



Media Information >



Data we collect for direct comparison...

	EDITOR		USER		EDITOR		USER	
VALUE FOR MONEY	B+	A+	B+	A+	A-		A-	
EXTRA-CURRICULAR ACTIVITIES	A-		B+	A+	B+		A	
LANGUAGE OFFERING	B+		B	A	C+		A-	B+
QUALITY OF FACULTY	A-		B+	A-	C-		A	
WARMTH/ATMOSPHERE	A		B	A+	A+		A	
TRANSPARENCY	C		D	A-	B-		A-	
DIFFERENTIATION	A-	F			C		A	
FACILITIES AND SERVICES	A-	F	B-	A+	C+		A	
SPORT OFFERING			B-	A	C+		A-	
ACADEMIC RESULTS					A-			
TOTAL	B+	C-	B	A	B	-	A	B+

We are the only site enabling parents to make direct comparisons between schools – a significant gap in the market. Data we collect is exhaustive and includes:

Type of school, Average Cost Per Year, Curriculum, External Exam Boards, IB DipM Pass Rate, IB DipM Average Grade, Number of A Levels offered, A Levels offered, A Level A* to A%, A Level A* to C%, IGCSE A* to C%, IGCSE A* to A%, Number of I/GCSEs Offered, I/GCSEs offered, Selective, Waiting list, Value Added, Number of Students, Teacher to Student Ratio, Largest nationality teacher, Teacher turnover, Year opened, Location, Student composition, Gender, School canteen, Owner, Admissions Telephone, Web Address, KHDA/ADEC Rating, Attainment Nur SEM, Attainment Pri SEM, Attainment Sec SEM, Attainment Post-16 SEM, Progress Nur SEM, Progress Pri SEM, Progress Sec SEM, Arabic Native Primary Results (Native), Arabic Secondary Results (Native), Arabic Post-16 Results (Native), Arabic Primary Results (Add.), Arabic Secondary Results (Add.), Arabic Post-16 Results (Add.), Islamic St. Primary Results, Islamic St. Secondary Results, Islamic St. Post-16 Results, Leadership, Community, Facilities, Quality of teaching, Student personal responsibility, Quality of curriculum, School Governance, SEN Provision, Academic Results, Value for Money, Extra-Curricular Activities, Language Offering, Sport Offering, Quality of Faculty, Warmth/Atmosphere, Transparency, Differentiation, Facilities and Services,

Parent Testimonials

This kind of comparative data, combined with an objective informed review, is key for the more quantitative-oriented, “left brained” parents when trying to make decisions on which school. They tell us:

“Among all the sites I have used to so far to find out information about a school, schoolscompared.com is by far the most user friendly and informative site. In fact, the school reviews here are much more helpful than the KHDA or ADEC reports themselves.” **10/10**

“Great information...” - **9/10**

“Exhaustive...” - **8/10**

Excellent - **10/10**

“Your page is so informative.” - **10/10**

“You guys are excellent” - **9/10**

Source: User Report

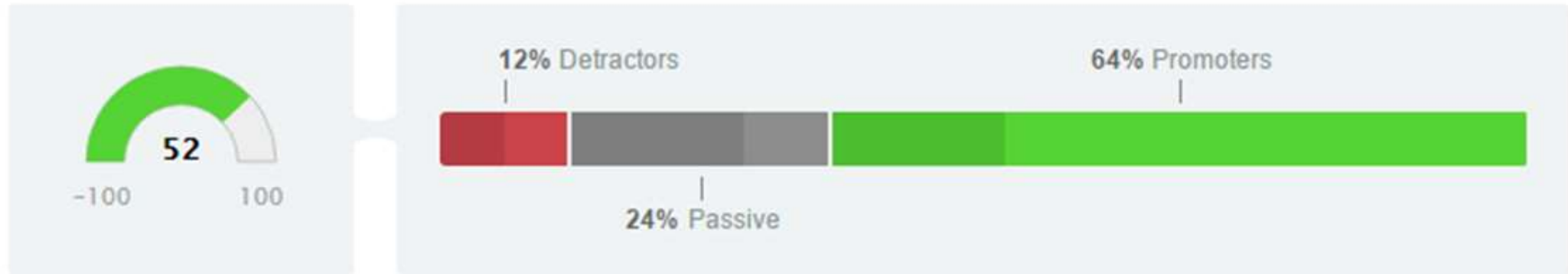
SCHOOLS

COMPARED

Net Promotor Score: +52 Points

Net promoter score®

[What is Net Promoter Score®?](#)



We score a very high **Net Promotor Score** which measures how much a product or brand is valued by its customers. An NPS is used to determine customer's loyalty and a score of above +30 is considered good. Our rating is +52 meaning this is a highly rated and trusted web site for those using it.

What Users Think...

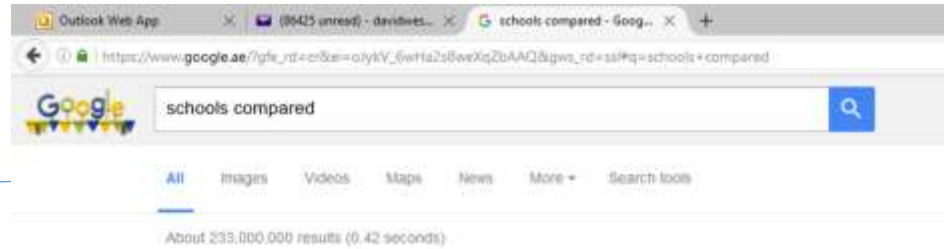


Our NPS is high because we are delivering what parents want.

SchoolsCompared.com is liked, trusted and valued by its audience across the key metrics that, combined, determine a web site's success.

Note: We use the independent *User Report* to survey visitors to the site. This is direct user feedback over which we have no influence.

Search Engines



Because of the quality and depth of our content we are moving up search rankings - quickly. We use SEO tool *MOZ* to keep track of our positions. The chart above shows positions since we began tracking.

SCHOOLS

COMPARED

Fast adoption on Social Media



Our presence on social media is also growing quickly. Since launching on Facebook in June we have gathered 4,385 followers. Each week we are adding 500 more.

Traffic – Growing fast

Audience Overview

Email Export Add to Dashboard Shortcut

All Users
100.00% Sessions

Overview

Sessions VS. Select a metric Hourly Day Week Month



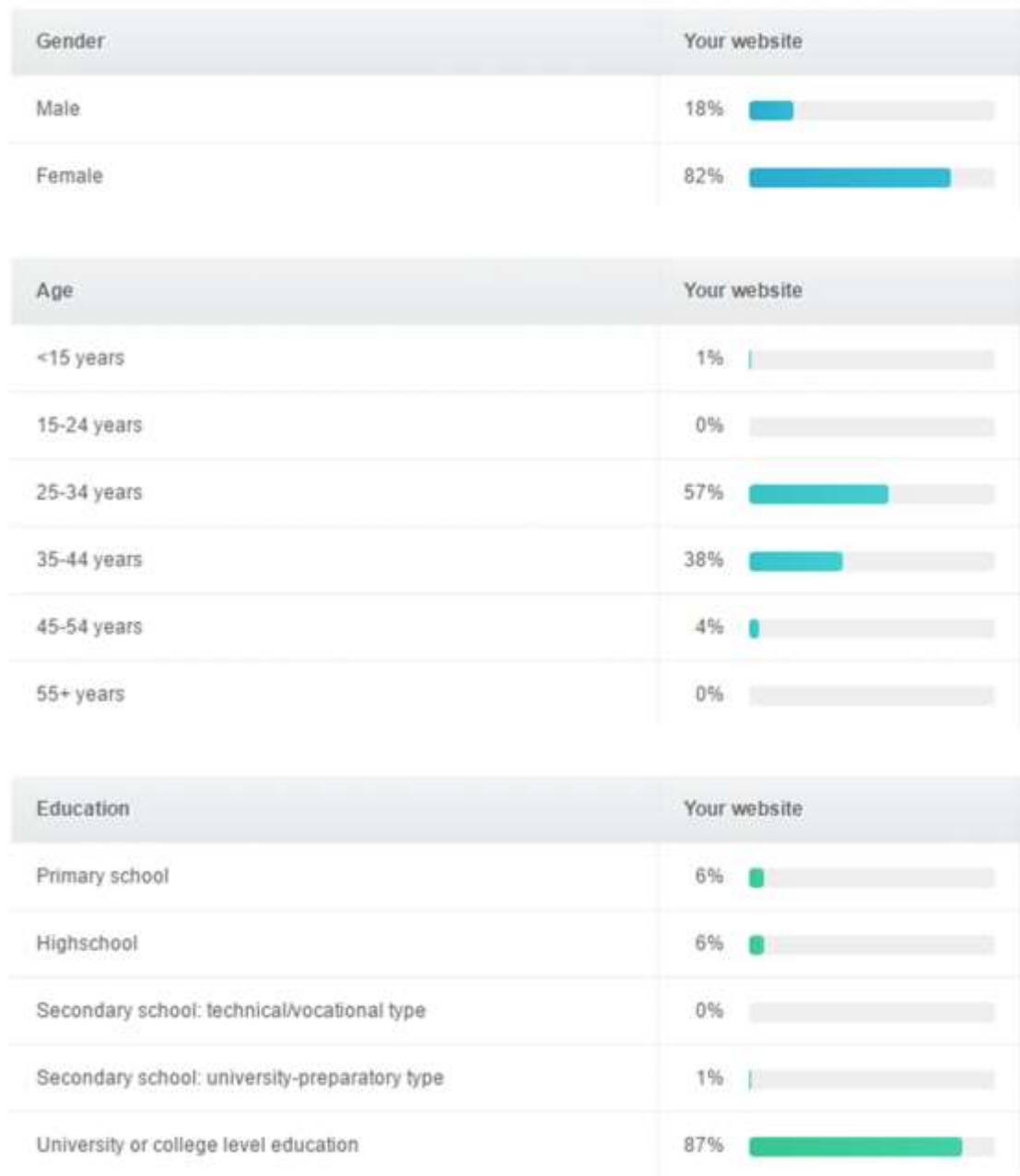
Sessions 22,885	Users 17,622	Pageviews 48,214
--------------------	-----------------	---------------------

Fast growing search plus social means fast growing traffic, rising week on week.

SCHOOLS

COMPARED

Female, 25-44, Highly Educated



Fast growing – and targeted. Education advertisers on SchoolsCompared.com will be speaking directly to their desired audience –decision makers when it comes to a child’s education. That means no wasted inventory and highly convertible leads from the site.

Great Ad positions, Adaptive Design



The desktop layout features a top navigation bar with a 'SCHOOLS COMPARED' button, a trending section with 'MUST READ' articles, and a main menu with categories like NURSERY, PRIMARY, and SECONDARY. A large banner for 'THE ARCADIA PREPARATORY SCHOOL' is prominently displayed. Below the banner, there are sections for 'FOLLOW US', 'NEXT CALENDAR EVENT', a countdown timer, 'TRENDING TOPICS', 'REVIEWS AND GUIDES' with a featured article on 'DUBAI SCHOOL FEES 2016/17', and 'MPU 1' for 'ANGLIA INTERNATIONAL SCHOOL DUBAI'.

Leaderboard 1

MPU 1

Adaptive ads mean the best CTRs on all devices. Ads change size and position based on device.

The mobile layout is a vertical stack of elements. At the top is the 'SCHOOLS COMPARED' button. Below it is a 'RECTIONS' section, followed by the 'THE ARCADIA PREPARATORY SCHOOL' banner. This is followed by the 'MPU 1' section for 'ANGLIA INTERNATIONAL SCHOOL DUBAI'. The bottom section shows 'REVIEWS AND GUIDES' with a featured article on 'DUBAI SCHOOL FEES 2016/17'.

Leaderboard 1 Mobile

MPU 1 Mobile

Build brand association by partnering
with us as our journey begins...



Gillian Pearce

Business Development Director

Which Media FZ LLC

Mob: +971 56 66 48485

Email: GillianPearce@schoolscompared.com