

10 PROVEN WEBSITE ELEMENTS TOP **PRIVATE SCHOOLS** USE TO TRIPLE THEIR LEADS



**DIGITAL
CONSULTANTS**
HELPING YOUR BUSINESS GROW ONLINE



PRIVATE SCHOOL MARKETING

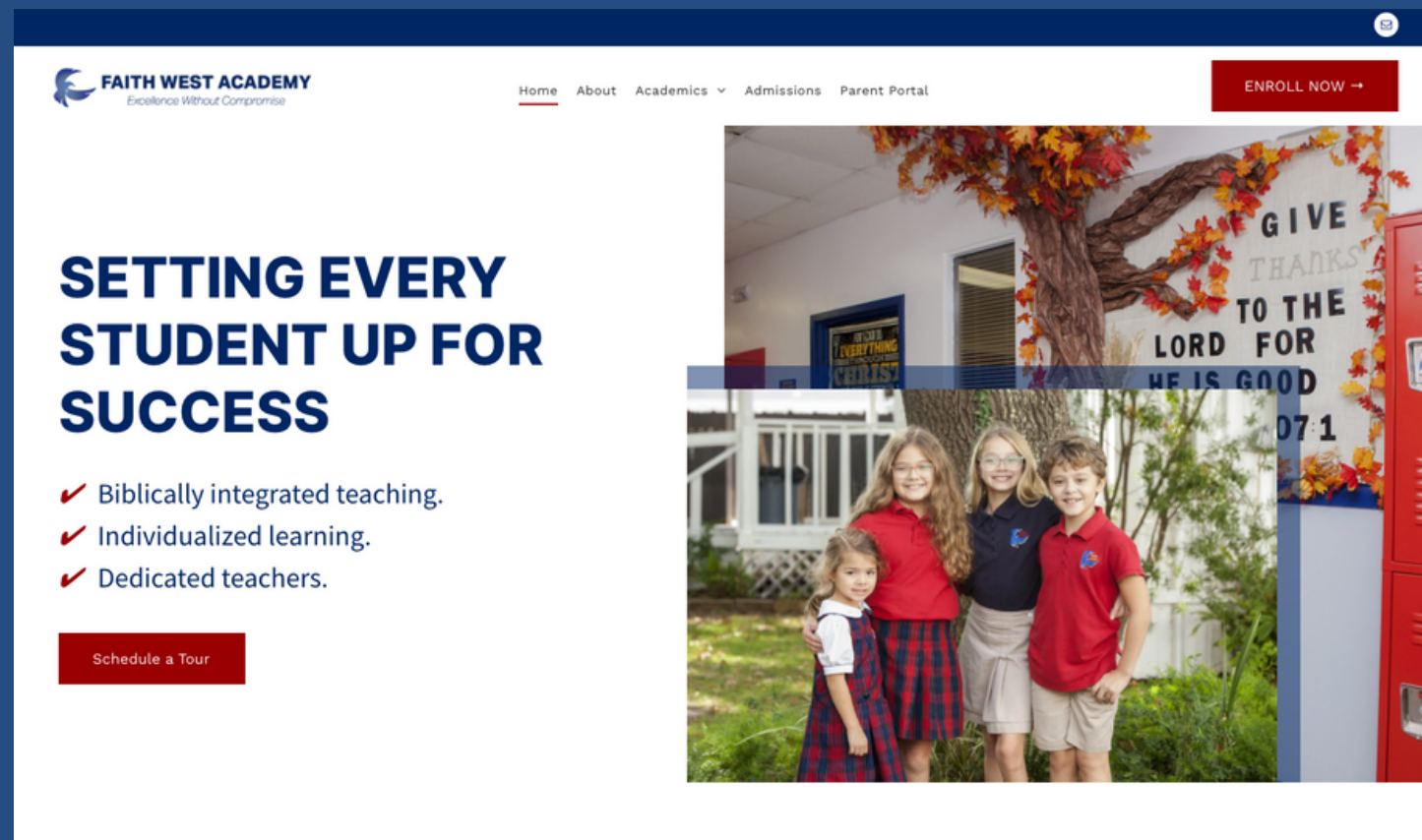


**10 things a Private school
needs on their website
to generate leads...**

Why is a website important for Private schools?

- Gives a good first impression
- Tells your school's story clearly and effectively
- Builds credibility and trust with parents





1. Clear Tagline

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

NOT Clear Tagline

- Welcome to St. John Private School
- Right school for your child
- Right school for your child
- Begin Your Journey with ABC
- Make the right choice with ABC
- Serving the Aurora community for 80 years

VS

Clear Tagline

- Empowering the Next Generation with a Strong Academic Foundation
- Guiding Your Child's Journey: From JK to High School with Private Values
- Building Bright Futures Grounded in Academic Truth
- Nurturing Hearts and Minds: An academic excellence from Elementary to High School

2. What Your School Offers

- Tell parents the value and benefits of your school
- Identify the problems parents face and how you solve those problems
- Communicate clearly how your school transforms lives

Enrol Now



3. Call to Action

- A call to action is what you want visitors to do on your website
- What is the next step that should parents should take on your website?

4. Who You Are? (What makes you unique?)

WHO WE ARE

Digital Consultants are passionate to helping businesses and non-profit organizations to market their product and services and attract the right client leads to you. We would like to partner with you to excel your business and sales growth. We are certified digital consultants who will go the distance to deliver value to your business.





Our Mission

We create professional online platforms by clarifying online messaging, educating, enhancing communication and providing helpful resources to help grow brand awareness and generate leads.



Our Vision

To see all businesses reach their fullest potential by establishing a strong digital marketing strategy that will grow their online presence.

Our Team



Jenani Paul
Owner
[in](#) [✉](#)



Reuben James Soriano
User Experience Designer
[in](#) [✉](#)



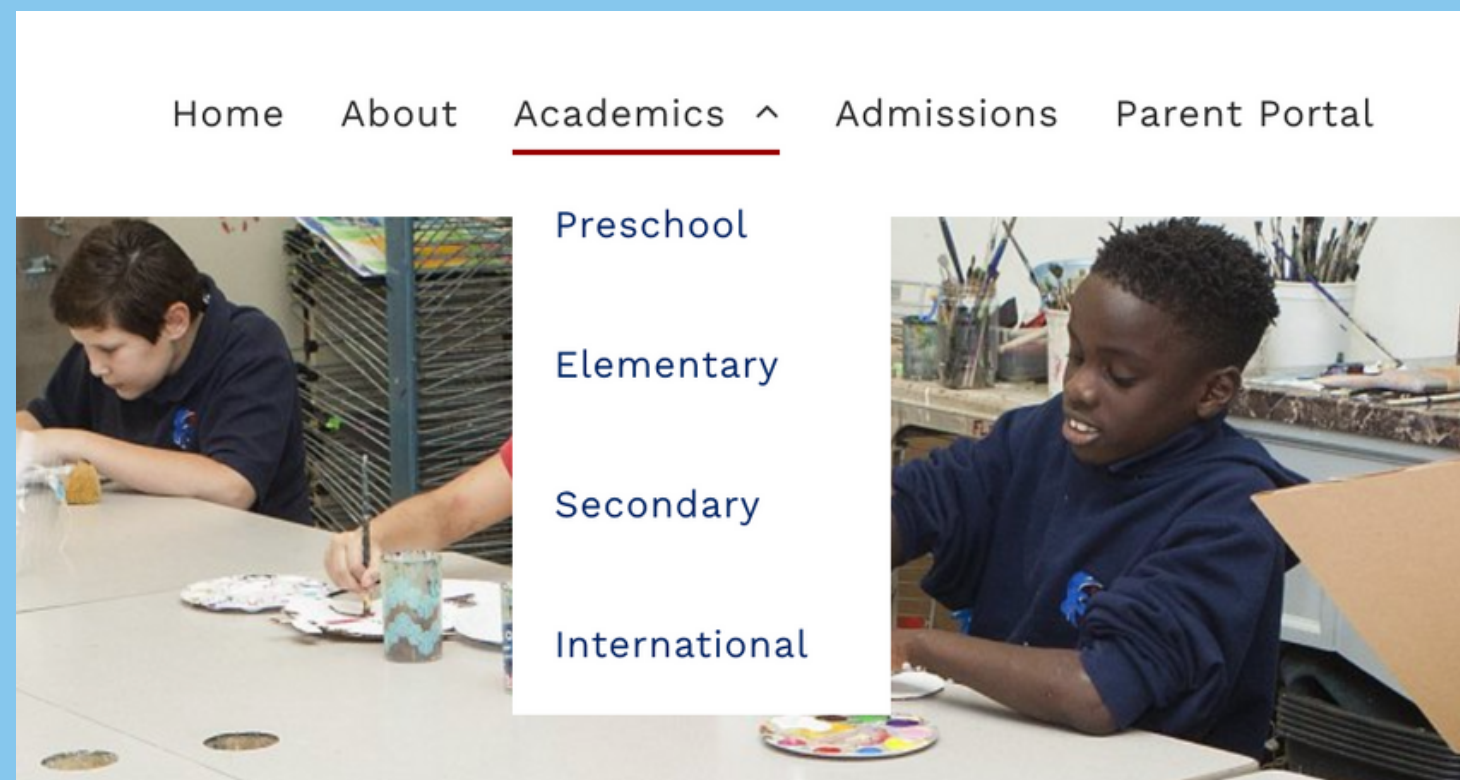
Christina Lucas
User Experience Designer
[in](#) [✉](#)



Elise VanderWindt
User Experience Designer
[in](#) [✉](#)

- It is important that you describe to visitors how your school is different from others
- How do you set yourself apart from other schools?

5. Navigation Menu



- It needs to be easy for parents to find important information on your school's website
- A poor navigation menu could cause parents to become frustrated and overwhelmed

6. Contact Information

Contact Us

NAME

PHONE NUMBER

EMAIL ADDRESS

MESSAGE

Send Message

 **LOCATION**
Stouffville, Ontario
L4A2C9

 **PHONE NUMBER**
416 885 2809

 **EMAIL**
info@digitalconsultants.ca

 **SOCIAL**
   

- 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
- Contact information should be easy to find!



7. Eye-Catching Images

- Images can often convey an idea faster than a paragraph of text
- High-quality images that relate to your school keeps visitors interested
- Add images that tell your school's story

Social media takes a lot of time and energy to make it effective



Reach new customers

Our dedicated team will conduct research to find where your customers are for a targeted approach to social media



Build Brand Awareness

Our intelligently designed posts will be scheduled frequently in order to optimize platform algorithm results



Track The Progress

Social media data will be analyzed on a weekly basis and sent monthly in order to continually improve and optimize posting success

8. Quality Information (not Quantity)

- Your website needs to be scannable and easy to read quickly
- Reducing unnecessary text is extremely important
- Language should be simple and easy to understand



This text is NOT accessible



This text is accessible

9. An Accessible Design

- You could have excellent content on your website, but if the content is not accessible, visitors will not have a good experience on your website
- Websites must meet the WCAG 2.0 guidelines



10. Social Media Links

- Helps parents stay connected with your school
- Increases brand awareness
- Makes it easy to access your social media

**What is
next?**

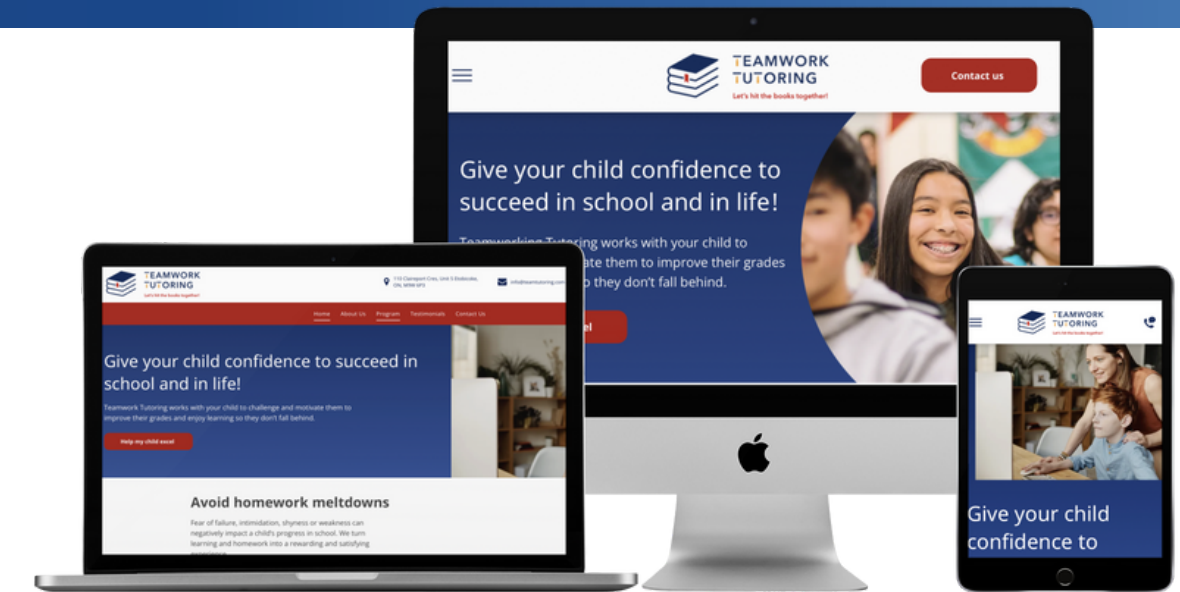


NEXT STEPS

1 Get a Website Review to Optimize User Journey Online for Your Private School

2 Get practical recommendation and easy to improve steps

3 See Your School Grow Online



Thank you!

Contact us if there are any questions.



Schedule Your FREE
Marketing Audit



Website

digitalconsultants.ca



Email

info@digitalconsultants.ca