☑️ **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.
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|  | * **Academics & Curriculum**Update academic policies, curriculum details, and classes and electives offered.
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|  | * **Admissions & Tuition**Verify that the application process is clear and tuition numbers are up to date.
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|  | * **Alumni Information**Contact new alumni or make a schedule for future contacts; update page as needed.
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|  | * **Athletics**Update teams, statistics, policies, handbook, etc.
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|  | * **Back-to-School Info**Post relevant details, including school supply lists.
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|  | * **Calendar & Dates for Special Events**Update 2023-24 school year calendar; add campus tour and open house dates for the new year.
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|  | * **College & Career Counseling**Verify all information is up to date, including statistics or details about the most recent graduating class.
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|  | * **Contact Information**Verify that all phone numbers and email addresses are correct; post summer hours.
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|  | * **Faculty & Staff**Add new employees, remove old ones, update teaching positions and bios.
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|  | * **Fine Arts, Clubs, Extracurriculars**Review and update for the new school year.
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|  | * **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.
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|  | * **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.
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|  | * **Health Information**Update forms, links, policies.
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|  | * **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.
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|  | * **News, Events, & Announcements**Archive or delete items from last year; prep site for this year’s new items.
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|  | * **Parent Resources** Check links and info; add new resources as needed.
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|  | * **Photos & Videos**Select new images/videos to post throughout the site.
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|  | * **Policies & Handbooks**Update policies and upload new handbooks; verify guidelines on dress code are up to date.
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|  | * **Testimonials**Reach out to parents, students, and alumni to acquire new testimonials; add to homepage or other relevant pages.
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|  | * **Welcome Message** Update written or video message from the head of school.
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| **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.
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|  | * **Backup and Security**Verify that effective backup and anti-hacking systems are in place. Test site’s SSL Certificate to verify it is functional.
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|  | * **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.).
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|  | * **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.
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|  | * **Forms**Test forms to make sure they work correctly; update as needed.
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|  | * **Links**Identify broken links and fix or remove.
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|  | * **Responsiveness**Verify that all pages display correctly on desktops/laptops, tablets, and smartphones.
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|  | * **Navigation**Review the navigation menu. Are links easy to find? Are submenus organized in an intuitive manner? Reorganize as needed.
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|  | * **Old Pages**Remove pages with outdated information; verify that they are no longer accessible through search engines.
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|  | * **Search Engine Optimization (SEO)**Optimize for better search results.
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|  | * **Speed**Test loading speed and optimize as needed. Compress images, use caching techniques, etc.
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|  | * **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.
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|  | * **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.
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|  | * **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.
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|  | * **Photo and Video Updates**Make plans for photo and video shoots and updates for the coming year.
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|  | * **Social Media**Make needed changes to Facebook, Instagram, Twitter, YouTube, Vimeo, etc.; create plan and schedule for the coming year.
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|  | * **\*Parent-Student-Staff Databases**Review Student Information System (SIS) databases (e.g. Veracross or RenWeb) that include informational pages that may require updates.
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