

AI-Ready Website Checklist for Christian Schools

Ensure Your Website Is Built for Visibility, Clarity, and Enrollment Growth in the AI Era

Clarity & Messaging

- ☐ Homepage clearly states who we are, what we offer, and why it matters — within 3 seconds
- ☐ The site passes the “3-second test”: Can parents immediately understand our value?
- ☐ We use StoryBrand principles to guide messaging (the parent is the hero, we are the guide)
- ☐ The call-to-action is clear, specific, and repeated throughout the site
- ☐ Our faith-based mission is communicated clearly — not buried in long paragraphs

SEO & Keyword Strategy

- ☐ Each page includes relevant primary keywords (e.g., “Christian school in [City]”)
- ☐ We use long-tail keywords that parents actually search (e.g., “best Christian school with discipleship program”)
- ☐ Pages are optimized for title tags, meta descriptions, headers (H1, H2), and alt text
- ☐ Content is localized to help families find us in their specific area
- ☐ We have a keyword strategy for both general and niche (low-competition) terms

AI Visibility & Structured Data

- ☐ Our website includes structured data (schema markup) for schools, location, programs, etc.
- ☐ Key pages are crawlable and indexable by Google and AI tools
- ☐ We’ve claimed and optimized our Google Business Profile
- ☐ Our content is written to be understood by AI and search engines, not just humans
- ☐ Our site appears (or can appear) in AI-powered search tools like ChatGPT, Gemini, and Perplexity

User Experience & Device Optimization

- ☐ Our site is fully mobile-responsive — adjusts seamlessly to phone and tablet screens
- ☐ We’ve tested the user journey on desktop, mobile, and tablet
- ☐ Pages load quickly (under 3 seconds) to reduce bounce rate
- ☐ Buttons, forms, and navigation are mobile-friendly and easy to interact with

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Analytics, Bounce Rate & Engagement

- ☐ We use Google Analytics or other tools to monitor traffic, bounce rate, and conversions
- ☐ Our average bounce rate is below 50% (or we have a plan to reduce it)
- ☐ We track where users are dropping off and have fixed weak pages
- ☐ We've set up conversion goals like form submissions, open house signups, or contact clicks

Modern Web Functionality

- ☐ Our navigation is simple and intuitive
- ☐ Every key program has its own dedicated page with SEO and parent-focused content
- ☐ We include visual storytelling (photos/videos that reflect our mission and culture)
- ☐ We have testimonials or parent/student stories featured on the site

BONUS: Must-Have Pages

- ☐ Homepage (StoryBranded and conversion-focused)
- ☐ About / Mission / Beliefs
- ☐ Admissions Process
- ☐ Tuition & Financial Aid
- ☐ Academic Programs
- ☐ Faith Formation / Discipleship
- ☐ Testimonials / Reviews
- ☐ Contact / Visit Us
- ☐ Blog or Resources (with keyword-rich content)

Want a professional audit done for you?

☒ Book your free AI Visibility Website Audit and review this checklist with expert guidance

<https://www.christianschoolmarketing.ca/contact#ScheduleMeeting>