

Redweb launches brand new website to encourage reading amongst children

Submitted by: Redweb

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Award-winning agency Redweb is pleased to announce the launch of the new BookTrust (<https://www.booktrust.org.uk/>) website. As the charity's strategic digital partner, Redweb has designed and rebuilt the website to focus on driving donations and boosting brand awareness with a raft of new features.

As the UK's largest children's reading charity, BookTrust reaches 3.4 million children across the UK each year. That's why it was imperative that the new site features a clean, accessible design to match its new brand guidelines, as well as providing a vastly improved user experience to support its various audiences.

Gemma Malley, Director of Communications and Development at BookTrust commented:

"BookTrust wants to get children reading – we know that children who read are happier, healthier, more confident, more creative and more resilient; they also do better at school. Digital is a key way we reach families with great content to engage them in reading, as well as supporting our local authority delivery partners. But a proliferation of microsites had resulted in a confusing digital picture for our stakeholders."

Gemma continues "The aim of this project was to not only develop a brand new site but to also bring together the main BookTrust website and these microsites to create one site that meets visitors' needs and promotes all aspects of our work. The new single integrated site supports greater brand recognition for our visitors; it is also fully device responsive and aims to give visitors the best experience possible, regardless of how they are accessing the site."

Built on Episerver 10, a data-driven CMS that offers maximum flexibility, the Redweb team has implemented functionality that benefits site visitors and content editors alike. This includes a variety of brand new content types, newsletter subscriptions and personalised author, genre and book recommendations for visitors.

A particularly engaging new feature is the 'Bookfinder'. Custom-built by Redweb and using a series of specially commissioned illustrations to help visually signpost the different categories, visitors can choose from a range of ages and themes to quickly find tailored book suggestions – especially helpful for a site containing over 6,000 book reviews. From here, users can view the front cover, read synopses, see other related titles and submit their own reviews.

Elsewhere, the Redweb team has also ensured the site integrates seamlessly with Microsoft Dynamics CRM and ADX Portal to ensure a seamless and hassle-free single sign-on experience for users. This has the advantage of ensuring all data is captured in a single place (Dynamics CRM) and support's BookTrust's aims of updating internal processes. The single sign-on across BookTrust's work ensures that visitors have a better user experience when they have multiple touchpoints with BookTrust. In addition to this, the site is also fully integrated with Twitter and Instagram to better support the charity's aims of raising brand awareness and increasing donations.

Redweb's Development Director Scott Reed said: "We're very proud of what we've delivered for BookTrust. By extending Episerver and devising a bespoke book management system, Redweb has provided BookTrust with a powerful way to manage its book catalogue. Combined with our fast-scalable Elasticsearch and Bookfinder tool, we've created an exciting, interactive system that really brings the content to life and elevates the overall user experience."

Redweb looks forward to continuing its relationship with BookTrust, ensuring its digital strategy goals are achieved as well as empowering its website users with fresh content and new features.

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BookTrust is the UK's largest children's reading charity. We work to inspire a love of reading in children because we know that reading can transform lives. Each year we reach 3.4 million children across the UK with books, resources and support to help develop a love of reading. Every parent receives a BookTrust book in their baby's first year. Our books are delivered via health, library, schools and early year's practitioners, and are supported with guidance, advice and resources to encourage the reading habit. Reading for pleasure has a dramatic impact on educational outcomes, well-being and social mobility, and is also a huge pleasure in itself. We are committed to starting children on their reading journey and supporting them throughout. booktrust.org.uk