout (Figure 30).

Figure 30: Row type and background colour settings

The first element on the page is a banner (Figure 31) featuring the company's slogan "We break down the language barriers," accompanied by flags representing the languages taught at the academy. The banner was designed using Canva (Figure 32) and is aligned to the centre of the page. To enhance visual appeal, the banner has an animation attached when the page is loaded, causing it to appear from the top side, adding a dynamic and engaging effect.
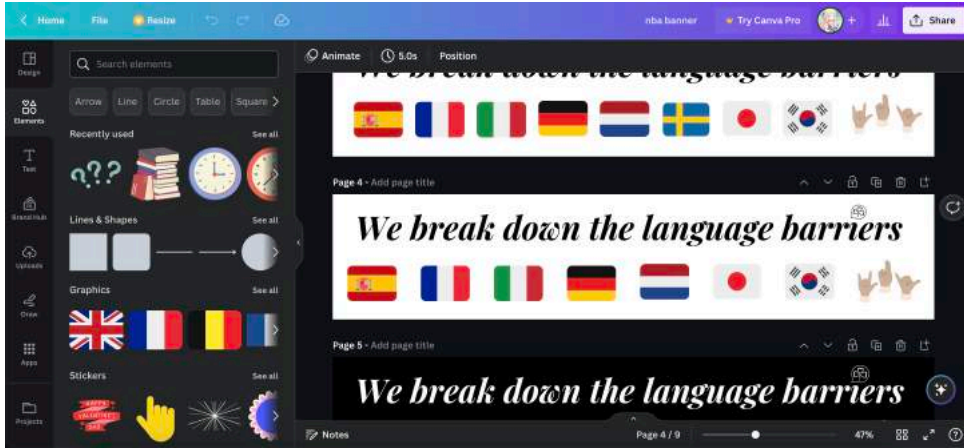

Figure 31: Banner

Figure 32: Design of the banner on Canva

The next row consists of a heading 3, followed by a presentation video (Figure 33). The video player element is used to embed the video from YouTube, allowing playback directly on the website. This integration ensures smooth video streaming and enhances the user experience for visitors.
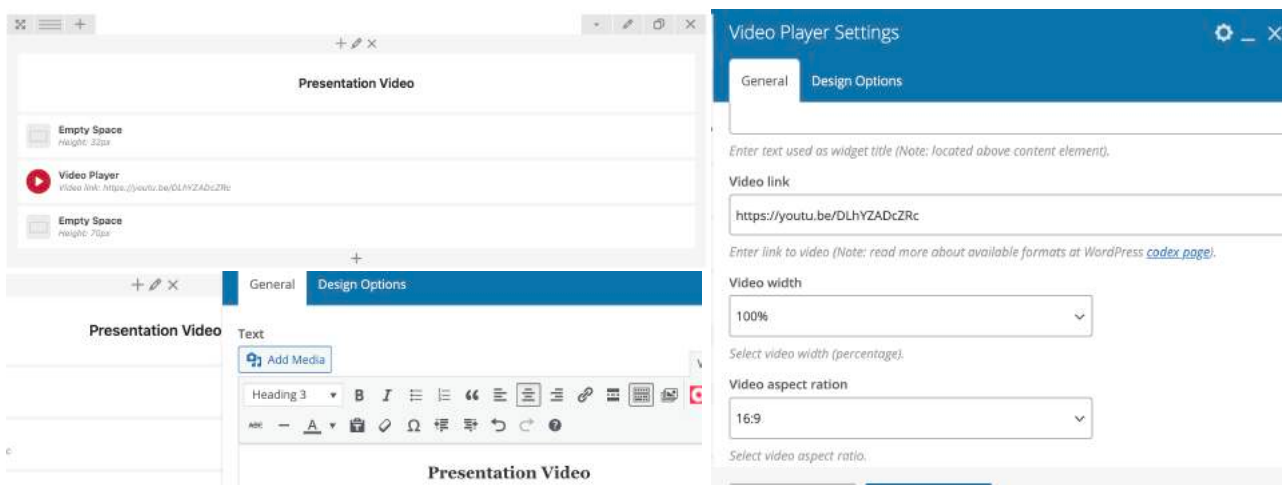

Figure 33: Presentation video

The final row is divided into two columns, each featuring a heading 3. The first column contains a contact form that has been created using the `Contact Form 7` plugin (Figure 34). This form allows visitors to easily get in touch with the company by filling out the required fields and submitting their message. The Contact Form 7 plugin provides a user-friendly interface for building and customising forms, making it convenient to gather important information from users (Figures 35, 36 and 37).
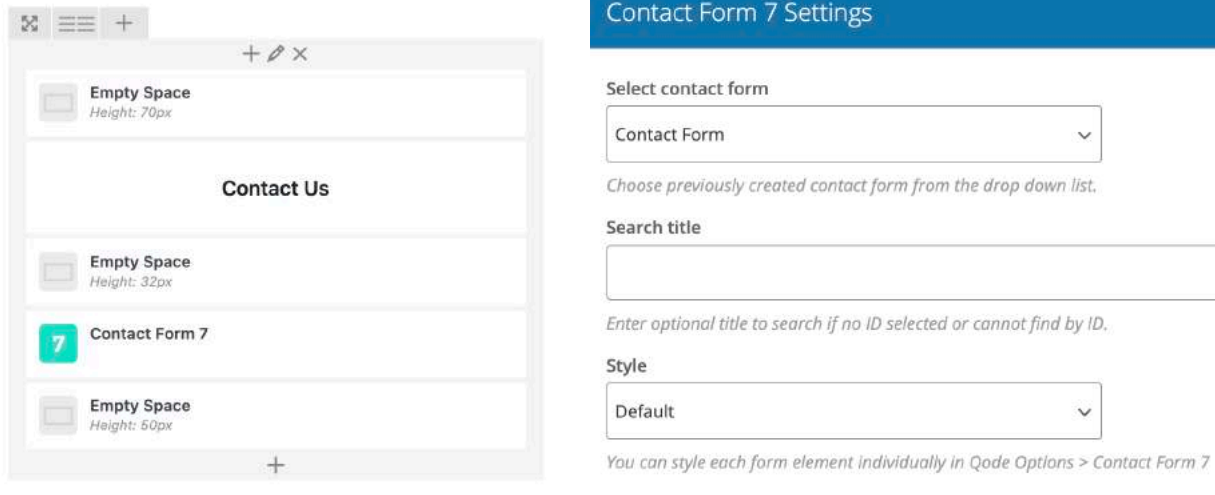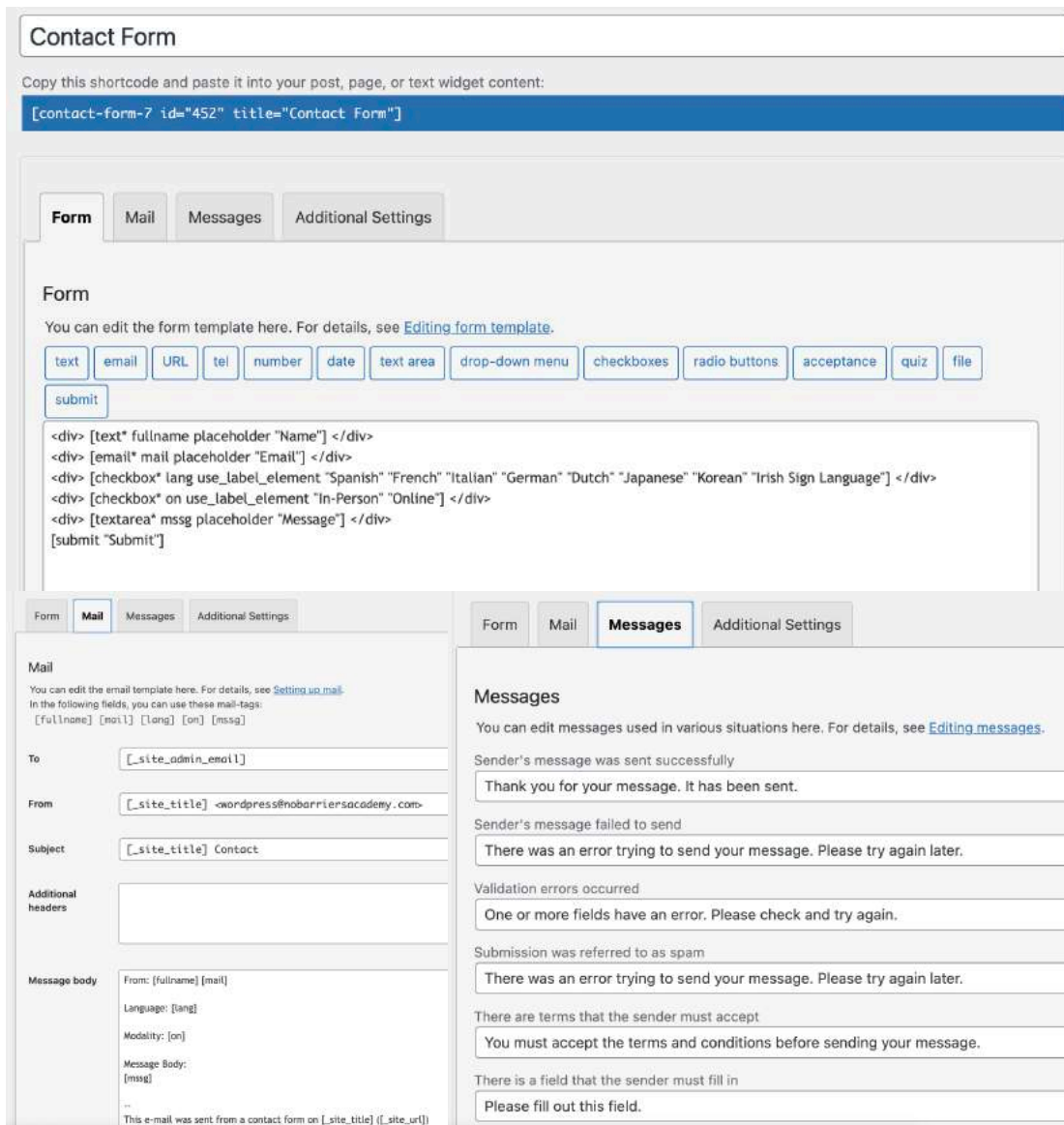
Figure 34: Contact Form

Figure 35: How to create a form with Contact Form 7

Figure 36: How to submit a form

Figure 37: All fields are mandatory

The second column showcases three icons accompanied by corresponding text, which display the contact information of the company (Figures 39 and 40). The first icon represents the phone number, allowing visitors to easily reach out to the company via phone. The second icon represents the email address, providing an alternative method for contacting the company. Lastly, the third icon indicates the physical location of the company, guiding visitors to the address where they can find them. These texts have been styled as h5 headings, and additional CSS code has been implemented to make adjustments to the colour and size of the text (Figure 38).

```
h5.icon_title {
    font-weight: 400;
    font-style: normal;
    text-align: left;
    line-height: 30px;
}
```

Figure 38: CSS on H5

Figure 39: Find Us

Figure 40: Icon with text

25

The final element on the page is a Google Maps embed (Figure 41), which needs an `iframe` to display the exact location of the company within a Google Maps interface (Figure 42). This provides a convenient way for users to quickly grasp the company's location and navigate to it, enhancing the overall user experience on the website.
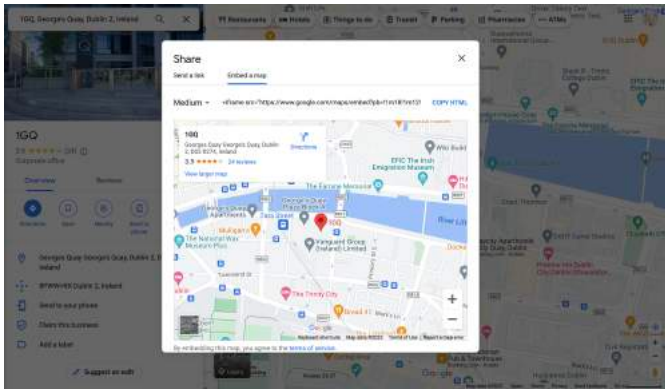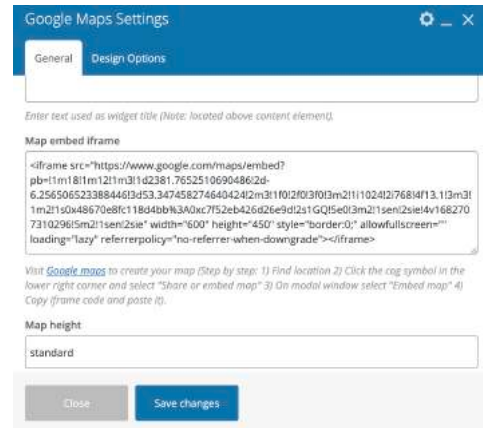

Figure 41: Google Maps iframe
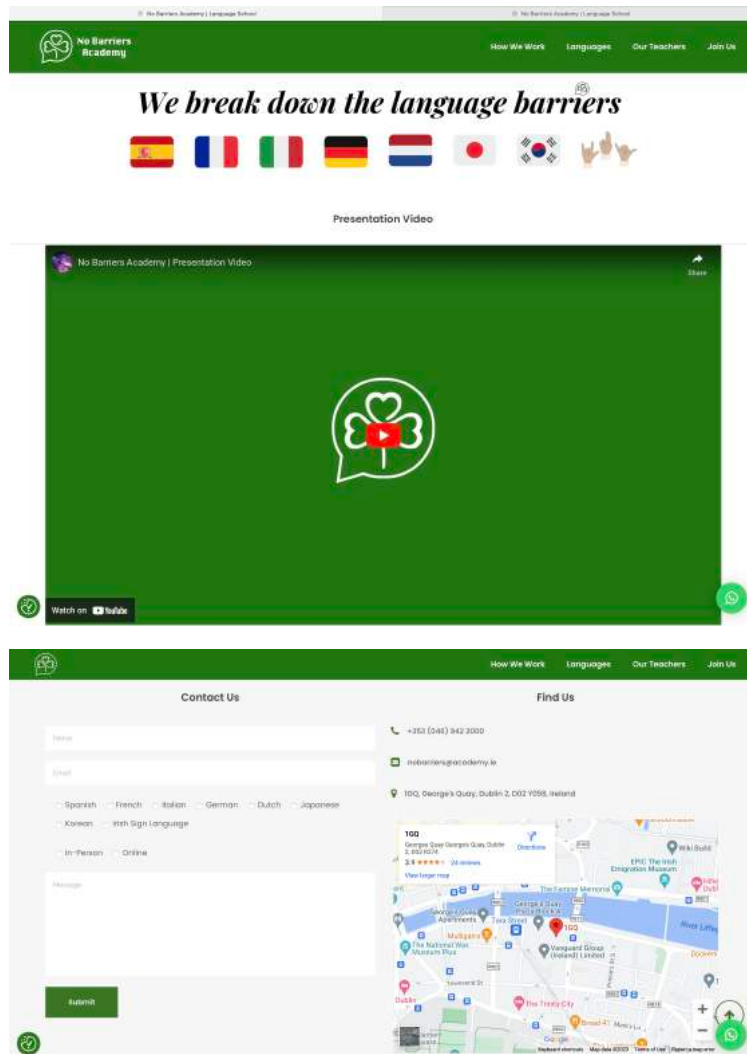

Figure 42: Google Maps settings

Figure 43: Home frontend (click to see in browser)

4.3.2. How We Work page

This is a dedicated page outlining the school's methodology and approach to language learning and pictures of previous events (Figure 44 and 48). This page can be accessed with the following link: *https://nobarriersacademy.com/how-we-work/*.

The first row consists of a block of text that provides information about the company's history and how their system works. This section serves as an introduction to the company's background and operations. The next row is divided into two columns. The first column features a heading 3 titled "Fees" and a block of text that outlines the various payment methods and corresponding prices for the services offered. The second column showcases a collage image, created using Canva (Figure 45), which displays some of the events organised by the company. The final row includes another heading 3, followed by a testimonial carousel. The testimonials section incorporates 15 reviews from students worldwide, gathered under the category "reviews" (Figures 46 and 47). This carousel allows visitors to view multiple testimonials in a dynamic and interactive manner, providing social proof and enhancing the credibility of the company.
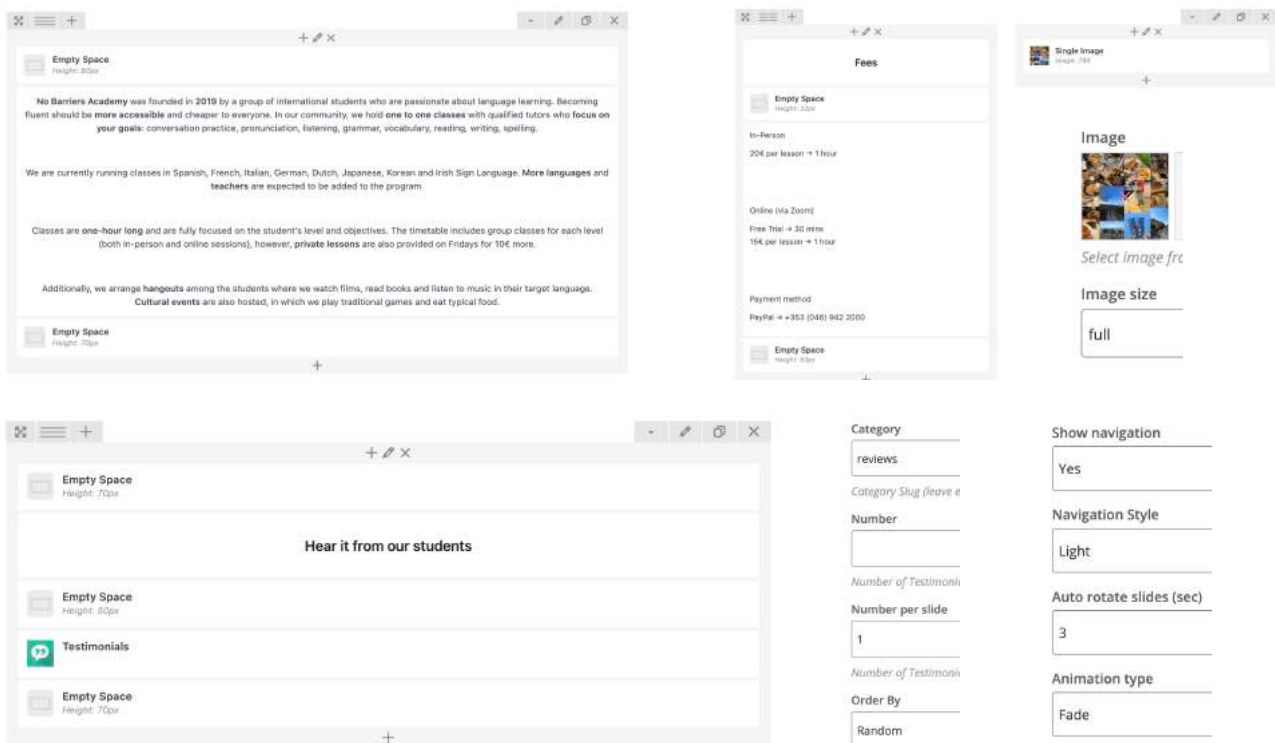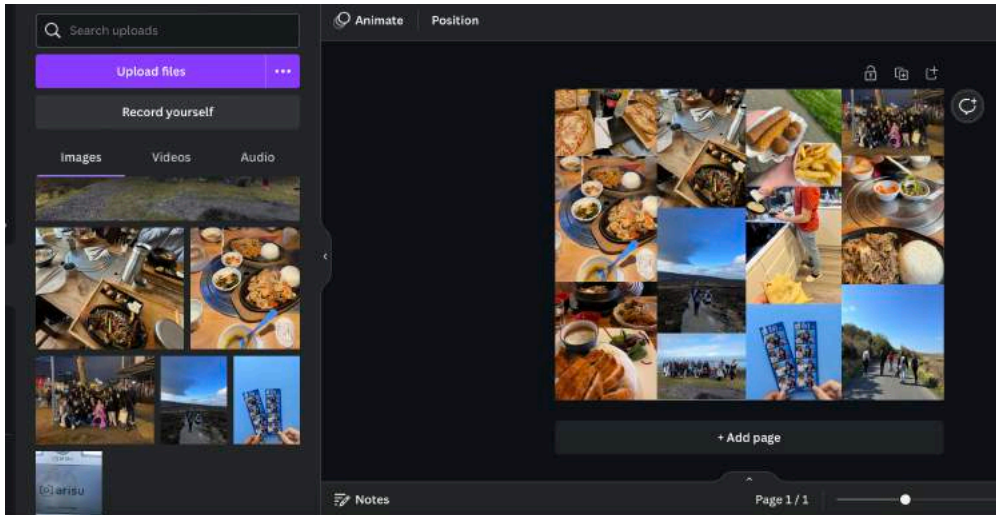

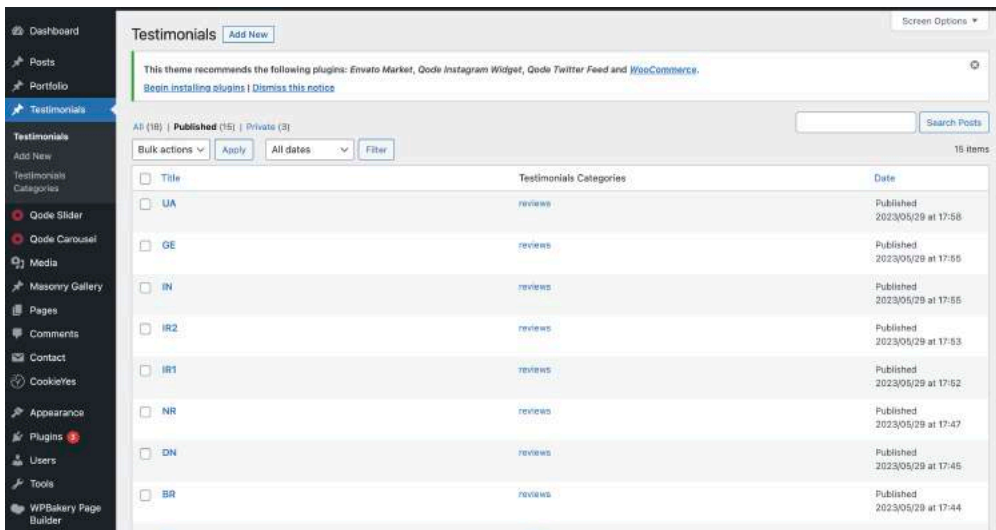*Figure 44: How We Work backend*

Figure 45: Events collage using Canva

Figure 46: Testimonials

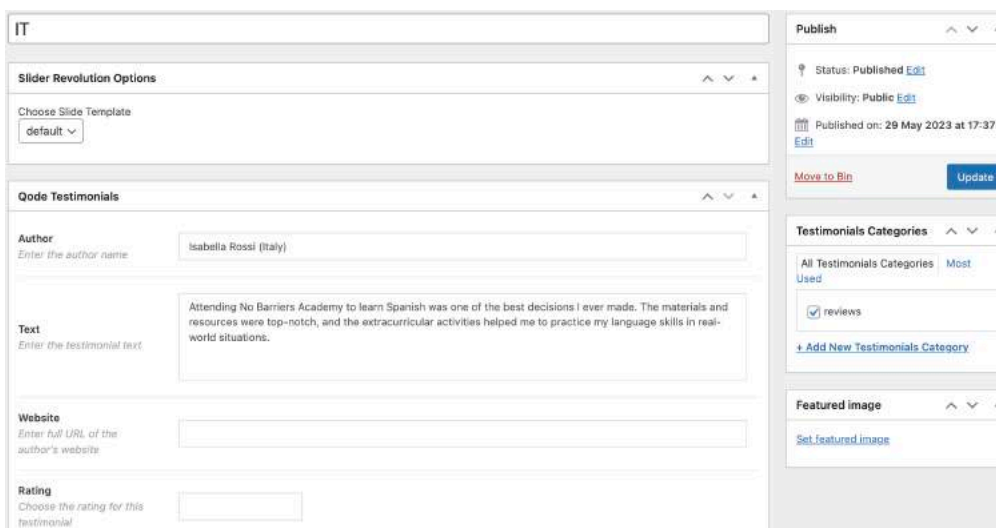*Figure 47: How to create a testimonial*

No Barriers Academy was founded in 2019 by a group of international students who are passionate about language learning. Becoming fluent should be more accessible and cheaper to everyone. In our community, we hold one to one classes with qualified tutors who focus on your goals: conversation practice, pronunciation, listening, grammar, vocabulary, reading, writing, spelling.

We are currently running classes in Spanish, French, Italian, German, Dutch, Japanese, Korean and Irish Sign Language. More languages and teachers are expected to be added to the program.

Classes are one-hour long and are fully focused on the student's level and objectives. The timetable includes group classes for each level (both in-person and online sessions), however, private lessons are also provided on Fridays for 10€ more.

Additionally, we arrange hangouts among the students where we watch films, read books and listen to music in their target language. Cultural events are also hosted, in which we play traditional games and eat typical food.

Fees

In-Person

- 20€ per lesson → 1 hour

Online (via Zoom)

- Free Trial → 30 mins
- 15€ per lesson → 1 hour

Payment method

- PayPal → +353 (046) 942 2000

Hear it from our students

I had the pleasure of studying Dutch at No Barriers Academy, and it was an outstanding experience. The school's commitment to small class sizes allowed for personalised attention and ample opportunities to practice speaking. The teachers were knowledgeable, patient, and dedicated to their students' success. The school's modern facilities and language labs were equipped with the latest technology, enhancing the learning process. The cultural events organised by the school provided a deeper understanding of the language and its context. I am grateful for the valuable skills I acquired at this school.

Alexander Schmidt (Germany)

Figure 48: How We Work frontend (click to see in browser)

4.3.3. Languages page

The Languages page is an informative section presenting the various languages offered by the school, with buttons on each language to learn more about it. Furthermore, it also shows the timetable and the company's sponsors (Figures 51 and 52). This page can be accessed with this link: *https://nobarriersacademy.com/languages/*.

The first row of the page spans the entire width, "full width", and features a prominent banner image with dimensions of 1920x400 pixels.

Below that, there is a heading 3 labeled "Languages" to introduce the subsequent content. The remaining rows are divided into four columns, each following the same structure. They consist of an icon image representing a language's flag, sized at 100x50 pixels, accompanied by the corresponding language name. The language name is styled as an h5 heading and additional code has been applied to increase its size as desired. Adjacent to the flag and text, there is a clickable "Read More" link that directs users to a dedicated page providing further information about that specific language and its culture.

Figure 49: Flag with language element

In the next section, there is another heading 3 labeled "Timetable," which is accompanied by a single image of a schedule chart. This diagram has been created using Keynote software, providing a visual representation of the academy's class schedule and timing.

Finally, the last section features another heading 3 labeled "Sponsors." Beneath this heading, there are three columns, each containing a medium-sized logo image representing a business that supports the company. These logos serve to acknowledge and showcase the sponsors who contribute to the academy's success.

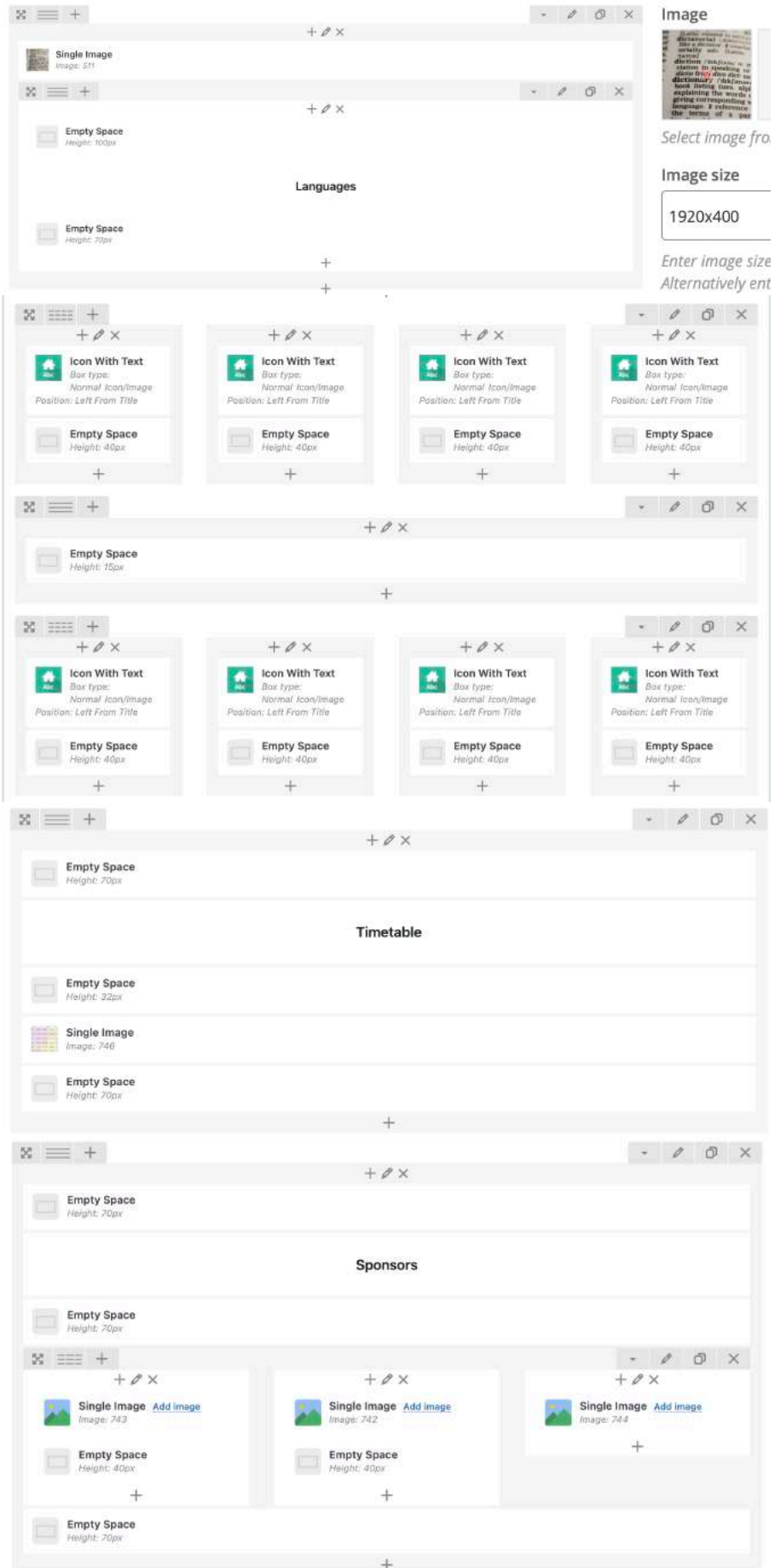*Figure 50: Timetable and sponsors images*

Figure 51: Languages backend

Languages

Spanish   French   Italian   German
Read More   Read More   Read More   Read More

Dutch   Japanese   Korean   Irish Sign Language
Read More   Read More   Read More   Read More

Timetable

HOUR	MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY
10:00 – 11:00	SP - Beginner 1 (Victoria) IT - Beginner 1 (Paola) DU - Beginner 1 (Femke) KR - Beginner 1 (Seung)	FR - Beginner 1 (Lucas) GE - Beginner 1 (Martin) JP - Beginner 1 (Katsuhito) ISL - Beginner 1 (Lucía)	SP - Beginner 2 (Victoria) (Online) IT - Beginner 2 (Paola) (Online) DU - Beginner 2 (Cecilia) (Online) KR - Beginner 2 (Seung) (Online)	FR - Beginner 2 (Zoë) GE - Beginner 2 (Martin) JP - Beginner 2 (Katsuhito) ISL - Beginner 2 (Ádhamh)	SP - Beginner 2 (Victoria) IT - Beginner 2 (Lucía) DU - Beginner 2 (Femke) KR - Beginner 2 (Seung)	FR - Intermediate 2 (Lucas) GE - Intermediate 2 (Martin) JP - Intermediate 2 (Masako) ISL - Intermediate 2 (Éadaoin)	SP - Advanced 1 (Lucía) IT - Advanced 1 (Paola) DU - Advanced 1 (Femke) KR - Advanced 1 (Yu Jin)	FR - Advanced 2 (Zoë) GE - Advanced 2 (Martin) JP - Advanced 2 (Masako) ISL - Advanced 2 (Ádhamh)	
12:00 – 13:00	FR - Beginner 1 (Zoë) GE - Beginner 1 (Martin) JP - Beginner 1 (Katsuhito) ISL - Beginner 1 (Ádhamh)	SP - Beginner 1 (Lucía) (Online) IT - Beginner 1 (Paola) (Online) DU - Beginner 1 (Cecilia) (Online) KR - Beginner 1 (Lucía) (Online)	FR - Beginner 1 (Lucas) GE - Beginner 1 (Martin) JP - Beginner 1 (Katsuhito) ISL - Beginner 1 (Lucía)	SP - Beginner 1 (Victoria) (Online) IT - Beginner 1 (Paola) (Online) DU - Beginner 1 (Femke) (Online) KR - Beginner 1 (Yu Jin) (Online)	FR - Beginner 1 (Zoë) GE - Beginner 2 (Martin) JP - Beginner 2 (Katsuhito) ISL - Beginner 2 (Ádhamh)	SP - Intermediate 1 (Lucía) (Online) IT - Intermediate 1 (Paola) (Online) DU - Intermediate 1 (Cecilia) (Online) KR - Intermediate 1 (Seung) (Online)	FR - Advanced 1 (Lucas) (Online) GE - Advanced 2 (Martin) (Online) JP - Advanced 1 (Masako) (Online) ISL - Advanced 1 (Ádhamh) (Online)	SP - Advanced 2 (Victoria) (Online) IT - Advanced 2 (Lucía) (Online) DU - Advanced 2 (Cecilia) (Online) KR - Advanced 2 (Yu Jin) (Online)	
14:00 – 15:00	SP - Beginner 1 (Lucía) (Online) IT - Beginner 1 (Paola) (Online) DU - Beginner 1 (Cecilia) (Online) KR - Beginner 1 (Yu Jin) (Online)	FR - Beginner 1 (Victor) (Online) GE - Beginner 1 (Martin) (Online) JP - Beginner 1 (Masako) (Online) ISL - Beginner 1 (Ádhamh) (Online)	SP - Beginner 1 (Victoria) IT - Beginner 1 (Lucía) DU - Beginner 1 (Femke) KR - Beginner 1 (Yu Jin)	FR - Intermediate 1 (Victor) GE - Intermediate 1 (Martin) JP - Intermediate 1 (Katsuhito) ISL - Intermediate 1 (Éadaoin)	SP - Intermediate 1 (Lucía) IT - Intermediate 1 (Paola) DU - Intermediate 1 (Femke) KR - Intermediate 1 (Seung)	FR - Intermediate 2 (Victor) (Online) GE - Intermediate 2 (Martin) (Online) JP - Intermediate 2 (Katsuhito) (Online) ISL - Intermediate 2 (Ádhamh) (Online)	SP - Advanced 1 (Lucía) (Online) IT - Advanced 1 (Paola) (Online) DU - Advanced 1 (Wout) (Online) KR - Advanced 1 (Seung) (Online)	FR - Advanced 1 (Lucas) GE - Advanced 1 (Martin) JP - Advanced 1 (Masako) ISL - Advanced 1 (Éadaoin)	PRIVATE LESSONS SCHEDULE UP TO THE TEACHER'S AVAILABILITY
16:00 – 17:00	FR - Beginner 2 (Lucas) (Online) GE - Beginner 1 (Martin) (Online) JP - Beginner 1 (Masako) (Online) ISL - Beginner 1 (Éadaoin) (Online)	SP - Beginner 1 (Victoria) IT - Beginner 2 (Lucía) DU - Beginner 2 (Femke) KR - Beginner 2 (Seung)	FR - Intermediate 1 (Victor) GE - Intermediate 1 (Martin) JP - Intermediate 1 (Katsuhito) ISL - Intermediate 1 (Lucía)	SP - Beginner 1 (Victoria) IT - Beginner 1 (Paola) DU - Beginner 1 (Femke) KR - Beginner 1 (Yu Jin)	FR - Intermediate 1 (Victor) GE - Intermediate 1 (Martin) JP - Intermediate 1 (Katsuhito) ISL - Intermediate 1 (Éadaoin)	SP - Intermediate 1 (Victoria) IT - Intermediate 2 (Lucía) DU - Intermediate 2 (Femke) KR - Intermediate 2 (Seung)	FR - Advanced 2 (Zoë) (Online) GE - Advanced 2 (Martin) (Online) JP - Advanced 2 (Masako) (Online) ISL - Advanced 2 (Ádhamh) (Online)	SP - Advanced 2 (Victoria) (Online) IT - Advanced 1 (Lucía) (Online) DU - Advanced 1 (Cecilia) (Online) KR - Advanced 1 (Seung) (Online)	CONTACT THE TEACHER PRIVATELY VIA EMAIL / ZOOM
18:00 – 19:00	SP - Beginner 2 (Victoria) IT - Beginner 2 (Lucía) DU - Beginner 2 (Femke) KR - Beginner 2 (Seung)	FR - Beginner 2 (Zoë) GE - Beginner 2 (Martin) JP - Beginner 2 (Katsuhito) ISL - Beginner 2 (Éadaoin)	SP - Intermediate 1 (Lucía) IT - Intermediate 1 (Paola) DU - Intermediate 1 (Wout) KR - Intermediate 1 (Seung)	FR - Intermediate 2 (Lucas) GE - Intermediate 2 (Martin) JP - Intermediate 2 (Masako) ISL - Intermediate 2 (Éadaoin)	SP - Intermediate 2 (Lucía) IT - Intermediate 2 (Paola) DU - Intermediate 2 (Cecilia) KR - Intermediate 2 (Yu Jin)	FR - Intermediate 2 (Lucas) GE - Intermediate 2 (Martin) JP - Intermediate 2 (Masako) ISL - Intermediate 2 (Éadaoin)	SP - Advanced 1 (Lucía) IT - Advanced 1 (Paola) DU - Advanced 1 (Femke) KR - Advanced 1 (Yu Jin)	FR - Advanced 1 (Lucas) (Online) GE - Advanced 1 (Martin) (Online) JP - Advanced 1 (Masako) (Online) ISL - Advanced 1 (Ádhamh) (Online)	
20:00 – 21:00	FR - Beginner 2 (Zoë) GE - Beginner 2 (Martin) JP - Beginner 2 (Katsuhito) ISL - Beginner 2 (Ádhamh)	SP - Beginner 2 (Lucía) (Online) IT - Beginner 2 (Paola) (Online) DU - Beginner 2 (Wout) (Online) KR - Beginner 2 (Yu Jin) (Online)	FR - Beginner 2 (Victor) (Online) GE - Beginner 2 (Martin) (Online) JP - Beginner 2 (Katsuhito) (Online) ISL - Beginner 2 (Éadaoin) (Online)	SP - Intermediate 1 (Lucía) IT - Intermediate 1 (Paola) DU - Intermediate 1 (Wout) KR - Intermediate 1 (Seung)	FR - Intermediate 2 (Zoë) GE - Intermediate 2 (Martin) JP - Intermediate 2 (Masako) ISL - Intermediate 2 (Lucía)	SP - Intermediate 2 (Victoria) IT - Intermediate 2 (Paola) DU - Intermediate 2 (Femke) KR - Intermediate 2 (Seung)	FR - Advanced 1 (Lucas) GE - Advanced 1 (Martin) JP - Advanced 1 (Masako) ISL - Advanced 1 (Ádhamh)	SP - Advanced 2 (Victoria) IT - Advanced 2 (Lucía) DU - Advanced 2 (Wout) KR - Advanced 2 (Seung)	

Sponsors

Chime
The National Charity for Deafness and Hearing Loss

Cambridge Assessment English

EUROPEAN CENTRE FOR MODERN LANGUAGES
E C M L
C E L V
CENTRE EUROPEEN POUR LES LANGUES VIVANTES

Figure 52: Languages frontend (click to see in browser)

4.3.4. Languages and countries pages

These eight individual pages are dedicated to each language offered by the school, providing in-depth information about the language, its culture and other relevant details with the purpose of encouraging students to learn the language (Figures 58, 59, 60, 61, 62, 63, 64, 65 and 66).

- Spanish: *https://nobarriersacademy.com/spanish/* [14][15][16]

- French: *https://nobarriersacademy.com/french/* [17][18]

- Italian: *https://nobarriersacademy.com/italian/* [19]

- German: *https://nobarriersacademy.com/german/* [20][21]

- Dutch: *https://nobarriersacademy.com/dutch/* [22][23]

- Japanese: *https://nobarriersacademy.com/japanese/* [24][25]

- Korean: *https://nobarriersacademy.com/korean/* [26][27]

- Irish Sign Language: *https://nobarriersacademy.com/irish-sign-language/* [28][29]

These pages maintain a consistent structure with few variations, featuring a first row that is 700px tall with a captivating parallax effect (Figure 53). This creates a visually dynamic experience by having the background image move at a different speed than the foreground elements. To symbolise the concept of breaking barriers and emphasise the idea that learning is an open door, the background image is a famous door monument from a specific country. Here are the doors associated with each page:

- Spain: Puerta de Alcalá (Madrid)

- France: Arc de Triomphe du Carrousel (Paris)

- Italy: Arco di Costantino (Rome)

- Germany: Brandenburger Tor (Berlin)

- Netherlands: Amsterdamse Poort (Harleem)

- Japan: Itsukushima Shrine, 厳島神社 (Hatsukaichi, 廿日市市)

- Korea: One-Pillar Gate/Iljumun, 일주문 (Jeolla-do, 전라도)

- Ireland: Georgian Doors (Dublin)
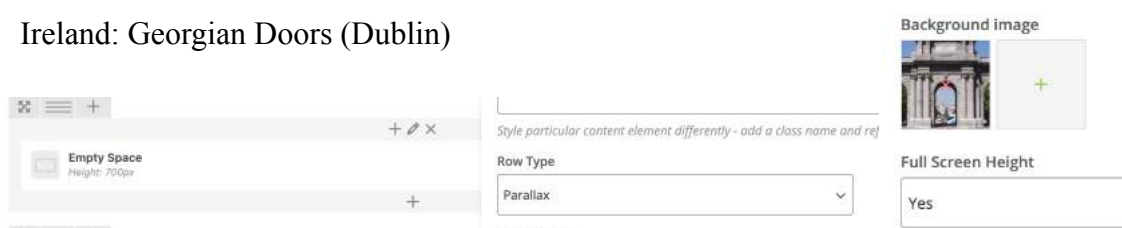
Figure 53: Parallax background door image

The following row is "full width" and prominently displays a single image of the flag associated with that specific country (Figure 54). These flag images, created using Keynote (Figure 55) and carefully sized to 1920x170 pixels, serve as visual representations of each country's national identity.
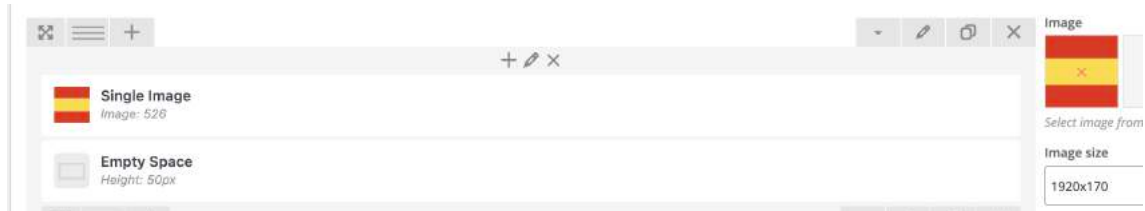
Figure 54: Flag banner

Figure 55: Flags creation on Keynote

Subsequently, a block of text follows, providing a concise introduction to the language featured on the page (Figure 56). This paragraph highlights the number of speakers and provides information about the geographical locations where the language is primarily spoken. The following section presents a captivating list of interesting facts and unique characteristics about the language. Accompanying the information are carefully selected images that visually represent the language and its cultural elements.
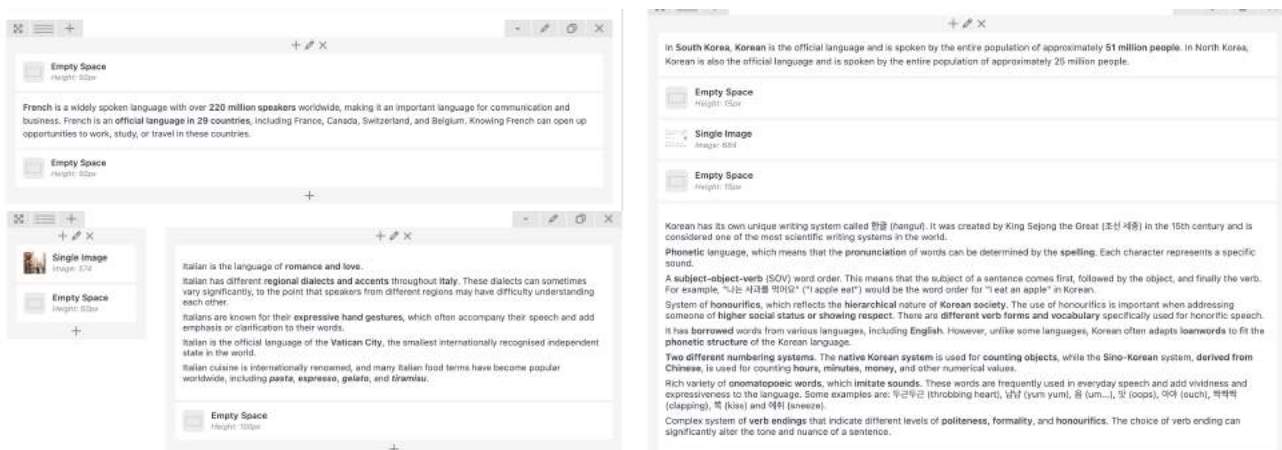
Figure 56: Facts about the language backend

The penultimate section delves into the rich culture, history, prominent figures, architectural marvels and vibrant social traditions associated with the respective countries. It provides a glimpse into the cultural heritage and significant contributions made by these nations, highlighting their unique customs and landmarks. The final part is dedicated to showcasing the delectable cuisine that represents each country. It introduces readers to the mouthwatering array of traditional dishes, local delicacies and culinary specialties that define the gastronomic identity of the respective nations. It serves as a delicious introduction to the cultural experience of savouring authentic cuisine from these regions. The majority of the images are collages crafted using Canva (Figure 57).
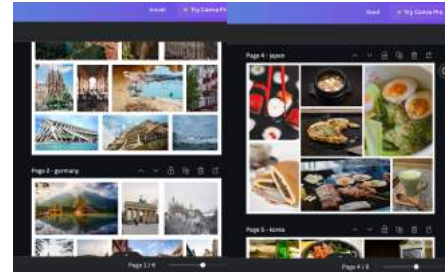
Figure 57: Countries and food collages using Canva
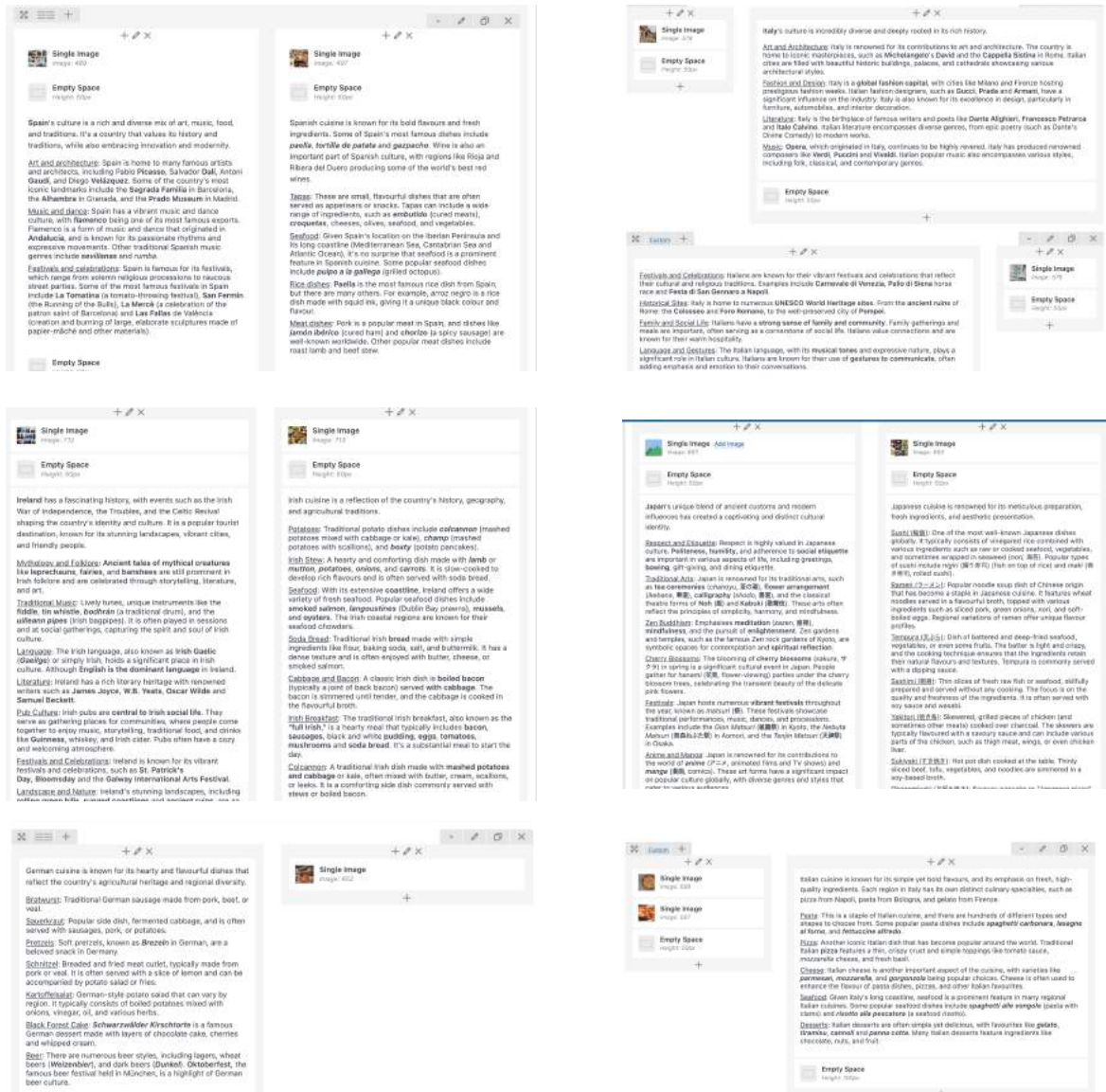
Figure 58: Culture and food backend

Figure 59: Spanish frontend (click to see in browser)

Figure 60: French frontend (click to see in browser)

Figure 61: Italian frontend (click to see in browser)

Figure 62: German frontend (click to see in browser)

Figure 63: Dutch frontend (click to see in browser)

Figure 64: Japanese frontend (click to see in browser)

Figure 65: Korean frontend (click to see in browser)

Figure 66: ISL frontend (click to see in browser)

4.3.5. Our Teachers page

This page highlights the qualified and experienced teachers who are part of the language school (Figures 67 and 68). Specifying the nationalities of the teachers is crucial as it empowers students to make an informed decision regarding the accent they wish to learn. By providing this information, students can choose teachers from specific nationalities, allowing them to tailor their language learning experience to their desired accent or dialect. Including team photos is an effective approach to engaging with people in the digital world. By humanising the process and showcasing the faces behind the company, it instills a sense of trust and credibility in the user's mind. The link to this page is: *https://nobarriersacademy.com/our-teachers/*.

The page starts with a full-width row featuring a banner image, similar to the design on the "Languages" page. Following that is a row with a heading 3, serving as the title for the page. The subsequent content is divided into four rows, each containing four columns. The structure remains consistent across these rows. It begins with an empty space of 32px, providing visual separation. Next is a block of text displaying the name of the teacher and the flag representing their country of origin. This is followed by another empty space of 10px. In the middle of the column, there is a single image displayed in a circular shape, representing the teacher. Another empty space of 10px is placed after the image. Afterward, there is another block of text indicating the languages taught by the respective teacher. Finally, the row concludes with an empty space of 32px, maintaining consistent spacing throughout.
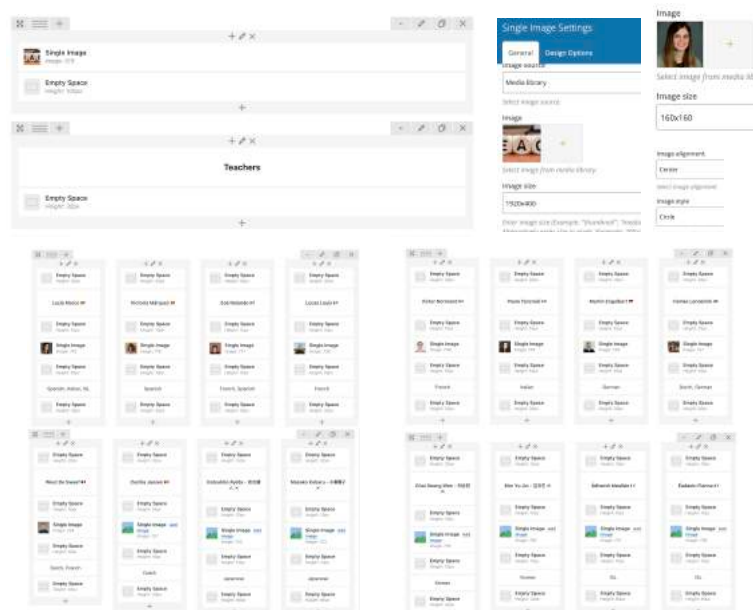
Figure 67: Our Teachers backend
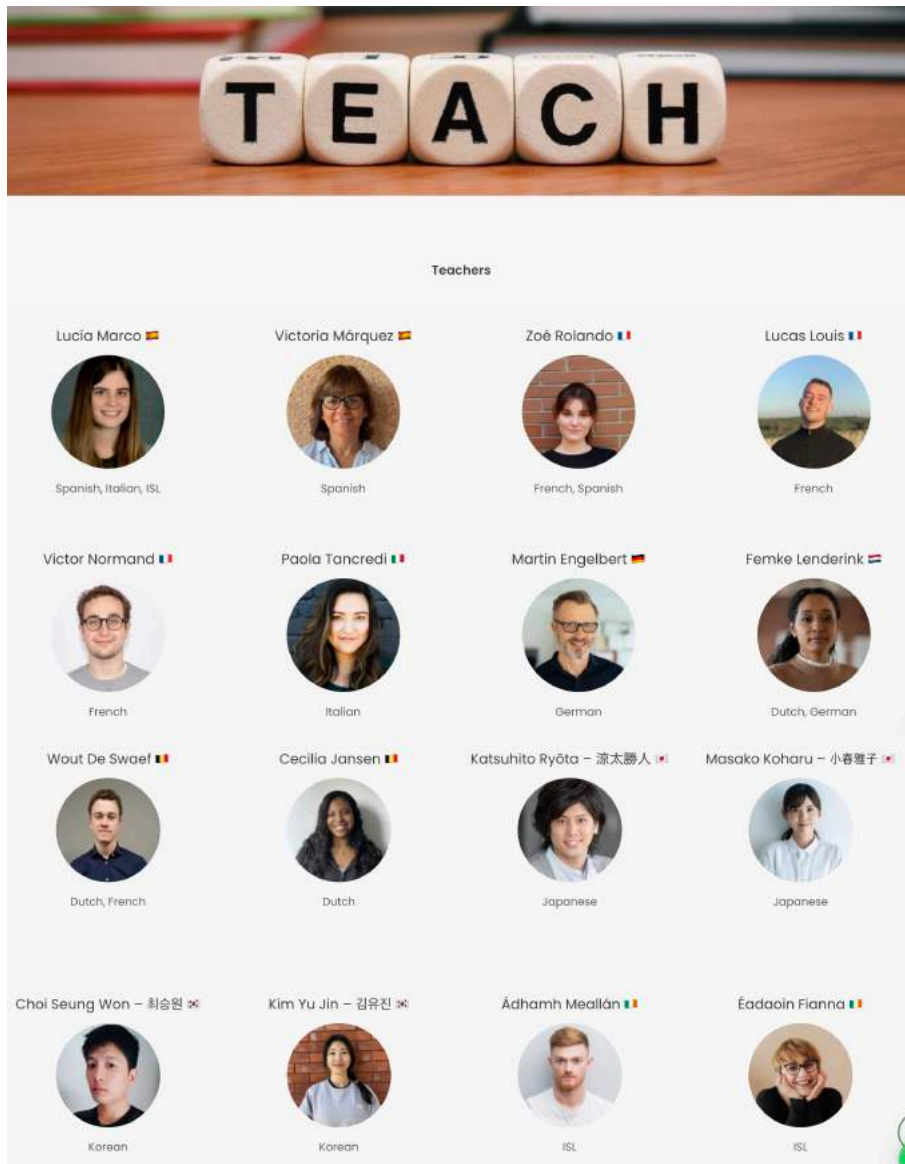
Figure 68: Our Teachers frontend (click to see in browser)

4.3.6. Join Us page

A call-to-action page encouraging visitors to join the language school, providing details on enrolment and registration (Figures 69 and 72). Additionally, a dedicated form has been included below for potential teachers who may be interested in joining the team. It can be accessed with this link: *https://nobarriersacademy.com/join-us/*.

This page is designed with a single row layout, featuring two headings, two blocks of text and two distinct contact forms (Figure 70). The elements are arranged in a sequential manner, with a separator serving as a visual divider between the two sections (Figure 71).

The second form, labeled "Contact Form," is the same form used on the home page. The first form, however, is a new one specifically created for signing up and is referred to as the "Sign Up Form."

Figure 69: Join Us backend

Figure 70: Forms settings   *Figure 71: Separator settings*

Figure 72: Join Us frontend (click to see in browser)

4.3.7. Header and footer

The header of the website features a logo positioned on the left side, while the navigation menu is conveniently located on the right side. This layout ensures easy access to the menu options while maintaining brand visibility with the logo placement. The menu creation process starts by accessing the `Appearance` section and selecting `Menus`. In this case, the menu has been designated as both the top navigation and the mobile navigation (Figure 73 and 76). By selecting the top navigation option, the menu will be
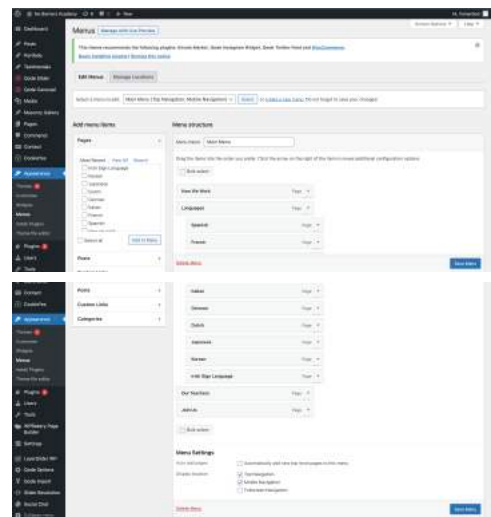
Figure 73: Menu structure

displayed at the top of the website, providing easy access to important pages and content. Additionally, by designating the menu as the mobile navigation, it will adapt to smaller screens and display in a user-friendly format for mobile devices (Figures 74 and 75). This allows visitors to access the menu easily and navigate effectively, even when using a smartphone or tablet.
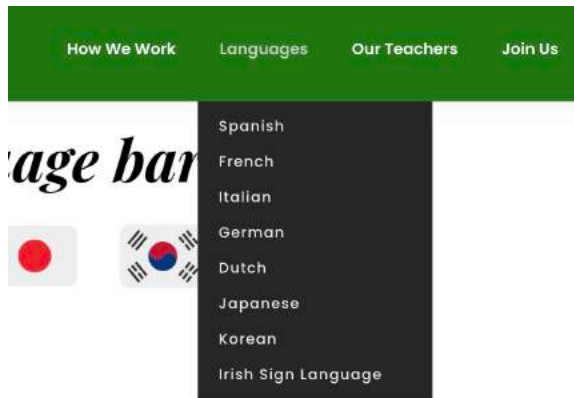
Figure 74: Menu
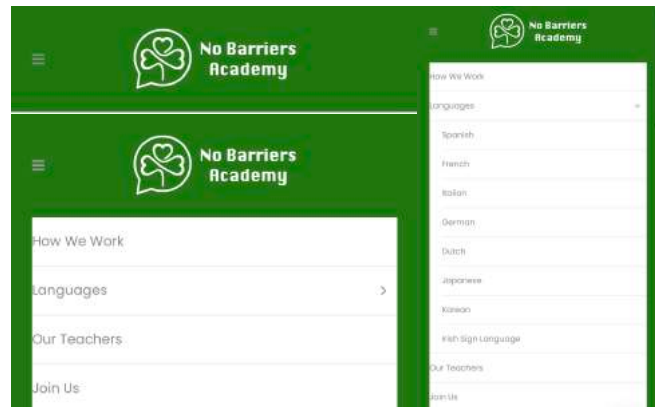
Figure 75: Mobile header and menu

As previously mentioned, the header of the website has been set as sticky. This means that the header remains fixed at the top of the page as the user scrolls down the website (Figure 77). The sticky header feature ensures that the logo, navigation menu, and other important elements of the header are always visible and accessible to the user, regardless of their position on the page. By implementing a sticky header, the usability and user experience is enhanced. It allows visitors to easily navigate through the website, access important links and information and maintain a consistent visual reference as they explore different sections of the site. The sticky header contributes to a more convenient and engaging browsing experience for the users.

Figure 76: Header

Figure 77: Sticky Header

In contrast, the footer (Figure 82) is divided into two rows. The first row consists of three columns: the left column showcases the social media icons (Facebook, Twitter and Instagram), the middle

column provides a link to the Privacy Policy page (Figure 79) and the right column offers a link to the Terms of Use page (Figure 80). The second row of the footer is visually separated from the first one by a distinct white line. It prominently displays the copyright symbol followed by the text "No Barriers Academy 2023". This element signifies the ownership and branding of the website, adding a professional touch while adhering to copyright regulations.

The Privacy Policy page outlines the school's commitment to safeguarding user privacy and data. In order to comply with the regulations set forth by the General Data Protection Regulation (GDPR), a European privacy law [30][31], the following elements must be included on this page:

- Explain what personal data it is collected (name, email, address) and how it is collected (forms, cookies).
- Describe how this data is used (e.g. to process orders, improve the website).
- Explain how the user data is protected (e.g. through encryption, secure servers).
- Outline how users can request access to or deletion of their personal data.
- Describe how cookies may be used, tracking technologies, and third-party services.

In the same way, the Terms of Use page presents the terms and conditions that govern the use of the website and its services. And it must include the following:

- Explain the rules and restrictions users must follow when using your website (e.g. no spamming, no hacking).
- Outline any disclaimers or limitations of liability.
- Include information on copyright and trademark ownership.
- Describe how you may modify or terminate user access to your website.
- Include a clause specifying the governing law and jurisdiction for any legal disputes.

Both of these pages feature a simplistic design comprising a single in grid row layout (Figure 78). The row is composed of a central block of text flanked by two empty spaces, each with a spacing of 70px. This deliberate arrangement creates a visually balanced composition, allowing the text to stand out and be easily readable, while providing a visually appealing whitespace for enhanced user experience.
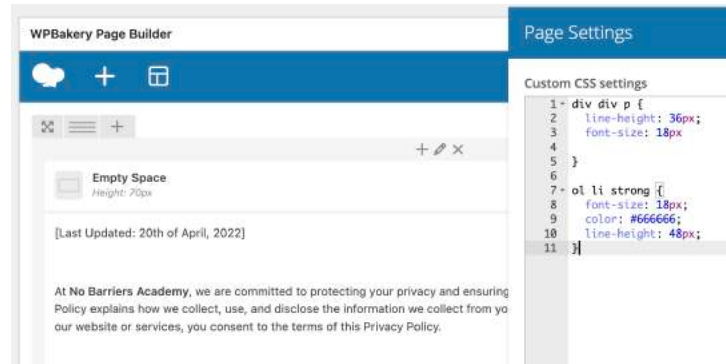
Figure 78: Privacy and Terms backend
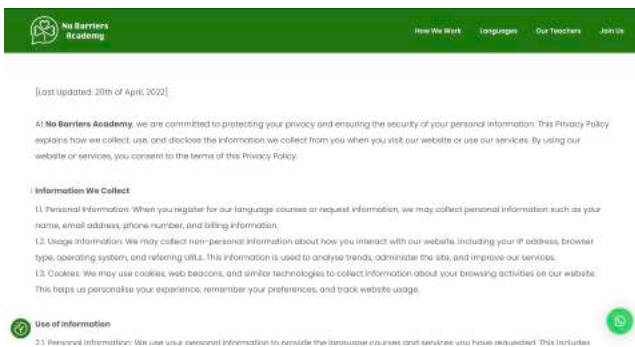
Figure 79: Privacy frontend (click to see in browser)
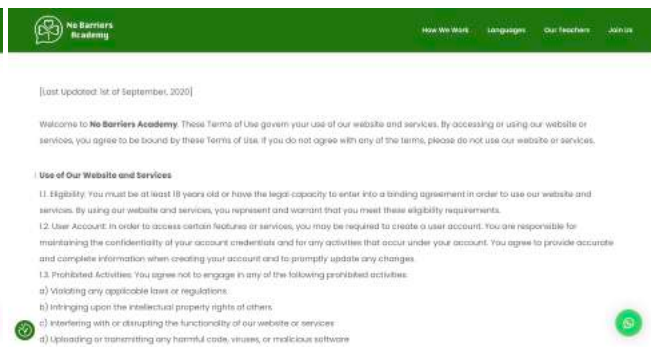
Figure 80: Terms frontend (click to see in browser)

The footer design has been accomplished using the `Appearance - Widgets` section (Figure 81), specifically the `Footer Column 1` for the first row and `Footer Column Center` for the second row. In both instances, a `Custom HTML` code element has been utilised to implement the desired layout and content for the footer.

Figure 81: Footer widgets

Here is the code for the `Footer Column 1`:

```
<p>[vc_row css_animation="" row_type="row" use_row_as_full_screen_section="no"
type="grid" angled_section="no" text_align="left"
background_image_as_pattern="without_pattern" z_index=""][vc_column][vc_row_inner
row_type="row" type="grid" text_align="center" css_animation=""][vc_column_inner
width="1/3"][social_icons type="circle_social" icon="fa-facebook" use_custom_size="yes"
custom_size="18" custom_shape_size="20" link="https://www.facebook.com/profile.php?
id=100091643874386" target="_blank" icon_margin="0 6px 0 0" icon_color="#ffffff"
icon_hover_color="#1C770E" background_color="#1C770E" background_hover_color="#ffffff"
border_width="1" border_color="#ffffff" border_hover_color="#ffffff"][social_icons
type="circle_social" icon="fa-twitter" use_custom_size="yes" custom_size="18"
custom_shape_size="20" link="https://www.twitter.com/nobarriersacad" target="_blank"
icon_margin="0 6px 0 0" icon_color="#ffffff" icon_hover_color="#1C770E"
background_color="#1C770E" background_hover_color="#ffffff" border_width="1"
border_color="#ffffff" border_hover_color="#ffffff"][social_icons type="circle_social"
```

```
icon="fa-instagram" use_custom_size="yes" custom_size="18" custom_shape_size="20"
link="https://www.instagram.com/nobarriersacademy" target="_blank" icon_margin="0 6px 0
0" icon_color="#ffffff" icon_hover_color="#1C770E" background_color="#1C770E"
background_hover_color="#ffffff" border_width="1" border_color="#ffffff"
border_hover_color="#ffffff"][vc_empty_space][/vc_column_inner][vc_column_inner
width="1/3"][vc_column_text]</p>

<p style="text-align: center;"><a href="https://nobarriersacademy.com/privacy/">Privacy
Policy</a></p>

<p>[/vc_column_text][vc_empty_space][/vc_column_inner][vc_column_inner width="1/3"]
[vc_column_text]</p>

<p style="text-align: center;"><a href="https://nobarriersacademy.com/terms/">Terms of
Use</a></p>

<p>[/vc_column_text][/vc_column_inner][/vc_row_inner][/vc_column][/vc_row]</p>
```

And below is the code for `Footer Column Center`:

```
&copy; No Barriers Academy 2023
```


Figure 82: Footer

4.4. Plugins

Plugins are add-on software components that can be installed and activated on a WordPress website to enhance its functionality and add new features. They are designed to extend the core capabilities of WordPress and provide additional tools and functionality to meet specific needs. There is a wide range of plugins available for various purposes, such as SEO optimisation, security, contact forms, e-commerce, social media integration, and much more. These plugins are created by developers and can be obtained from the official WordPress plugin repository or other trusted sources [32][33].

It is important to note that while plugins offer valuable features and functionality, it is essential to choose and install plugins carefully, as too many or poorly coded plugins can potentially impact the performance and security of the website. It is recommended to use reputable plugins from trusted sources and regularly update them to ensure compatibility and security.

Installing and activating plugins is a simple process in WordPress. Once installed (Figure 83), plugins can be managed and configured through the WordPress dashboard, typically through a dedicated settings page or menu.
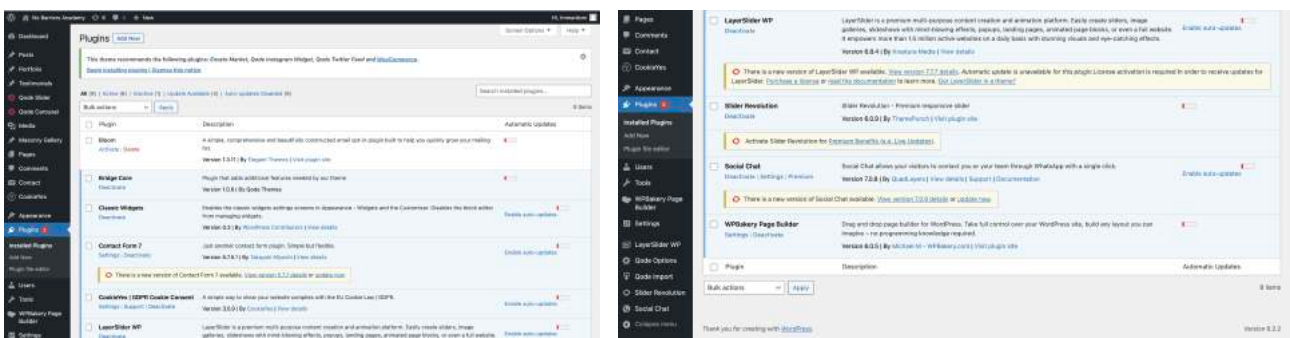
Figure 83: Installed plugins

In addition to the required plugins mentioned earlier, several additional plugins were installed and utilised for this project. These plugins include: `Classic Widgets`, `Contact Form 7`, `CookieYes | GDPR Cookie Consent` and `Social Chat`.

`Classic Widgets` (Figure 84) allows the use of the classic widget editor in WordPress, providing compatibility for older themes that haven't fully adopted the new block-based widget editor introduced in recent versions of WordPress.
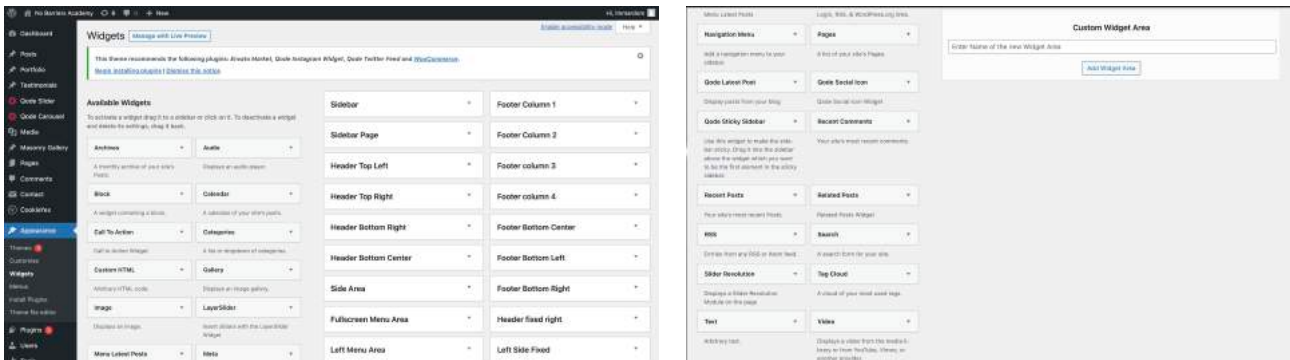
Figure 84: Classic Widgets

`Contact Form 7` (Figure 85) is a popularised plugin for creating and manipulating contact forms on. It offers a user-friendly interface for designing custom forms and managing form submissions. It is highly flexible and can be customised to fit specific needs.
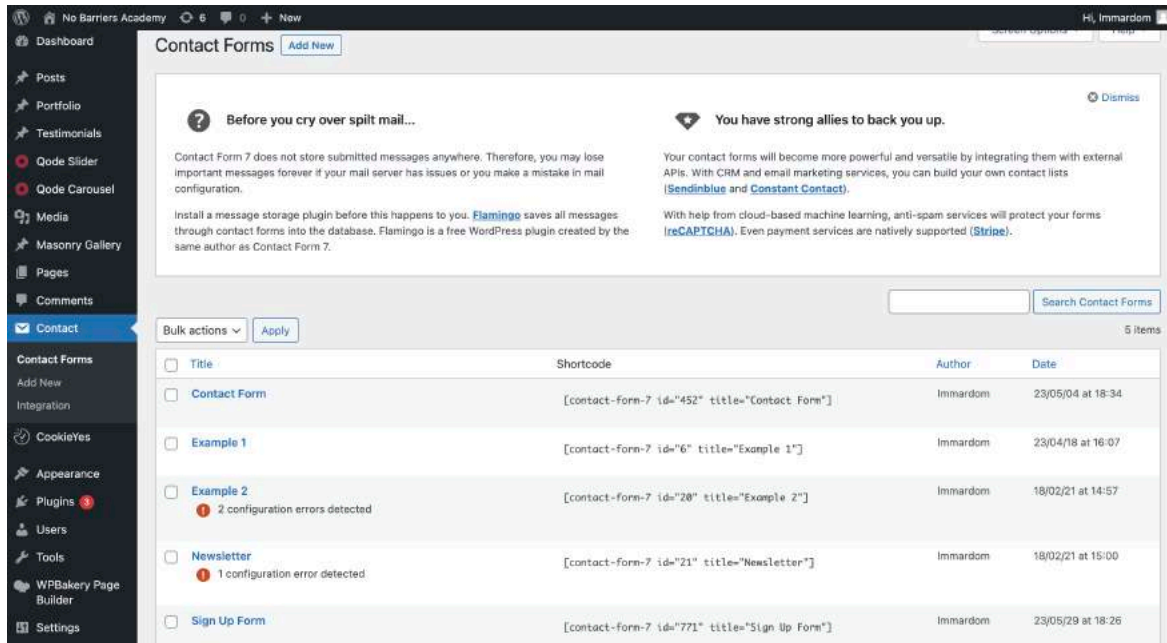
Figure 85: Contact Form 7

`CookieYes | GDPR Cookie Consent` (Figure 87) helps websites comply with the General Data Protection Regulation (GDPR) by providing a customisable cookie consent banner (Figure 88) and bubble (Figure 86). It allows website owners to inform visitors about the use of cookies and obtain their consent to store and process their personal data. The plugin performs a comprehensive scan to identify and include all the necessary cookies required for its functionality, according to the GDPR. Additionally, it offers the flexibility to adjust the layout and text of the cookie banner.

Figure 86: Cookie bubble
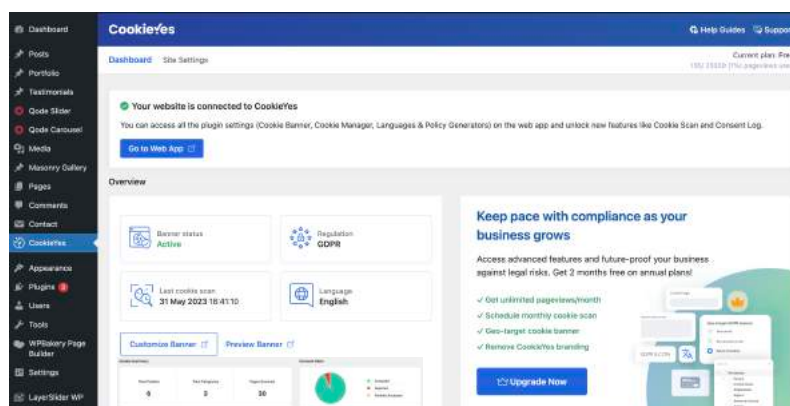
Figure 87: CookieYes
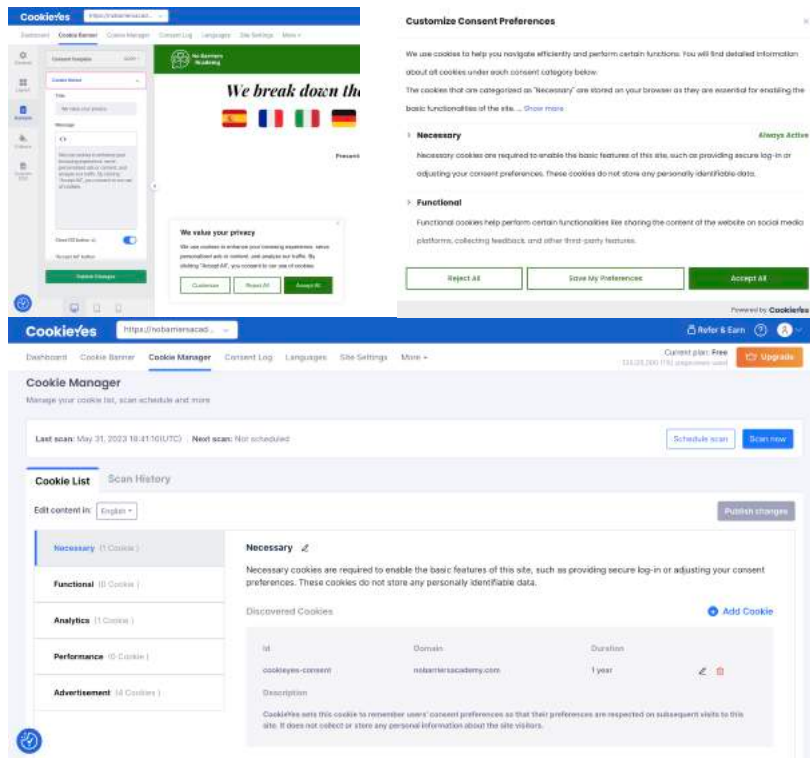
Figure 88: CookieYes banner customising and manager

`Social Chat` (Figure 90) is a plugin that integrates live chat functionality into a website. It enables website visitors to initiate real-time conversations with the website owner or support team, improving customer engagement and providing immediate assistance. In this particular instance, a WhatsApp bubble has been seamlessly integrated into the website. Upon clicking the bubble (Figure 89), users will be directed to WhatsApp Web, where they can easily initiate a conversation with the company by sending a message to the provided phone number. This convenient feature enables quick and direct communication with the company through the popular WhatsApp messaging platform, as it is the most prevalent mode of communication in Ireland.
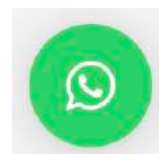
Figure 89: SocialChat bubble
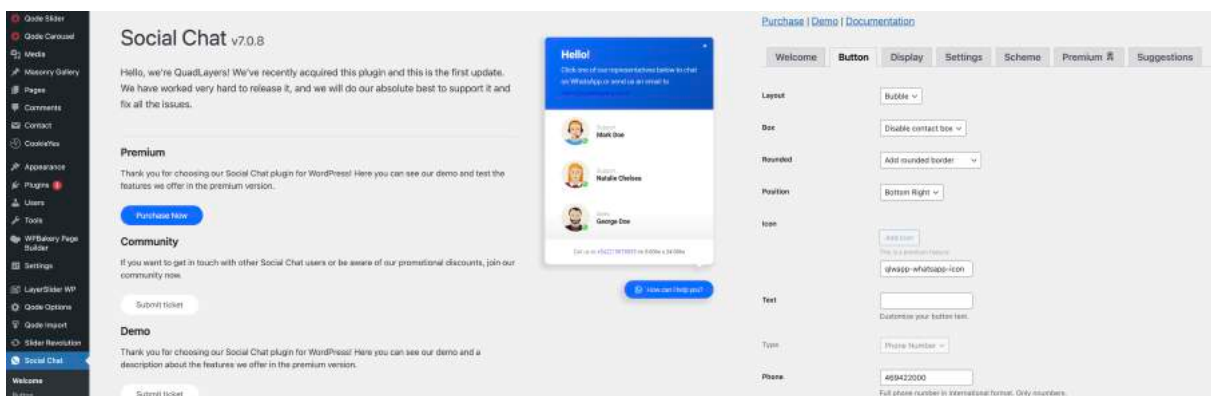
Figure 90: SocialChat

48

These additional plugins enhance the website's functionality by adding features such as custom contact forms, cookie consent management and live chat support. They contribute to a better user experience, compliance with privacy regulations and increased engagement with visitors.

4.5. SEO and responsive layout

SEO, or Search Engine Optimisation, is the practice of optimising a website to improve its visibility and ranking in search engine results pages (SERPs). The goal of SEO is to attract organic (non-paid) traffic to a website by making it more visible to search engines and appealing to users. Complex algorithms are employed by search engines like Google to assess the relevance and credibility of web pages when responding to user search queries [34]. SEO involves various strategies and techniques to align a website with these algorithms and increase its chances of ranking higher in search results [35].

WordPress is extensively known for its SEO-friendly features, making it easier to optimise websites for search engines [36]. To optimise this WordPress website for search engines, several steps have been taken:

• Set up permalinks: in `Settings - Permalinks` (Figure 91), it is possible to choose a URL structure that includes relevant keywords. This helps search engines understand the content of the pages. In each page, the slug can also be changed (Figure 92), the slug is the part of the URL that comes after the domain name and identifies the specific page. The URL structure of each page has to be clean, concise and include relevant keywords.
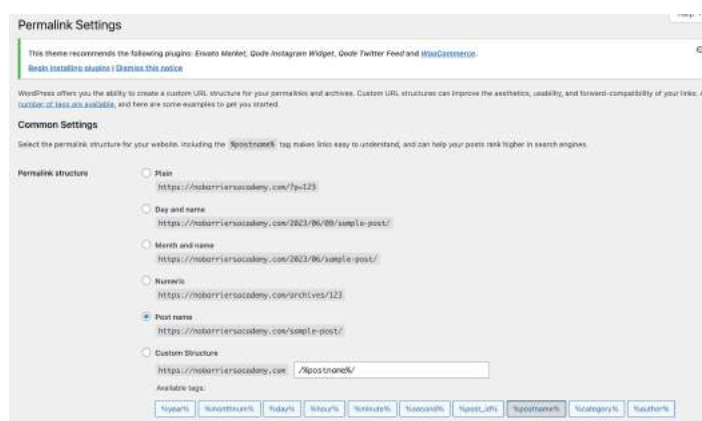
Figure 91: Permalinks settings   *Figure 92: Permalinks examples*   49
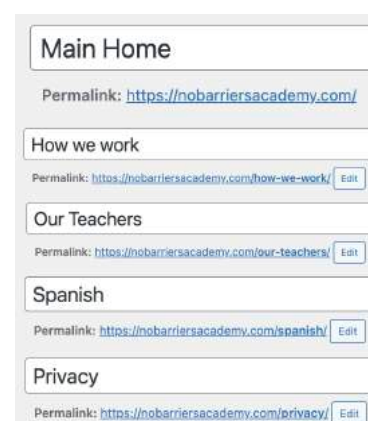
- Content optimisation: the website's content has been carefully crafted to provide valuable information to users and include the targeted keywords naturally. The content is well-structured with proper headings, subheadings and formatting to enhance readability and SEO.

- Compelling meta titles and descriptions: unique and enticing meta titles and descriptions have been written for each page, including target keywords and making them appealing to users, as these elements often appear in search engine results.

- Images optimisation: all of the images have been compressed as much as possible to reduce file size and improve website loading speed. Alt tags can also be added to describe the images using relevant keywords.

- Website speed optimisation: various techniques have been implemented to improve website speed, including caching, image compression and minimising unnecessary code. A fast-loading website is crucial for better user experience and search engine rankings.

- Mobile responsiveness: the website has been designed to be fully responsive and mobile-friendly, ensuring optimal viewing and functionality on different devices.

These optimisations collectively improve the website's visibility, search engine rankings and overall user experience, driving more organic traffic to the site.

Speaking of mobile responsiveness, it is crucial to ensure that the WordPress website is optimised for mobile devices (Figure 93). With the increasing use of smartphones and tablets, a significant portion of website traffic comes from mobile users [37]. Here are some key considerations for mobile responsiveness:

- Responsive design: the chosen theme is responsive itself and automatically adjusts the layout and elements based on the screen size. This makes the website look and function properly on all devices.
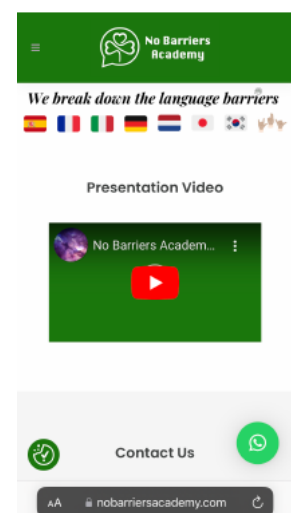
Figure 93: Responsiveness

- Mobile-Friendly navigation: the implemented menu is easy to use and accessible on mobile devices, allowing visitors to navigate the site effortlessly on smaller screens.

- Content adaptation: the content is displayed properly on mobile devices, avoiding long paragraphs and large blocks of text, as they can be difficult to read on smaller screens. The use of shorter paragraphs, bullet points and headings improve readability.

- Image optimisation: by using appropriate dimensions and file sizes, images can be properly appreciated on small screens. Large images can significantly slow down the loading speed on mobile devices.

- Touch-Friendly elements: website's elements for touch interaction are optimised as well. Buttons, links and other interactive elements are large enough and spaced adequately to accommodate touch gestures.

- Test on multiple devices: the website has been tested on various mobile devices and screen sizes to ensure consistent performance and appearance across different platforms.

When editing a page, there is an option to configure and edit a child row or column to meet the responsive layout requirements (Figure 94). This allows you to customise the appearance and behaviour of the row specifically for different screen sizes and devices.
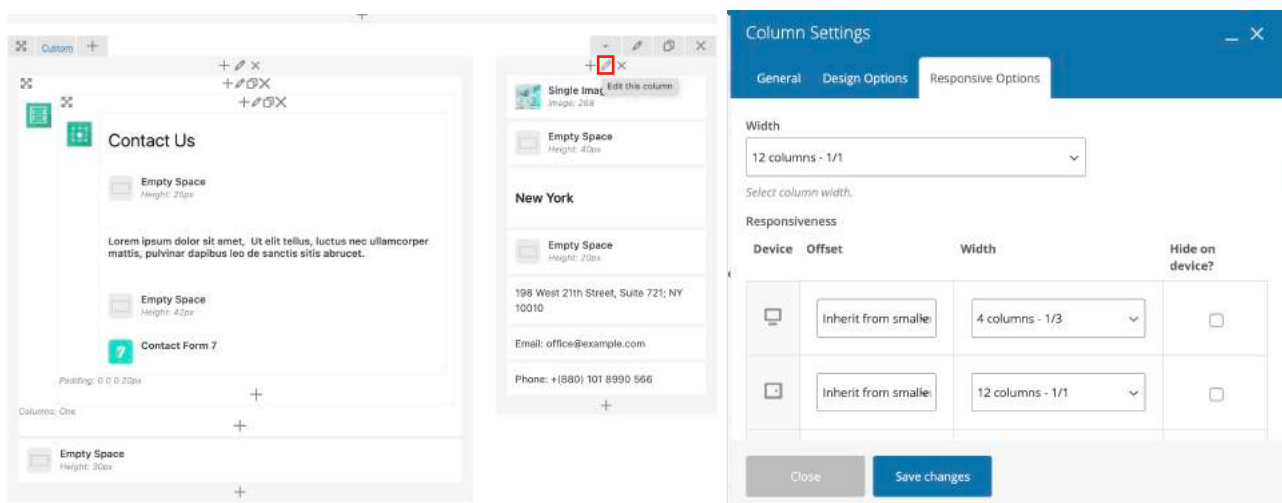
Figure 94: Responsive options on child rows/columns

By prioritising mobile responsiveness, an excellent user experience can be provided to mobile visitors, increase engagement and improve the website's visibility in mobile search results.

4.6. Presentation video and social media

On the home page of the website, an engaging presentation video awaits viewers once they have accepted the necessary cookies (Figure 95). This captivating video serves as an invitation to prospective students, showcasing not only the academy's state-of-the-art facilities but also capturing the vibrant atmosphere of the learning environment. In addition to featuring motivational phrases from the dedicated teachers, the video includes testimonials from current students who share their experiences and

Figure 95: Accept cookies to watch the video

highlight the benefits of being part of the academy. It also showcases various food events and social gatherings that take place, fostering a sense of community and highlighting the academy's holistic approach to learning. By providing this dynamic visual representation, the video aims to inspire and entice potential students, painting a comprehensive picture of the academy's unique offerings and encouraging them to embark on their educational journey with confidence and enthusiasm.

The audiovisual clip has been skilfully edited using iMovie (Figure 96), a popular video editing software. The editor has selected an uplifting and copyright-free song titled "Eyes on the Prize" by Rewind Kid as the background music for the video [38]. This choice of music complements the overall tone and message of the video, adding a motivating and energetic soundtrack to enhance the visual experience. By utilising copyright-free music, the video ensures compliance with intellectual property rights while still delivering an engaging and captivating presentation.

The presentation video begins with an animated display of the logo (the animation was done using Canva), creating a visually captivating introduction. Subsequently, the video features segments of the teachers speaking in their respective languages, accompanied by subtitles in both their native language and English. This approach facilitates language immersion and provides a glimpse of the diverse linguistic offerings of the academy.
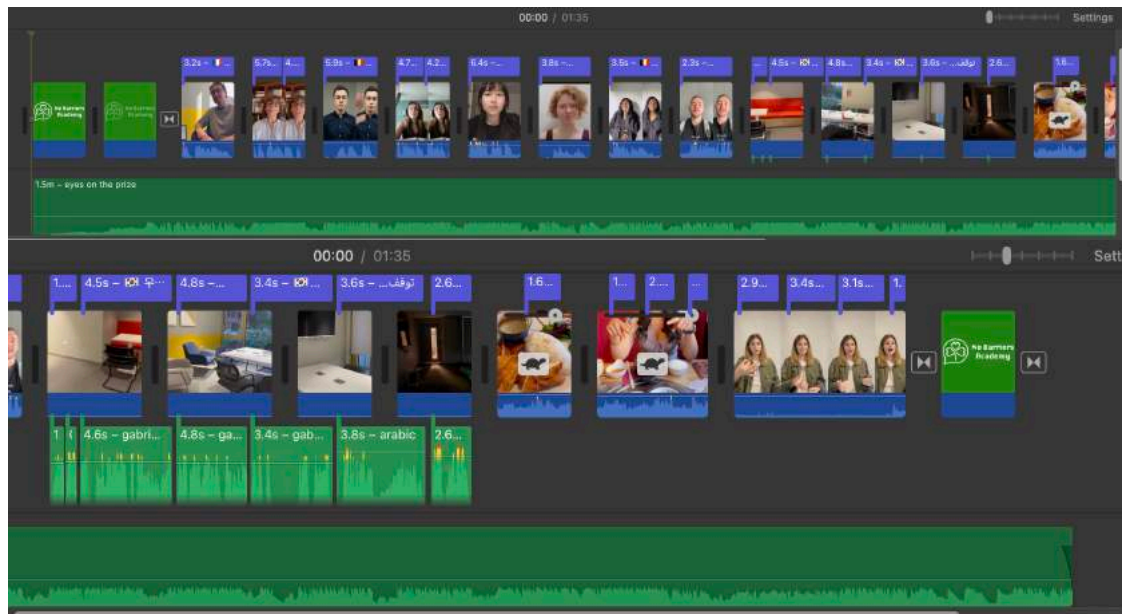
Figure 96: iMovie edition

The video then transitions to showcase the academy's impressive facilities, including well-equipped classrooms with desks and whiteboards, as well as specialised spaces like a cinema room. Additionally, the video highlights group gatherings that take place within the academy, such as cultural events held in typical restaurants from the teachers' respective countries. These moments of shared experiences foster cultural exchange and create a dynamic and engaging learning environment.

Towards the end of the video, there is a segment featuring the founder of the company. This segment includes gestures in Irish Sign Language, showcasing inclusivity and accessibility, followed by a farewell message in Italian. This personal touch adds a meaningful connection between the viewers and the founder, reinforcing the values and mission of the academy.

To enhance the overall viewing experience, the video has been carefully edited and manipulated. Some clips have been adjusted to play at a 20% slower speed, creating a deliberate pace and allowing viewers to fully absorb the content. Additionally, transitions have been added between frames to provide smooth visual flow and cohesion throughout the video. These editing techniques contribute to the overall professionalism and cohesiveness of the presentation.

In addition to its website, the company maintains active social media profiles on popular platforms such as Facebook (Figure 99), Twitter (Figure 97) and Instagram (Figure 98). These profiles serve as valuable channels for engaging with the audience, sharing information and fostering a sense of community. The company's profiles provide a platform for sharing motivational messages related to language learning, and also serves as a hub for updates on the academy's activities, events and promotions. Additionally, the company takes advantage of special occasions such as International Languages Day to raise awareness about the importance of language learning and celebrate the diverse languages represented within the academy.

Figure 97: Twitter profile
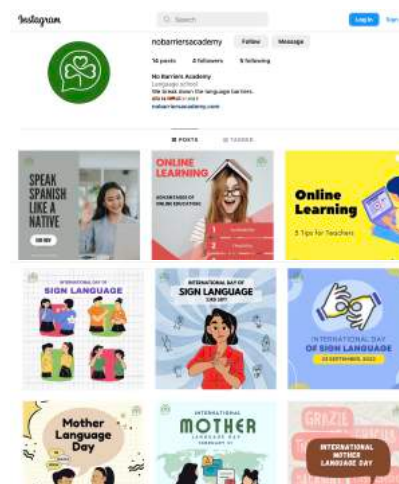
Figure 98: Instagram profile
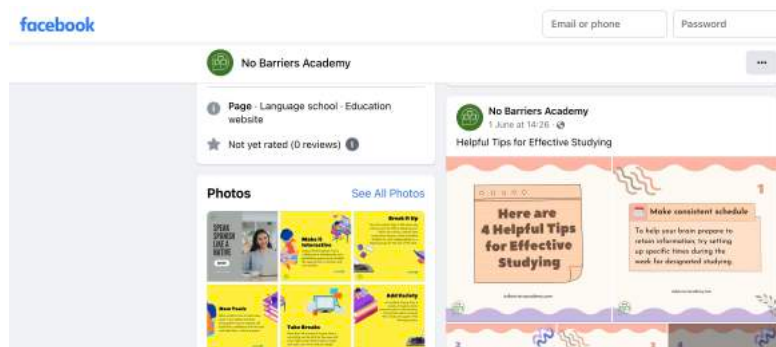
Figure 99: Facebook profile

Through these social media profiles, the company effectively connects with its audience, shares valuable content and promotes the benefits of language learning. By consistently delivering motivational messages and engaging with followers, the company nurtures a sense of community and establishes itself as a reputable and influential language learning institution [39].

5. Conclusion

5.1. Overview of results

In conclusion, this Bachelor's thesis successfully achieved its goals in designing and developing a functional and user-friendly website for a language school. By leveraging the capabilities of WordPress as a CMS and showcasing technical skills in web development, the website offers a seamless user experience with easy navigation and visually appealing design.

Furthermore, the thesis effectively highlights the language school's brand and unique selling points through various design elements and content strategies. The website captures the essence of the school's identity, showcasing its strengths such as experienced instructors, diverse course offerings, flexible schedules and specialised language programs.

Additionally, the thesis addresses the importance of search engine optimisation (SEO) to increase the website's visibility in search engine results. By implementing SEO techniques, such as minimising file sizes, incorporating relevant keywords and creating valuable content, the website is positioned to attract and engage its target audience effectively.

Moreover, the project acknowledges the significance of responsive design and mobile compatibility in today's mobile-centric world. By ensuring that the website adapts to different screen sizes and devices, the user experience remains consistent and optimal across desktops, tablets, and smartphones.

Overall, this Bachelor's thesis successfully combines technical expertise, brand representation, SEO considerations and responsive design to create a comprehensive and effective website for the language school, ultimately meeting the project's objectives.

5.2. Proposal of possible improvements

Based on the completion of the Bachelor's thesis and the achieved goals, here are some proposals for possible improvements:

- Social media integration: explore the integration of social media platforms more prominently within the website. Include social media sharing buttons to encourage visitors to share content on their preferred platforms. Additionally, consider embedding social media feeds or implementing social media login options to enhance user engagement and interaction.

- Multilingual support: since the website is promoting language learning, consider implementing multilingual support to cater to a diverse audience. Offer language options for the website content, including translations of key pages, courses and important information. This can expand the reach of the website and provide a personalised experience for users based on their preferred language.

- Analytics and data analysis: implement robust analytics tools such as Google Analytics to track website performance, user behaviour and conversions. Regularly analyse the data to gain insights into visitor demographics, popular content and conversion rates. Use this information to optimise the website further, identify areas for improvement and make data-driven decisions for future enhancements.

By implementing these proposed improvements, the language school's website can continue to evolve and provide an exceptional user experience, attract a wider audience and remain competitive in the digital landscape of language learning.

References

- [1] Domains MX, "Why do schools need a website?", *dominios.mx*. [Online]. Available: https://www.dominios.mx/why-do-schools-need-a-website/

- [2] School Jotter, "The features of a good school website", *schooljotter.com*, Apr. 20th, 2016. [Online]. Available: https://www.schooljotter.com/2016/04/20/importance-good-school-website/#:~:text=School%20website%20is%20very%20important,can%20lead%20to%20increased%20admissions

- [3] Pexels, "The best free stock photos, royalty free images & videos shared by creators". [Online]. Available: https://www.pexels.com/

- [4] Unsplash, "The internet's source for visuals". [Online]. Available: https://unsplash.com/

- [5] Pixabay, "Stunning royalty-free images & royalty-free stock". [Online]. Available: https://pixabay.com/

- [6] Wikipedia, "WordPress", *en.wikipedia.org*, May 29th, 2023. [Online]. Available: https://en.wikipedia.org/wiki/WordPress

- [7] W3Techs, "Usage statistics of content management systems", *w3techs.com*, 2023. [Online]. Available: https://w3techs.com/technologies/overview/content_management

- [8] Aula CM, "Curso de WordPress Online", *aulacm.com*, Apr. 2023. [Online]. Available: https://aulacm.com/curso-wordpress-online/

- [9] Domestika (Ignacio Cruz Moreno), "Curso: Creación de una web profesional con WordPress", *domestika.org*, Jul. 25th, 2019. [Online]. Available: https://www.domestika.org/es/courses/112-creacion-de-una-web-profesional-con-wordpress

- [10] WordPress, "WordPress: Grow your *business*". [Online]. Available: https://wordpress.org/

- [11] Aigars Silkalns, "30 Beautiful Example Websites Using Bridge Theme 2023", *colorlib.com*, Mar. 27th, 2023. [Online]. Available: https://colorlib.com/wp/bridge-theme-examples/

- [12] Jxnblk, "Colorable". [Online]. Available: https://colorable.jxnblk.com/

- [13] Google, "Google Fonts". [Online]. Available: https://fonts.google.com/

- [14] SitiosDeEspaña, "Los 25 monumentos más importantes de España", *sitiosdeespana.es*, 2022. [Online]. Available: https://www.sitiosdeespana.es/articulo/los-25-monumentos-mas-importantes-de-espana

- [15] Vacaciones-España (Mariangeles Claros), "Paisajes naturales de España", *vacaciones-espana.es*, Feb. 1st, 2019. [Online]. Available: https://www.vacaciones-espana.es/Espana/articulos/paisajes-naturales-de-espana

- [16] Hogarmania, "20 platos típicos de España", *hogarmania.com*, Aug. 17th, 2022. [Online]. Available: https://www.hogarmania.com/cocina/recetas/platos-tipicos-espana.html

- [17] EnjoyTravel, "Most Famous Monuments In France", *enjoytravel.com*. [Online]. Available: https://www.enjoytravel.com/en/travel-news/famous-for/the-7-most-famous-monuments-in-france

- [18] Expatica, "Top 10 French foods – with recipes", *expatica.com*, May 8th, 2023. [Online]. Available: https://www.expatica.com/fr/lifestyle/food-drink/top-french-foods-with-recipes-106720/

- [19] EnjoyTravel, "Most Famous Monuments In Italy", *enjoytravel.com*. [Online]. Available: https://www.enjoytravel.com/en/travel-news/famous-for/famous-monuments-italy

- [20] EnjoyTravel, "Most Famous Monuments In Germany", *enjoytravel.com*. [Online]. Available: https://www.enjoytravel.com/en/travel-news/famous-for/famous-monuments-germany

- [21] CNN (Marcel Krueger), "20 best German foods", *edition.cnn.com*, Oct. 3rd, 2022. [Online]. Available: https://edition.cnn.com/travel/article/german-food/index.html

- [22] Kyle Kroeger, "26 Most Famous Landmarks in the Netherlands", *viatravelers.com*, Apr. 18th, 2023. [Online]. Available: https://viatravelers.com/landmarks-in-the-netherlands/

- [23] LeShuttle, "Top ten traditional Dutch foods", *eurotunnel.com*. [Online]. Available: https://www.eurotunnel.com/uk/holiday-ideas/top-ten-traditional-dutch-foods/

- [24] EnjoyTravel, "Most Famous Monuments In Japan", *enjoytravel.com*. [Online]. Available: https://www.enjoytravel.com/en/travel-news/famous-for/7-of-the-most-famous-monuments-in-japan

- [25] JapanCentre, "30 must-try Japanese foods", *japancentre.com*. [Online]. Available: https://www.japancentre.com/en/page/156-30-must-try-japanese-foods

- [26] AdequateTravel, "Famous Monuments In South Korea", *adequatetravel.com*, Jan. 3rd, 2023. [Online]. Available: https://www.adequatetravel.com/blog/famous-monuments-in-south-korea/?utm_content=cmp-true

- [27] Hoteles.com, "10 Great Korean Dishes", *es.hoteles.com*. [Online]. Available: https://es.hoteles.com/go/south-korea/great-korean-dishes?pos=HCOM_ES&locale=es_ES

- [28] Dan O'Muirigh, "Top 10 FAMOUS LANDMARKS in Ireland", *irelandbeforeyoudie.com*, May 31st, 2023. [Online]. Available: https://www.irelandbeforeyoudie.com/10-famous-landmarks-in-ireland/

- [29] Will Fly For Food, "Irish Food: 12 Traditional Dishes to Look For in Ireland", *willflyforfood.net*, Sep. 3rd, 2022. [Online]. Available: https://www.willflyforfood.net/irish-food/

- [30] Aula CM (Arantxa García), "Guía RGPD: Cómo adaptar tu web a la nueva ley de protección de datos", *aulacm.com*, Dec. 9th, 2022. [Online]. Available: https://aulacm.com/adaptar-web-rgpd-proteccion-datos/

- [31] Aula CM, "Cómo aplicar el RGPD", *aulacm.com*. [Online]. Available: https://aulacm.com/guia-tutorial-rgpd/

- [32] Anna Fitzgerald, "The Ultimate Guide to WordPress Plugins: 19 Examples & How They Work", *blog.hubspot.com*, Jun. 14th, 2022. [Online]. Available: https://blog.hubspot.com/website/wordpress-plugins#:~:text=A%20WordPress%20plugin%20is%20a,to%20portfolios%20to%20directory%20sites

- [33] EnvatoMarket, "Plugins", *codecanyon.net*. [Online]. Available: https://codecanyon.net/category/plugins

- [34] Webo Digital (Julian Wallis), "How Does Google Search Work? Google's Search Algorithm Explained – The Tech Behind Series", *webo.digital*, Feb. 3rd, 2023. [Online]. Available: https://webo.digital/blog/how-does-google-search-work/

- [35] WPBeginner (Editorial Staff), "Ultimate WordPress SEO Guide for Beginners (Step by Step)", *wpbeginner.com*, May 25th, 2023. [Online]. Available: https://www.wpbeginner.com/wordpress-seo/

- [36] Bizberg, "The Ultimate Guide to Divi WordPress Theme", *bizbergthemes.com*, Jun. 8th, 2023. [Online]. Available: https://bizbergthemes.com/the-ultimate-guide-to-divi-wordpress-theme/

- [37] Samantha Rodriguez, "How to Make A WordPress Site Mobile Responsive", *wpengine.com*, Feb. 2nd, 2022. [Online]. Available: https://wpengine.com/resources/mobile-responsive-wordpress-sites/

- [38] Artlist, "Get royalty free music for your videos", *artlist.io*. [Online]. Available: https://artlist.io/royalty-free-music

- [39] Chuck Bankoff, "Social Media Marketing Guide for Educational Institutions", *constantcontact.com*, Oct. 27, 2022. [Online]. Available: https://www.constantcontact.com/blog/social-media-marketing-guide-for-educational-institutions/