

Directory newsletter

Welcome to the first edition of Idox's insight publication designed to provide you with relevant news and information about our products, customers and upcoming events.

Customer blog

Keep up to date with hints, tips, and product update news in our customer blog. We recently offered advice on improving SEO on your pages, featuring interesting statistics and the importance of optimising your search engine.

Did you know that most viewers only have an attention span of around 10 seconds if you don't draw them in straight away?



[Log in to your Directory to see the 'Latest News' blog](#)



Local Offer online forums

We held our first Local Offer session on 15 April where we discussed our ideas for new functionality and feature to improve the reach and usability of our Local Offer websites.

David Gibson, our Head of Web Development, showcased a preview of the new design for the back-end administration area of our Directories platform. The re-design focuses on improved usability and simplification.

We also provided a preview of our latest websites, developed in partnership with Thurrock, Bedford, and Sefton. All three sites have some of our latest features with a specific focus on accessibility and mobile functionality.

Our second Local Offer session took place on 1 July, where we discussed our plans for a directory administration refresh that will be released to all customers on Monday 2 August 2021.

We also discussed our key principles for our SEND Local Offer services: being collaborative, accessible, comprehensive, and up-to-date.



[Register now to join our next Local Offer focus group event on 21 September](#)



New FIS Directory page

We've updated our website with a new Family Information Services (FIS) Directory page. You can also take a look at our new video highlighting the benefits of our FIS Directory service that provides one-stop websites for families to search for childcare, services, and activities in their local areas.

More content will be coming to the website soon.



[Find our new FIS Directory page here](#)



Coram childcare finder

Earlier this year, we worked with Coram Family and Childcare, a charity that allows parents to easily connect with childcare providers in their area and act as a focal point for gaining access to key decision-makers in government and elsewhere, ensuring parent's voices are heard.

We teamed up with Coram to deliver and improved and updated web portal for service users. Our Directory Team has redesigned the Childcare Finder channel of Coram's website to create a better user journey and enable Coram Family and Childcare to do even more to connect parents with the care they need.

Commenting on the website refresh, Chris Evans, Head of Product & Strategy at Idox, said:

"The Coram Family and Childcare website is vital to so many parents across the country and has become even more vital over the last year as the pandemic has closed schools, and childcare has, for many, become an urgent issue."



[Find the updated Coram Family and Childcare website here](#)

Third party integration with imin

We've partnered with imin to offer a third-party integration to their tool delivering an industry first for care directories. imin is the leading tech for good physical activity platform, providing a seamless way to access live information about local physical activity opportunities - directly from local providers.



If you're interested in imin contact your account manager to learn more



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