☑️ **SCHOOL WEBSITE SUMMER CHECKLIST  
*- 39 ESSENTIAL UPDATES -***

**Tips for using this checklist:**

1. **Read through this list with your team first**, adding items that are relevant to your school and deleting items that are not.
2. **Part 1: Content Review** - Ask for feedback from various staff members on parts of the site relevant to their respective positions (feedback on the Athletics page from the Athletic Director, etc.). Assign a due date for feedback and follow up in a timely manner.
3. **Part 2: Technical Updates** – Assign tasks to members of your IT team, marketing team, webmaster, etc. Request outside help as needed.
4. **Part 3: Strategy, Planning For Next Year, & Other Items** – Assign tasks to team members. The more planning you can do for next year, the better!

**Timeline:**

* **Complete all updates by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** *Suggested time frame: at least two weeks before the new school year begins*
* **Receive all requested feedback by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** *Suggested time frame: at least four weeks before the new school year begins*

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| **PART 1: CONTENT REVIEW** | | |
| **Page/Section to Review:** | | **Feedback Requested from:** |
|  | * **About** Check various “About” pages for needed updates. |  |
|  | * **Academics & Curriculum** Update academic policies, curriculum details, and classes and electives offered. |  |
|  | * **Admissions & Tuition** Verify that the application process is clear and tuition numbers are up to date. |  |
|  | * **Alumni Information** Contact new alumni or make a schedule for future contacts; update page as needed. |  |
|  | * **Athletics** Update teams, statistics, policies, handbook, etc. |  |
|  | * **Back-to-School Info** Post relevant details, including school supply lists. |  |
|  | * **Calendar & Dates for Special Events** Update 2023-24 school year calendar; add campus tour and open house dates for the new year. |  |
|  | * **College & Career Counseling** Verify all information is up to date, including statistics or details about the most recent graduating class. |  |
|  | * **Contact Information** Verify that all phone numbers and email addresses are correct; post summer hours. |  |
|  | * **Faculty & Staff** Add new employees, remove old ones, update teaching positions and bios. |  |
|  | * **Fine Arts, Clubs, Extracurriculars** Review and update for the new school year. |  |
|  | * **Frequently Asked Questions** Review and update; brainstorm ideas for new questions and answers, especially with anyone who has extensive contact with current or prospective families. |  |
|  | * **Giving, Support, & Volunteer Info** Add updates on outcomes from last year’s giving; verify online giving process is easy to use and working correctly. Update opportunities to volunteer. |  |
|  | * **Health Information** Update forms, links, policies. |  |
|  | * **Homepage** Update photos, videos, and statistics; reassess the key items to prioritize on this page; verify that the call to action is clear; add or update a lead generator. |  |
|  | * **News, Events, & Announcements** Archive or delete items from last year; prep site for this year’s new items. |  |
|  | * **Parent Resources**  Check links and info; add new resources as needed. |  |
|  | * **Photos & Videos** Select new images/videos to post throughout the site. |  |
|  | * **Policies & Handbooks** Update policies and upload new handbooks; verify guidelines on dress code are up to date. |  |
|  | * **Testimonials** Reach out to parents, students, and alumni to acquire new testimonials; add to homepage or other relevant pages. |  |
|  | * **Welcome Message** Update written or video message from the head of school. |  |
| **PART 2: TECHNICAL UPDATES** | | |
| **Item to Review/Update:** | | **Task Assigned to:** |
|  | * **Analytics and Traffic** Review analytics for insights into popular pages on the site and insights into frequent search terms. |  |
|  | * **Backup and Security** Verify that effective backup and anti-hacking systems are in place. Test site’s SSL Certificate to verify it is functional. |  |
|  | * **Content Management System (CMS)** Discuss whether the current CMS (WordPress, Wix, Squarespace, etc.) is easy to use and navigate for the people assigned to perform website updates; if not, consider transferring to a new platform. Perform necessary updates (PHP, WordPress plugins, etc.). |  |
|  | * **Design Refresh** If the site looks out of date or has not been given a fresh design recently, consider overhauling it for a new look. |  |
|  | * **Forms** Test forms to make sure they work correctly; update as needed. |  |
|  | * **Links** Identify broken links and fix or remove. |  |
|  | * **Responsiveness** Verify that all pages display correctly on desktops/laptops, tablets, and smartphones. |  |
|  | * **Navigation** Review the navigation menu. Are links easy to find? Are submenus organized in an intuitive manner? Reorganize as needed. |  |
|  | * **Old Pages** Remove pages with outdated information; verify that they are no longer accessible through search engines. |  |
|  | * **Search Engine Optimization (SEO)** Optimize for better search results. |  |
|  | * **Speed** Test loading speed and optimize as needed. Compress images, use caching techniques, etc. |  |
|  | * **User Experience** Identify places where the site is confusing or difficult to navigate and fix as needed; consider getting feedback from teachers, parents, and people unfamiliar with the site. |  |

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| **PART 3: STRATEGY, PLANNING FOR NEXT YEAR, & OTHER ITEMS** | | |
| **Item to Take Action on:** | | **Task Assigned to:** |
|  | * **Blog / Podcast** Brainstorm topics and create schedule for the coming year; reach out to contributors and discuss schedule. |  |
|  | * **Call to Action** The website should provide a clear call to action. Examples: “Schedule a Tour,” “Apply Now,” etc.; place a link in the header and footer of each page and potentially in other areas. |  |
|  | * **Lead Generator** The website should have an effective method for gathering contact information for prospective families. Create or update. Clarify strategy on how this information is systematically reviewed and acted upon. |  |
|  | * **Photo and Video Updates** Make plans for photo and video shoots and updates for the coming year. |  |
|  | * **Social Media** Make needed changes to Facebook, Instagram, Twitter, YouTube, Vimeo, etc.; create plan and schedule for the coming year. |  |
|  | * **\*Parent-Student-Staff Databases** Review Student Information System (SIS) databases (e.g. Veracross or RenWeb) that include informational pages that may require updates. |  |