5 WEBSITE MUST HAVES FOR DRIVING ENROLLMENT AT K12 SCHOOLS

Be Found Online
Clarify your Message
Great Photography
Call to Action
Responsive Design

Steven Lockwood
steve@gradelink.com
(949) 682-7019
www.gradelink.com

❶ BE FOUND ONLINE

SEO IS THE ART OF _____.

KEYS TO SEO:
1. Update your Google My Business Account
   Go to business.google.com
   List your school in as many categories as possible
   Don't combine your listing with an affiliated religious organization

2. List your school on all the major review sites and directories
   Niche, Yelp, Facebook, greatschools.org and privateschoolreview.com.

3. Get online reviews
   Google Reviews give you stars in the search results if you have at least 150 during a 12 month period.
   Reviews from other sites improve your search rank

PPC IS THE ART OF _____.

KEYS TO PPC:
1. Bid on the right Keywords
   Lutheran Elementary School Near Me, Christian School

2. Don't buy the wrong Keywords
   -Elementary School

3. Engaging messaging
   Make sure your ad is eye catching and easy to understand.

GOOGLE MY BUSINESS CATEGORY CHECKLIST:

You should list your school in multiple categories

Category

Categories describe what your business is, not
what it does or sells.

Primary category

Private School

Additional categories

School	✕
Elementary School	✕
Preschool	✕
Religious School	✕
Preparatory School	✕

ADD ANOTHER CATEGORY

CANCEL   APPLY

Please note: Edits may be reviewed for quality and can
take up to 3 days to be published. Learn more

REVIEW SITE AND DIRECTORY CHECKLIST

◯ business.google.com (Google my business)

◯ k12academics.com

◯ k12playground.com

◯ asd.com

◯ greatschools.com

◯ yelp.com

◯ privateschoolreview.com

◯ niche.com

WEBSITE CHECKLIST

◯ Have you started a blog featuring articles and information your customers might find valuable?

◯ Is your website listed on a variety of review sites and private school directories?

◯ Is your Google My Business up to date with the correct school & church information?

![Gradelink - School Administration System]

❷ CLARIFY YOUR MESSAGE:

THE GRUNT TEST

Open your website for an acquaintance and give them 5 seconds to look at it. After 5 seconds, can they answer these 3 questions?

1.   What do we offer?

2.   How could what we offer make your life better?

3.   How can you purchase what we offer?

What can you take off your website to make it more clear?   Are there buttons, paragraphs or images you could remove that would make your offer more easy to understand?

THE ONE-LINER ASSIGNMENT
Write a sentence that has these three parts. Be as specific as possible.

1. Identify your customer's problem.

2. Explain your plan to help them.

3. Describe a successful ending to their story.

Watch the video here: https://bit.ly/2PWOf1i

WHY CLARIFYING YOUR MESSAGE IS IMPORTANT

1. **The one thing your marketing needs is clarity.**
   We buy what we understand

2. **Stories help people remember as long as the story is about them.**
   Your story is about the parents and students. It's not about your school be awesome.

3. **People only buy if they understand how this will help them.**
   And they need to understand in about 5 seconds.

Video: Why Positioning is important. See minute 2:35 - 3:45, https://bit.ly/2zGj7XF
Video: Story makes your message easy to understand. See minute 0-3, https://bit.ly/2AYqFHf

WEBSITE CHECKLIST

◯ Is your school tagline featured consistently on your website?

◯ Is there one clear idea communicated on your website that is obvious and communicates a result?

◯ Is there too much information on your website? Are there too many links? If so, can you trim it down?

❸ PHOTOS CAPTURING THE SUCCESS STUDENTS AND PARENTS WILL EXPERIENCE IF THEY ATTEND YOUR SCHOOL.

GREAT PHOTOGRAPHY BY TONY LATTIMORE:

KEYS TO TAKING AMAZING PHOTOGRAPHY

1. Use candid photography
   Don't show people saying "cheese"

2. Show "doing" photos
   People interacting, students playing sports, doing ceramics, playing music.

3. Show your personality
   Capture the personality of the school.

4. Show many environments
   People interacting, Learning & Teaching, Various parts of the campus, Extracurriculars

WEBSITE CHECKLIST

◯ Are there photos that display how a parent will feel after their problem has been resolved by your school?

④ CLEARLY ASK PARENTS TO BOOK A TOUR

THIS IS WHAT MARKETERS CALL A CALL TO ACTION OR CTA AND CLEAR CTA IS CRITICAL TO YOUR ABILITY TO BOOK TOURS.

KEYS TO SUCCESSFUL CTA:
1. Make it stand out
   Use a unique color and make it BIG and CENTER on your home page

2. Frequent:
   Make it "sticky" or List throughout the body copy or in the footer

3. Placement
   Above the fold, Top right corner and On your blog

YOUR SECRET WEAPON: A TOUR SCHEDULING APP
1. Makes booking the tour frictionless
2. Link to your Facebook or IG
3. Syncs with your calendar

WEBSITE CHECKLIST

◯ Do you have a tour scheduling app on your website? If not try acuity.

◯ Is there a direct call to action above the fold of your website?

◯ Are there direct calls to action on every page of your website? Are they clear?

◯ Is there too much information on your website? Are there too many links? If so, can you trim it down?

❺ MOBILE WEBSITE DESIGN

WEB DESIGNERS CALL THIS RESPONSIVE DESIGN. IT'S IMPORTANT BECAUSE PARENTS SHOP SCHOOLS WITH THEIR PHONE. IF PARENTS CAN'T ACCESS YOUR SITE ON THEIR PHONE THEY MAY MOVE ON.

KEYS TO RESPONSIVE DESIGN:
1. **Important stuff above the fold**
   Your one-liner and your call to action should be above the fold.

2. **Sticky Call-To-Action or repeated call to action**
   Sticky means the call to action follows you on the page

3. **Mobile friendly navigation**
   Include Click to call.
   You probably need a different menu for mobile users than desktop users.

4. **Fluid images**
   Don't use images that are too big for mobile users to view. They don't want to resize on their phone. .

See mobile phone usage: https://selnd.com/2SYRVwe

WEBSITE CHECKLIST

◯ Can one click to call your school from their mobile phone?

◯ Can one navigate your website from a cell phone?

◯ Is the most important stuff at the top for cell phone users? What we offer and how to book a tour?

COMPLETE WEBSITE CHECKLIST

◯ Is your school tagline featured consistently on your website?

◯ Is there one clear idea communicated on your website that is obvious and communicates a result?

◯ Is there too much information on your website? Are there too many links? If so, can you trim it down?

◯ Are there photos that display how a parent will feel after their problem has been resolved by your school?

◯ Is there a direct call to action above the fold of your website?

◯ Are there direct calls to action on every page of your website? Are they clear?

◯ Is there too much information on your website? Are there too many links? If so, can you trim it down?

◯ Can one click to call your school from their mobile phone?

◯ Can one navigate your website from a cell phone?

◯ Is the most important stuff at the top for cell phone users? What we offer and how to book a tour?

◯ Have you started a blog featuring articles and information your customers might find valuable?

◯ Is your website listed on a variety of review sites and private school directories?

◯ Is your Google My Business up to date with the correct school & church information?

Gradelink
School Administration System

WEBSITES THAT BOOK SCHOOL TOURS FOR YOU

Get started at **websites.gradelink.com**

Say hello
to your new school website

$600 LANDING PAGE	POPULAR $1,500 TEMPLATE	$3,000 REDESIGN
PRESET DESIGN	PRESET DESIGN	CUSTOM DESIGN
1 PAGE	15 PAGES	30 PAGES
CONTENT TRANSFER	CONTENT TRANSFER	CONTENT TRANSFER
TOUR BOOKING TOOL	TOUR BOOKING TOOL	TOUR BOOKING TOOL
LEAD CAPTURE FORM	LEAD CAPTURE FORM	LEAD CAPTURE FORM
MOBILE RESPONSIVE	MOBILE RESPONSIVE	MOBILE RESPONSIVE
GOOGLE ANALYTICS	GOOGLE ANALYTICS	GOOGLE ANALYTICS
$49/ month HOSTING/ SECURITY/ UPDATES	$49/ month HOSTING/ SECURITY/ UPDATES	$49/ month HOSTING/ SECURITY/ UPDATES

FULL CUSTOM WEBSITES 30+ PAGES STARTING AT

$6,000

SCHEDULE A DEMO AT WEBSITES.GRADELINK.COM

ENGAGE COMMUNITIES & GROW ADMISSIONS