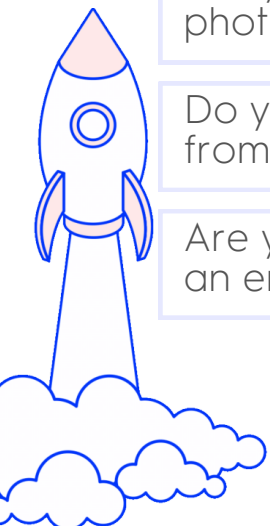


# Is your School online ready?



Questions	Yes	No
Do you have a favicon for your school?	<input type="checkbox"/>	<input type="checkbox"/>
Do you own a domain name that matches your brand name?	<input type="checkbox"/>	<input type="checkbox"/>
Is your website designed for mobile-first?	<input type="checkbox"/>	<input type="checkbox"/>
Does your website include a Homepage?	<input type="checkbox"/>	<input type="checkbox"/>
Does your website include an About Page?	<input type="checkbox"/>	<input type="checkbox"/>
Does your website include a Faculty & Staff Page?	<input type="checkbox"/>	<input type="checkbox"/>
Does your website include an Admissions Page?	<input type="checkbox"/>	<input type="checkbox"/>
Does your website include an Academics Page?	<input type="checkbox"/>	<input type="checkbox"/>
Does your website include a Contact Page?	<input type="checkbox"/>	<input type="checkbox"/>
Are you answering the appropriate questions for visitors on each page?	<input type="checkbox"/>	<input type="checkbox"/>
Are you using the appropriate imagery and photography throughout your site?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a way to capture email addresses from your website?	<input type="checkbox"/>	<input type="checkbox"/>
Are you offering something of value in exchange for an email address?	<input type="checkbox"/>	<input type="checkbox"/>



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Questions	Yes	No
Have you ever run an SEO audit on your website?	<input type="checkbox"/>	<input type="checkbox"/>
Are you using an email marketing tool to stay in touch with customers and prospects?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a series of automated emails ready to go out to new subscribers?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a written plan to send an email at least once a month?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have any ideas for other emails you may want to automate?	<input type="checkbox"/>	<input type="checkbox"/>
Are you using social media channels for your institution?	<input type="checkbox"/>	<input type="checkbox"/>
Have you reserved your school name on the major social channels?	<input type="checkbox"/>	<input type="checkbox"/>
Have you chosen one channel as your primary area of focus?	<input type="checkbox"/>	<input type="checkbox"/>
Are you engaging with people trying to interact with your school on this channel?	<input type="checkbox"/>	<input type="checkbox"/>
Have you set business goals for your social activity across this channel?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a written social plan to achieve those goals?	<input type="checkbox"/>	<input type="checkbox"/>
Have you identified the listings and review sites that are important for your school?	<input type="checkbox"/>	<input type="checkbox"/>
Have you claimed your school on listings and sites including "GoogleMyBusiness"?	<input type="checkbox"/>	<input type="checkbox"/>
Have you confirmed the information is accurate on these sites?	<input type="checkbox"/>	<input type="checkbox"/>
Are you engaging with people on these platforms?	<input type="checkbox"/>	<input type="checkbox"/>

Questions	Yes	No
Do you have a way to easily create content on your website, such as a blog?		
Do you have a content plan that answers your audience pain points?		
Have you made a list of commonly asked questions from your prospects?		
Do you have a written plan to publish answers to those questions on a consistent basis?		
Have you established an SEO strategy for your content?		
Are you currently doing any paid advertising?		
Have you set aside a small budget to test your paid advertising efforts?		
Do you have a written plan for paid advertising efforts?		
Do you have a key metric that's important for your institution?		
Are more people visiting your website than during the previous period?		
Are more people joining your email list than during the previous period?		
Are more people contacting you than during the previous period?		
Are more people enrolling than during the previous period?		



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