



10

PRO SECRETS

For a Successful Private School Website

Running a school is a time consuming process, so creating a website that increases enrolment is a chore. To help you build a website that has all the things a Private School needs, we've put together this list.

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1: Call to Action

Often known as a CTA, the call to action is the method by which you ask your website visitors to get in touch or enroll now. This can be as simple as making the phone number really easy to see, or a call button on mobile. Either way, “asking” a visitor to get in touch is vital.



2: Mobile responsive

If your website does not adapt to the device it is being viewed on then it WILL lose traffic and visitors when they get there. All modern web platforms now allow for mobile specific viewing, but make sure they also allow for different screen sizes and tablets. Parents on the go need to be able to view your website on all their devices.



3: Make Updates

Being able to make simple updates in-house with a simple-to-use editor is a big time and money saver. Drag and drop editors now allow you to make changes to layout and images easily. As students graduate it is good to update photos on the website.



4: Lead magnet

A lead magnet is a download, usually a PDF, that delivers great value to the website visitor who is a potential future family at your school. Lead magnets must solve the problem the parent is looking to have solved and be quick and easy to digest.



5: SSL Certificate

This is a certificate that authenticates that the website is secure and a legitimate source of information. They are not expensive and should come as standard with any modern website. Parents need to be able to trust your school's website.

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6: Artificial Intelligence

Using AI on your website can track a number of points and trigger responses that will engage the visitor more. You can review these analytics and see how your website is attracting new families.



7: Google maps

Any map of your school's physical location is a benefit but using Google can help build trust of using a recognized brand and familiar format. Parents will also be able to find your school based on your location.



8: Social Media Links

Assuming you have at least one social platform that you commit to (highly recommended), linking them from your website and back the other way is a key ingredient to a modern school website. Parents want to be able to see what is going on at the school and they can do so through your social media channels.



9: Re-directs

This is key if you are migrating from your old website that has been live on the internet for a time. It is vital that any traffic that used to link to the old site is re-directed to the new site. Leaving this out can destroy any search ranking that your old website has achieved when your new one goes live. Also, communicate clearly to current parents that you are getting a newly branded website.



10: Effective text

Text, or the content of your website, should be written with parents in mind, not you! Use text that describes more of why and how you do things rather than just what will engage and convert more leads.

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