Add a "call to action" to every page
Making it easy for interested parents to respond

> *"Never leave it up to the visitor to decide what to do first, or next. Given all the distractions on the web—and the other individuals and businesses competing for the attention of your audience— it's easy to lose them if you don't direct the show."*
>
> Sujan Patel
> *forbes.com*

From last week: The goal for your website is to get parents to visit your school and meet you.

For this week: Place a "call to action" on every page of your website--that invites people to visit your school.

What words should I use?

For specific words to use, read "Add a call to action to your website" under the January tab in this binder.

Where should I put it?

On every single page--you can't guess what information will inspire a parent to take action.

In the same relative location on every page--for example, Foothills has call to action buttons (for the preschool and elementary) on every page above the right-hand column with testimonials from happy parent.
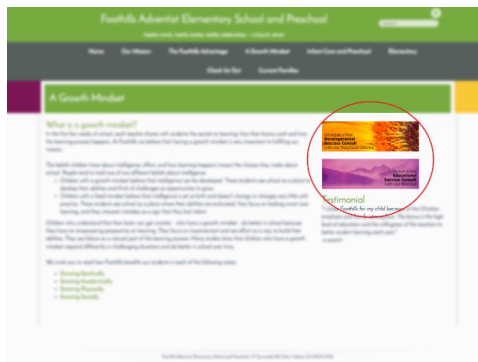
The one possible exception to this would be the home page, if the design for that page is substantially different.

What should it look like?

The point of a "call to action" is to catch people's attention and encourage them to take action. Give it a color that coordinates with the website's color scheme but stands out.

What if there is no reasonable way to get this done?

At the very least, make sure your school's name and phone number are listed at the bottom of each and every page. If you have an Adventist School Connect website, this should be built into the theme (ie. template). Then call or email me.

Delegating:
    All of this can be delegated.
Binder tab: June
School size: All
Marketing process step:
    1) Who are we?
    2) What do families want?
    3) What needs to change?
    <u>4) How do we tell our community?</u>
    5) How do we track results?