

GET YOUR SCHOOL WEBSITE READY FOR SUMMER!

1. BACK TO SCHOOL INFO

Start a "Back to School" section of your website with everything a parent needs to know before the first day of school in the fall: important dates (office opening, first day of class), supply lists, course outlines, registration and busing forms, and Frequently Asked Questions.

2. SCHOOL CLOSURE DATES

Publish your school office closure dates on your homepage and in your responsive online calendar. If there's an alternate number parents can call during the summer make sure to list it prominently.

3. REGISTRATION

Make the registration process as simple as possible for parents. Include online or downloadable registration forms, school boundary maps, and infographics outlining the step-by-step registration process. Help parents see your school as the right place for their children by adding high-quality images of students engaged in learning.

4. USE YOUR HOMEPAGE

Your homepage is a place to put timely news and announcements, but you shouldn't put more than one or two short paragraphs on the homepage! Use this space to announce important dates or link to Back to School information. Add brief points that link to more info on other pages. Don't clutter your homepage with a welcome message, school introduction, or outdated content.

5. FALL CALENDAR DATES

Start filling in your fall calendar now, even if you don't know every important September date at this point. Use a responsive online calendar so visitors can check dates on their phones over the summer.

6. EXAM SCHEDULE

Publish your year-end exam schedule in a responsive calendar on your website. Remember, most high school students will look up their exam schedules on a mobile device. They don't want to see a PDF or a non-responsive Google calendar!

7. SUMMER SCHOOL INFO

If your school offers summer school programming, think of all the questions a student might need answered before signing up. Why go to summer school? What are the requirements? What courses are offered, and when? How do I register? It shouldn't require a call to your school office to answer these questions!

8. DATE-SCHEDULE WEB PAGES AND SOCIAL MEDIA POSTS

A good school Content Management System lets you date-schedule web pages and blog posts so that website content gets published at the right time, even while you're on holiday! You can also schedule social media posts throughout the summer to entice people back to your website.

9. CLEAN UP OLD CONTENT

Go through your website page by page and remove out-of-date articles, newsletters, announcements, forms, and photo galleries of students who graduated 3 years ago! A good Content Management System lets you remove old content with one click, not many. Make sure your online contact forms connect to current staff members and email addresses. Don't worry about deleting old blog posts, they are date-stamped and visitors understand they aren't current.