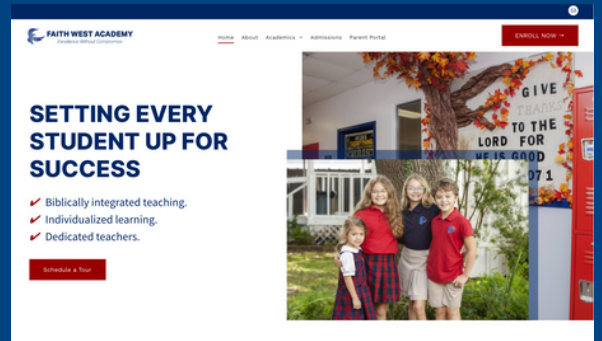


10 IMPORTANT THINGS

A CHRISTIAN SCHOOL NEEDS ON THEIR WEBSITE

01 A CLEAR TAGLINE

By scanning the tagline a parent should instantly be aware of the value of your school.



WHAT YOU OFFER

02

Tell parents the value and benefits of your school. Communicate how your school transforms lives.

03 CALL TO ACTION

What is the next step that parents should take on your website.

Enrol Now



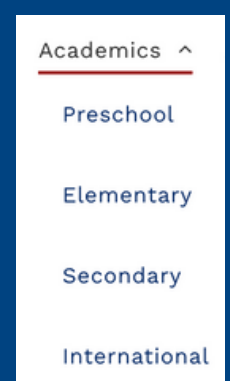
WHAT MAKES YOU UNIQUE

04

It is important that you describe to visitors how your school is different from others.

05 NAVIGATION MENU

It needs to be easy for parents to find important information on your school's website.



06 CONTACT INFORMATION



It is a good idea to have a phone number, email address, and contact form on your website so that visitors have a choice of how to contact you.



GREAT IMAGES

07

Add images that tell your school's story. High-quality images that relate to your school keep visitors interested.

08 QUALITY INFORMATION



Your website needs to be scannable and easy to read quickly.



AN ACCESSIBLE DESIGN

09

Websites in Ontario must meet the WCAG 2.0 guidelines

10 SOCIAL MEDIA LINKS



This helps parents stay connected with your school and increases brand awareness.