

# ☑ 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*

PART 1: CONTENT REVIEW		
Page/Section to Review:		Feedback Requested from:
1.	<input type="checkbox"/> <b>About</b> Check various "About" pages for needed updates.	
2.	<input type="checkbox"/> <b>Academics &amp; Curriculum</b> Update academic policies, curriculum details, and classes and electives offered.	
3.	<input type="checkbox"/> <b>Admissions &amp; Tuition</b> Verify that the application process is clear and tuition numbers are up to date.	
4.	<input type="checkbox"/> <b>Alumni Information</b> Contact new alumni or make a schedule for future contacts; update page as needed.	
5.	<input type="checkbox"/> <b>Athletics</b> Update teams, statistics, policies, handbook, etc.	
6.	<input type="checkbox"/> <b>Back-to-School Info</b> Post relevant details, including school supply lists.	

7.	<input type="checkbox"/> <b>Calendar &amp; Dates for Special Events</b> Update 2023-24 school year calendar; add campus tour and open house dates for the new year.	
8.	<input type="checkbox"/> <b>College &amp; Career Counseling</b> Verify all information is up to date, including statistics or details about the most recent graduating class.	
9.	<input type="checkbox"/> <b>Contact Information</b> Verify that all phone numbers and email addresses are correct; post summer hours.	
10.	<input type="checkbox"/> <b>Faculty &amp; Staff</b> Add new employees, remove old ones, update teaching positions and bios.	
11.	<input type="checkbox"/> <b>Fine Arts, Clubs, Extracurriculars</b> Review and update for the new school year.	
12.	<input type="checkbox"/> <b>Frequently Asked Questions</b> Review and update; brainstorm ideas for new questions and answers, especially with anyone who has extensive contact with current or prospective families.	
13.	<input type="checkbox"/> <b>Giving, Support, &amp; Volunteer Info</b> Add updates on outcomes from last year's giving; verify online giving process is easy to use and working correctly. Update opportunities to volunteer.	
14.	<input type="checkbox"/> <b>Health Information</b> Update forms, links, policies.	
15.	<input type="checkbox"/> <b>Homepage</b> 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.	
16.	<input type="checkbox"/> <b>News, Events, &amp; Announcements</b> Archive or delete items from last year; prep site for this year's new items.	
17.	<input type="checkbox"/> <b>Parent Resources</b> Check links and info; add new resources as needed.	
18.	<input type="checkbox"/> <b>Photos &amp; Videos</b> Select new images/videos to post throughout the site.	
19.	<input type="checkbox"/> <b>Policies &amp; Handbooks</b> Update policies and upload new handbooks; verify guidelines on dress code are up to date.	
20.	<input type="checkbox"/> <b>Testimonials</b> Reach out to parents, students, and alumni to acquire new testimonials; add to homepage or other relevant pages.	
21.	<input type="checkbox"/> <b>Welcome Message</b> Update written or video message from the head of school.	

*Checklist courtesy of Paideia Graphic Design. Visit [PaideiaGraphics.com](http://PaideiaGraphics.com) to read our "Weekly Insights for Schools" blog and to explore our print and web design services.*

## PART 2: TECHNICAL UPDATES

Item to Review/Update:	Task Assigned to:
22. <input type="checkbox"/> <b>Analytics and Traffic</b> Review analytics for insights into popular pages on the site and insights into frequent search terms.	
23. <input type="checkbox"/> <b>Backup and Security</b> Verify that effective backup and anti-hacking systems are in place. Test site's SSL Certificate to verify it is functional.	
24. <input type="checkbox"/> <b>Content Management System (CMS)</b> 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.).	
25. <input type="checkbox"/> <b>Design Refresh</b> If the site looks out of date or has not been given a fresh design recently, consider overhauling it for a new look.	
26. <input type="checkbox"/> <b>Forms</b> Test forms to make sure they work correctly; update as needed.	
27. <input type="checkbox"/> <b>Links</b> Identify broken links and fix or remove.	
28. <input type="checkbox"/> <b>Responsiveness</b> Verify that all pages display correctly on desktops/laptops, tablets, and smartphones.	
29. <input type="checkbox"/> <b>Navigation</b> Review the navigation menu. Are links easy to find? Are submenus organized in an intuitive manner? Reorganize as needed.	
30. <input type="checkbox"/> <b>Old Pages</b> Remove pages with outdated information; verify that they are no longer accessible through search engines.	
31. <input type="checkbox"/> <b>Search Engine Optimization (SEO)</b> Optimize for better search results.	
32. <input type="checkbox"/> <b>Speed</b> Test loading speed and optimize as needed. Compress images, use caching techniques, etc.	
33. <input type="checkbox"/> <b>User Experience</b> 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.	

**PART 3: STRATEGY, PLANNING FOR NEXT YEAR, & OTHER ITEMS**

Item to Take Action on:	Task Assigned to:
34. <input type="checkbox"/> <b>Blog / Podcast</b> Brainstorm topics and create schedule for the coming year; reach out to contributors and discuss schedule.	
35. <input type="checkbox"/> <b>Call to Action</b> 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.	
36. <input type="checkbox"/> <b>Lead Generator</b> 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.	
37. <input type="checkbox"/> <b>Photo and Video Updates</b> Make plans for photo and video shoots and updates for the coming year.	
38. <input type="checkbox"/> <b>Social Media</b> Make needed changes to Facebook, Instagram, Twitter, YouTube, Vimeo, etc.; create plan and schedule for the coming year.	
39. <input type="checkbox"/> <b>*Parent-Student-Staff Databases</b> Review Student Information System (SIS) databases (e.g. Veracross or RenWeb) that include informational pages that may require updates.	