

Enhanced Listing Information March 2020

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3000+

UNIQUE MONTHLY USERS

45+

FIRST PAGE SEARCH TERMS

5500+

MONTHLY OUTBOUND CLICKS

Since 2017 Scheme Support has been *the* destination for schools to choose the right scheme of work for them. Founded by a working primary school teacher passionate about lesson content, its clear layout and targeted SEO mean that now over 3000 unique users a month browse Scheme Supports' 24 subject pages. In addition, 94% of our audience is referred organically from over 45 first-page search terms.

Our aim is always to show schools the fantastic array of professionally published schemes of work available, and to demonstrate the benefits of embedding these resources in teaching and learning. We're passionate about the difference schemes of work can make in schools.

To take advantage of our audience of subject leaders and senior leadership teams, we now offer an enhanced listing option for those who want to market their scheme of work in greater detail, as well as appearing at the top on each subject page.

It costs just £200 for the whole year, and each additional scheme from the same publisher is discounted at £100. For example, the total for a single publisher that uses an enhanced listing for a maths and a handwriting scheme is £300 a year (£200 + £100). Read on to see how Scheme Support can be an integral part of your marketing strategy.

2 Enhanced Listing Example



Five images of product which can be previewed full screen, along with title and description of each image

Scheme logo

100 word introductory description of the scheme. Is it available for individuals as well as schools? Does it just fit the English NC, or UK/global? Also mention any current promotions/discounts.

Outbound links included anywhere in description section

The screenshot shows the Maths Scheme website. At the top is the Maths Scheme logo. Below it is a lesson plan for Year 5, Week 5, starting 5th December 2016. The lesson plan is a table with columns: Session & Objective, Teacher Modelling, Differentiated Activities, Success Criteria, Plenary, and Lesson Evaluation. The first row is for a lesson on persuasive language. Below the table is a 'Year 3 Planning' section. On the left sidebar, there are links for 'Year Group' (Reception - Year 6), 'Contents' (Editable planning documents, progression map, assessment materials and PowerPoint format interactive whiteboard presentations. Pupil textbooks also available.), 'Support' (INSET day included with subscription, as well as 9-5pm email and phone support), 'Impact' (EFF study, case studies), 'Cost' (Annual subscription (cost based on school size)), and 'Contact' (info@mathsscheme.com | Phone 01234 567 899). At the bottom of the sidebar is a 'Scheme Website' button.

Session & Objective	Teacher Modelling	Differentiated Activities	Success Criteria	Plenary	Lesson Evaluation
LO: To be able to identify persuasive language. TYP: What language features can be identified?	Share a persuasive text on the board. Investigate use of persuasive devices such as words and phrases, e.g. examples of modal verbs and adverbs expressing possibility: persuasive noun phrases, rhetorical questions. Short task: Give children different persuasive devices and example sentences. Children work in mixed ability groups. Feedback: Pick children to sort...	Differentiated text. Persuasive device subheadings with explanations. Differentiated text. Children to match sentences to the persuasive devices. Challenge: Create a bank of sentences suitable for persuasive language. Try to make sentences complex using a comma to separate clause.	I can read a persuasive text. I know the different language features of persuasive text. I can identify persuasive language in a text.	Display the statement: Voting age should be lowered to 16. TYP: Construct a sentence using persuasive language features to support this statement. Feedback: Pick children to say their sentences. Self-Reflection. Today I have learnt...	

Year 3 Planning
In editably .doc format

Scheme Website

Maths Scheme
Scheme Publisher UK

Maths Scheme is an award winning whole-school scheme developed by Scheme Publishers UK. It's used in over 300 schools and designed by experts to instil a love of maths in students. The scheme is aligned with maths mastery principles and is can be used with or without the accompanying textbooks.

Year Group
Reception - Year 6

Contents
Editable planning documents, progression map, assessment materials and PowerPoint format interactive whiteboard presentations. Pupil textbooks also available.

Support
INSET day included with subscription, as well as 9-5pm email and phone support

Impact
[EFF study](#), [case studies](#)

Cost
Annual subscription (cost based on school size)

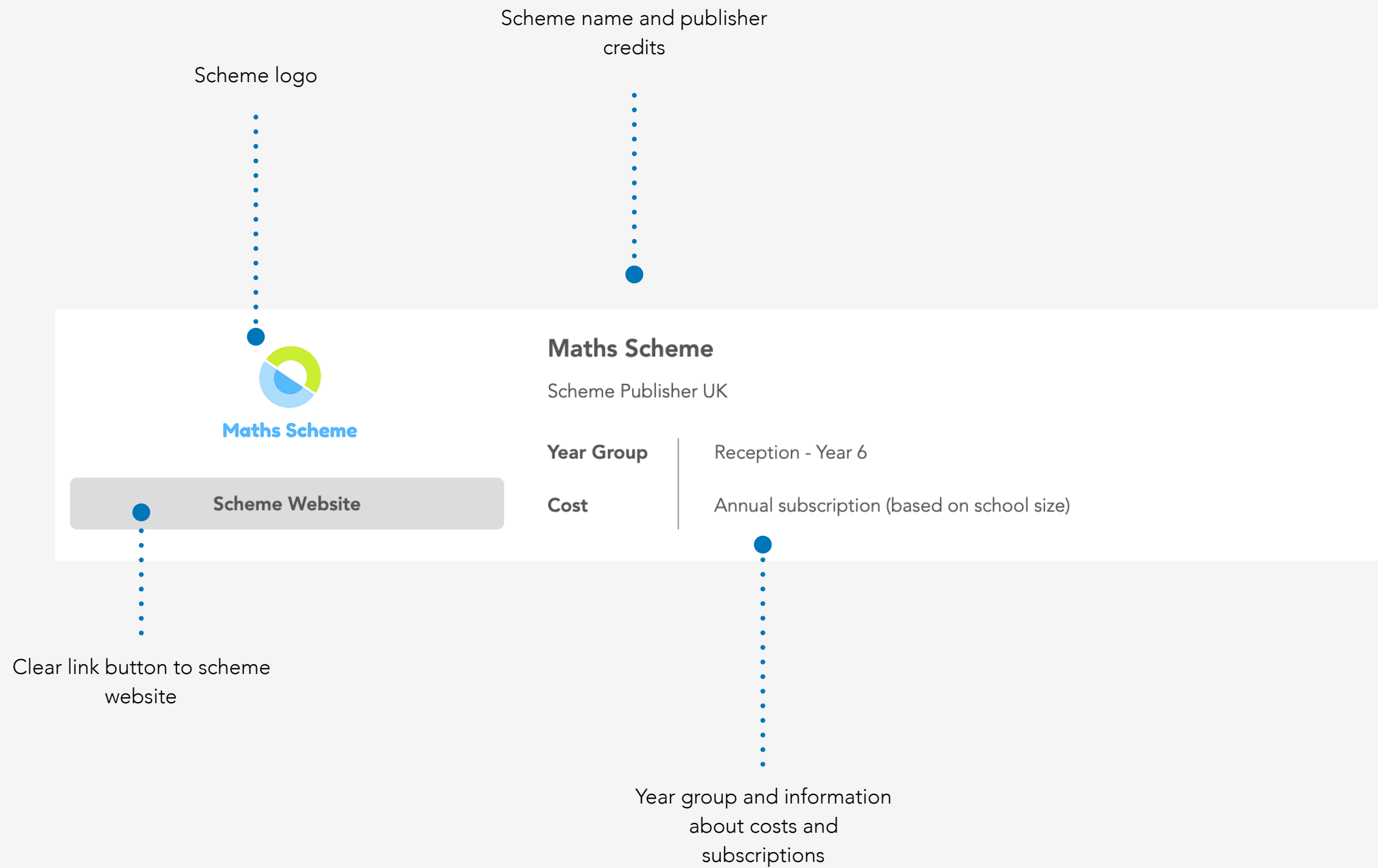
Contact
info@mathsscheme.com | Phone 01234 567 899

Clear link button to scheme website

Information on what the scheme comes with and how it's delivered, support available and any impact evidence, if applicable

Detailed cost section, including information on teacher and school subscription options etc, if applicable.

3 Standard (Free) Listing Example





Get in front of the audience that matters from just £200 a year.

To update to an enhanced listing for your scheme of work, just get in touch by emailing robert@schemesupport.co.uk. We'll give you the online form to complete for all the required information along with questions to consider answering in your listing that are based on our research into what schools and teachers are seeking in a scheme of work.

If you're happy with your standard listing, then simply keep us posted about any changes in your product and we'll keep your listing updated.