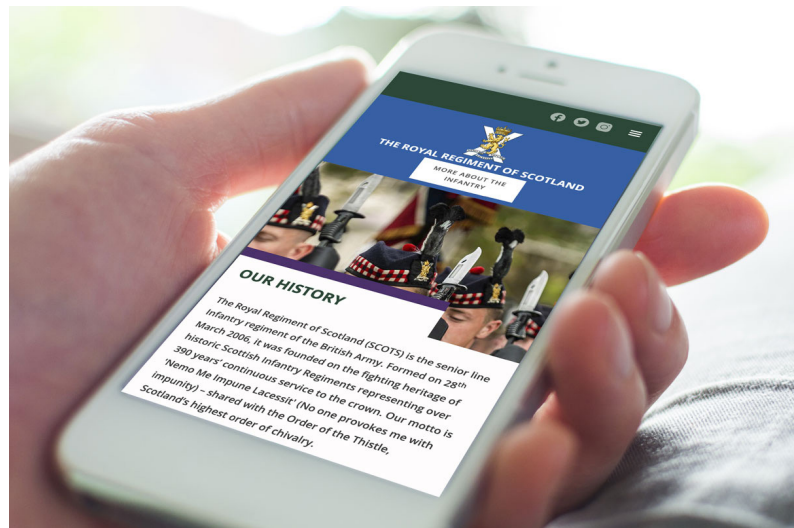
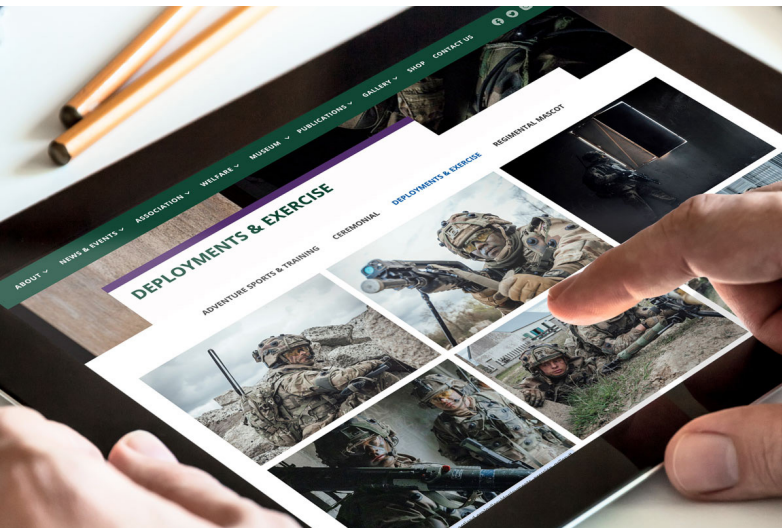
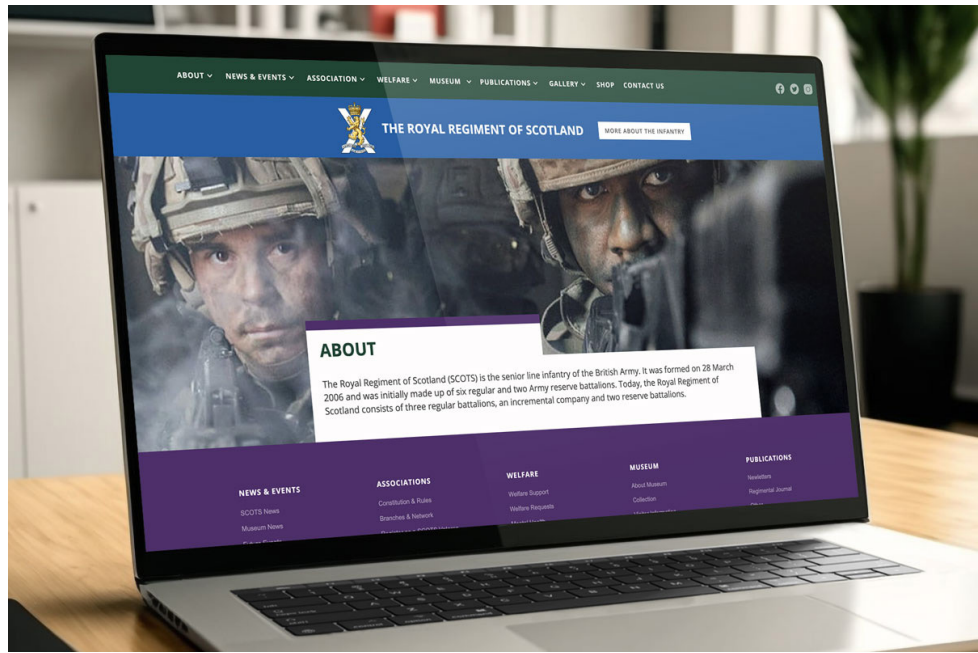


the royal regiment of scotland

The Royal Regiment of Scotland (SCOTS) is the senior line infantry of the British Army. Formed on 28 March 2006, it was founded on the fighting heritage of historic Scottish Infantry Regiments. Sandlebridge was commissioned to design and build a website that would encompass the heritage of the Regiment and provide a membership portal for SCOTS veterans.



category

Membership Portal

client

Royal Regiment of Scotland







release

December 2021

technologies

-  Mailchimp
-  Zapier
-  Webflow

services provided

-  Graphic design
-  Hosting
-  Project Management
-  Technical Support
-  Website build
-  Website design

Enjoyable project and ongoing work for "The Scots". Great client to work with and you'll rarely get a client with such an amazing story to tell and fantastic images to bring a project to life!



Phil Holt - Project Lead

[VISIT WEBSITE ↗](#)



full story

background

Sandlebridge has worked with “The SCOTS” since 2021 when we pitched for the redesign and build of their website. The Regiment were looking for a complete refresh and content restructuring, including new features and consultancy to help streamline their marketing to veterans.

problem to be solved

The challenges presented included the need to modernise the way the Regiment was presented to its varied audiences, restructure a substantial amount of content and build out a range of new features, such as a registration system, integration with Mailchimp and a video gallery. The website had to incorporate the history of the SCOTS as well as the Regimental Museum - based at Edinburgh Castle - and an online shop which would sell memorabilia. The site had many layers of content that needed to be re-organised and readily accessible and mobile friendly. We would also be required to train the client to update content and manage its marketing campaigns.

solution

Over the three years of our work with the SCOTS we have delivered a highly visual and engaging website that delivers on its original brief. We also provided SEO support and training in the use of the Webflow CMS that powers the site. We also provide additional services to the Regiment, such as an online quarterly newsletter and annual journal - the most recent journal ran to over 200 pages. At the time of writing, we’re working on a branding refresh as it’s now three years since the original site launched.

want to know more?

If you have a similar project to The Royal Regiment of Scotland please get in touch with Phil Holt for an informal, and no-obligation chat. We love to solve problems by bringing innovative ideas and thinking to the table.

GET IN TOUCH ↗