

Google/SEO Checklist for Business Owners

A Practical Guide to Help More Customers Find You Online

A. Clarify Your Mission & Message

A clear and engaging message is the foundation of effective online visibility. Your website content should be **relevant, searchable, and mission-driven**—not just informative but inspiring. Ensure your website feels modern, is regularly updated, and features headlines that capture attention instantly. Content should be scannable, easy to read, and designed to guide visitors toward taking action.

“Write the vision and make it plain...” — *Habakkuk 2:2*

1. ☐ Define your school’s unique mission and calling.
2. ☐ Identify what sets you apart (faith integration, academics, community, etc.).
3. ☐ Make sure your website clearly communicates your “why,” not just your programs.
4. ☐ Include a Christ-centered value statement on your homepage and Google profile.

B. Strengthen Your Google Presence (First Impression Test)

5. ☐ Search “Christian school near me” — does your school appear?
6. ☐ Claim or create your Google Business Profile and verify ownership.
7. ☐ Confirm your address, phone number, and website are accurate.
8. ☐ Upload campus and community photos; include your mission in the description.
9. ☐ Encourage 10–20 recent parent reviews to build credibility.

C. Optimize Your Website (On-Page SEO)

10. ☐ Use local keywords like “Christian school in [City]” naturally across your site.

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- 11. ☐ Add unique page titles and meta descriptions with faith and location keywords.
- 12. ☐ Add clear calls-to-action (“Book a Tour,” “Apply Now,” “Request Info”).
- 13. ☐ Ensure your website loads quickly and is easy to navigate.
- 14. ☐ Test your site speed at [Google PageSpeed Insights](#).

D. Fix What’s Behind the Scenes (Technical SEO)

- 15. ☐ Submit your sitemap through Google Search Console.
- 16. ☐ Add alt text to all images describing what’s shown.
- 17. ☐ Confirm your site is mobile-friendly — most parents search on their phones.
- 18. ☐ Check for broken links or outdated content.
- 19. ☐ Install Google Analytics to track performance and user behavior.

E. Build Credibility Beyond Your Website (Off-Page SEO)

- 20. ☐ Ask local churches or partner organizations to link to your school website.
- 21. ☐ List your school in Christian and local education directories.
- 22. ☐ Publish shareable blogs or news stories about student success or community events.
- 23. ☐ Keep your social media active and aligned with your message.
- 24. ☐ Encourage parents and alumni to share their positive experiences online.

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F. Review, Measure, and Pray Over Progress

- 25. ☐ Track your Google ranking monthly for “Christian school near me.”
- 26. ☐ Review your website traffic analytics regularly.
- 27. ☐ Refresh your website content at least twice a year.
- 28. ☐ Celebrate every new inquiry — each represents a family seeking Christ-centered education.
- 29. ☐ Pray over every family that visits your site — you’re planting seeds of faith.

Next Step: Get Your Personalized Marketing Audit

Go deeper with a **GPS-style Marketing Audit Review** from the Digital Consultants team. You’ll receive:

- ✓ A full scan of your Google visibility and rankings
- ✓ Clear recommendations to strengthen performance
- ✓ A custom roadmap to reach more families online

 **Book your Marketing Audit Review today:**

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