

## Check your website for three critical items

Ensuring your Adwords investment will be worth it

***“Is your website ready to deliver results?”***

Google  
Adwords Help

Because Adwords encourages people to go to your school's website, it is vital your site encourages people's interest and makes it easy to take the next step.

Google thinks this is so important their help site for Adwords includes an overview of what makes an effective website *before* addressing how to use Adwords.

They list eight points for evaluating a website (all of it is wonderful information). We will focus on the three most critical items--before you spend money on online advertising.

### **Is there a clear call-to-action on your website?**

A school's call-to-action needs to get parents on campus to meet you. And it needs to appear on every page. If you can't make that happen before January--it must appear on the home page.

For specific words and details see "Add this call-to-action to your website" (under January at [ncceducation.org/marketingcorner](http://ncceducation.org/marketingcorner))

### **Is it easy to locate your business' contact information on your website?**

Ideally, at least your phone number should be in the header at the top of your home page and subpages. But a clear "Contact Us" tab will work.

### **Does your website clearly list the benefits your customer will get if they use your service?**

As a Christian school you need to focus on the spiritual and academic results of your school and how those benefit students and parents. For good examples of this on a home page see:

- Chico Oaks Adventist School ([chicooaks.org](http://chicooaks.org))
- Redding Adventist Academy ([reddingacademy.org](http://reddingacademy.org))
- Sacramento Adventist Academy ([sacaa.org](http://sacaa.org))

**Delegating:**

All of this can be delegated to whoever maintains your website.

**Binder tab:** December

**School size:** All

**Marketing process step:**

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?