


Web Design & Dev for Online Tutoring Company

PROJECT DETAILS

 Search Engine Optimization, Web Development

 Feb. 2025 - Jan. 2026

 Confidential

 *"They did a very impressive job in setting up our business."*

PROJECT SUMMARY

Altus Web Solutions designed and developed a website for an online tutoring company. The site featured a booking system, a student registration portal, and a tutor directory.

PROJECT FEEDBACK

Altus Web Solutions' work led to a 150% increase in website traffic and a 40% increase in student inquiries. The team demonstrated technical expertise and recommended best practices to improve the site's security and performance. Their work reduced the client's administrative burden by 25%-30%.

The Client


Introduce your business and what you do there.


I'm the manager of operations at The Learning Net, an online tutoring company for primary, secondary, IGCSE, and A-level students.


The Challenge

What challenge were you trying to address with Altus Web Solutions?

We needed to establish a professional online presence to build credibility with parents and students. We also wanted to streamline student enrollment with an easy booking system for our tutoring services and improve discoverability so students searching for tutoring could find us. Additionally, we wanted the site to showcase our tutors' expertise and make it simple for families to understand our offerings.

 Manager Operations,
The Learning Net

 Education

 London, England

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

The Approach

What was the scope of their involvement?

Altus Web Solutions handled the complete design and development of our website. The main deliverables included a custom-designed, fully responsive website showcasing our tutoring services; a functional tutor directory with detailed profiles and qualifications; an online booking system allowing students to schedule sessions and make payments; a student registration and account management portal; SEO optimization to improve search visibility; and backend infrastructure for managing enrollments and communications. They also provided content strategy support and post-launch training to help our team manage the site effectively.

What is the team composition?

We worked with two teammates from Altus Web Solutions.

How did you come to work with Altus Web Solutions?

We found them through an online search, a referral, and the Clutch site. We chose them because their pricing fit our budget and offered good value for the cost. Additionally, they were referred to me, and their company values aligned with ours.

What is the status of this engagement?

We worked together from February 2025–January 2026.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Since launching with Altus Web Solutions, we've achieved significant measurable success. Our website traffic increased by 150% in the first six months, with students discovering us through organic search. Student inquiries grew, with online



bookings of our new enrollments. Our mobile traffic reached 60% of total visits, reflecting the importance of their mobile-first design. Student retention also improved, suggesting the platform is user-friendly and encourages repeat bookings. Since launch, we've seen our monthly student inquiries increase by 40%. Of those inquiries, 24 confirmed tutoring sessions are booked through the platform monthly. Moreover, the quality of our student inquiries has improved – we're attracting more serious, committed learners. The platform has also reduced our administrative burden significantly, allowing our team to focus on teaching rather than scheduling. Additionally, student feedback has been consistently positive about the booking experience and tutor profiles, which has strengthened our reputation in the community. We measured the reduction in administrative burden in several ways. First, we tracked the time our administrative staff spent on scheduling-related tasks – approximately five hours per week manually coordinating bookings via email and phone. With the automated booking system, that's reduced to roughly one hour per week for exception handling, saving four hours weekly or ~200 hours annually. Second, we eliminated manual student data entry – the platform's registration process now auto-populates our database, saving approximately 15 minutes per new student. With an average of 8–10 new students monthly, that's another 2–3 hours monthly. Overall, the platform has reduced our administrative workload by an estimated 25%–30%, allowing us to reallocate that staff time to higher-value activities like tutor training and student support.

How did Altus Web Solutions perform from a project management standpoint?

They delivered on time. We communicated via in-person meetings and email or messaging apps.

What did you find most impressive about them?

Their technical expertise was exceptional. They didn't just build what we asked for – they recommended industry best practices we hadn't considered, like advanced security features, performance optimization, and scalability planning. The platform



performs beautifully even during peak usage times, and it's built to grow with us. That forward-thinking approach saved us from technical debt down the road.

Are there any areas they could improve?

No, they did a very impressive job in setting up our business.

