



School Website Management Checklist

www.mararoberts.com.au

Site Structure

- Redirect parents to a separate website or sub-domain and exclude these website visitor numbers from your marketing reporting
- Target your content towards prospective enrolments - include enrolment information close to the home page

Conversion

- Set up 'goals' in Google Analytics and report on how many goals were triggered each month
- Measure all the enrolment actions taken including:
 - Open Event registrations
 - Tour bookings
 - Prospectus downloads
 - Calls to the enrolments team
- Check how many people visit enrolment related pages and work out the conversion rate
- Work to continuously improve the conversion rate

Mobile Performance

- Know how many website visitors used a mobile phone each month
- Check key pages for mobile friendliness
- Know how many conversions you got on mobile versus desktop to know if your opt-ins are mobile friendly

Key Metrics

- The number of unique visitors you get each month
- The pages that are generating the most traffic - landing page in Google Analytics
- The most popular pages. Move the content to be front and centre.