

How A Website Can Make or Break Your School Workshop

IMPORTANT WEBSITE STATS AND WHAT IT MEANS FOR YOUR SCHOOL:

STATS:

- Google processes over 8.5 billion searches per day
- 57% of internet users say that they won't recommend your business to someone else if your small business website isn't designed to be view on mobile
- 38% of people will leave a website if the content and design is not visually appealing
- 75% of users admit that they judge a business' credibility based on how the website looks and operates

WHAT IT MEANS FOR YOUR SCHOOL:

1. Having no website means that people can't find you online

A page on your church's website is NOT enough.

2. If your website isn't ready to be functional on a mobile device, people are likely to leave

If your website isn't built with mobile devices in mind, it can be frustrating to potential parents.

3. If your website looks outdated, parents may think that your methods are outdated

If your website looks 10-20 years old, people may wonder if your school still exists. If your website looks outdated, parents may think that your methods are outdated. If your website looks old and slow, parents will not want to trust you with their money.

4. Having not enough information means that people will select a different school than yours

Parents want to know the ROI on sending their kids to your school.

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THE TYPES OF VISITORS THAT COME TO YOUR WEBSITE AND WHAT THEY NEED FROM YOU:

THERE ARE MANY DIFFERENT GROUPINGS THAT WE CAN CREATE, BUT HERE ARE THE TWO THAT WE ARE TALKING ABOUT TODAY:

1. Parents who are coming to the website who know nothing about your school and need to be sold on Christian education
2. Parents who are coming to your website who knows that they want their kids in a Christian school but they want to see if you pass their tests
3. Parents who are coming to your website who are friends with a currently enrolled family and need to get some basic information to get started

Every parent has a list of needs to have, wants to have, nice to have, and your job as a school is to figure out how to speak into each list using your website.

Parents have so many questions, and if your website fails to not just answer the questions but answer those questions WELL, they may not trust you with their student and their money.

WHAT CAN YOU DO NOW TO HELP YOUR WEBSITE DO ITS JOB?

1. Set up a Google Business Profile and a BING business profile.
2. Start collecting online reviews from your parents, students, and alumni. Starting with Google and then Facebook.
3. Get pictures on your website
4. Make sure you focus on the parent that needs to be convinced and convince them with stats and information
5. Figure out what you want parents to do to take a next step and put it all over your website.