

Update your website for accuracy

Improving search engine rankings for your website and keeping visitors happy

"...if your site is up-to-date, you will be communicating that your company is able to stay on top of things and communicate well, someone whom your prospect can trust."

"Search engines love fresh content. The more often you update your website, the more often the search engines will visit your site and boost your rankings."

Katalyst Creative Group

It is almost guaranteed that potential parents have looked up your school online. So, even if your website's structure, design and/or content is less than ideal--it must be accurate and up to date.

Read every word for accuracy.

You are looking for two aspects of accuracy.

First, is the information up to date? Watch for these common trouble areas.

- Teacher lists, classroom assignments, contact information
- All calendar dates
- School handbook information
- Deadlines for applying, registering, applying for financial aid

Second, is your grammar and spelling perfect? Remember, you are asking parents to trust you with educating their child on exactly those skills--you must demonstrate your school has mastered those skills.

Keep a list of areas in which information changes

As you read through create a list of locations with information that need to be updated annually and monthly. It will simplify this job for throughout next school year and for next summer. (And it wouldn't hurt to add a reminder to your calendar for monthly checks for updating your site throughout the year.)

Delegating:

All or part of this job can be delegated to another staff member or a volunteer with knowledge of how your website is edited. If you don't have someone who can do the editing, you could still delegate reading through and noting where changes need to be made. In fact, if you created the website, asking someone else to proofread is preferable.

Binder tab: June

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?