



BOX CLEVER
EDUCATION

14 WAYS TO ENGAGE YOUR SCHOOL DISTRICT WEBSITE AUDIENCE

1. SHOW OFF YOUR PROGRAMS

Programs are one of the most important factors for parents deciding where their children will go to school. Don't just list your programs, show them off with high quality, candid images of students engaged in their learning.

3. MAKE INFORMATION EASY TO FIND

Visitors should have no trouble finding important details about your district's schools, like location, contact details, grade info, supply lists, and course offerings. Always keep school information up-to-date!

5. NEWS BLOGS

Post your district news to a blog and display the most recent posts on your homepage. Make it fun and post often! Show that your division is an exciting place to learn. Share posts on Social Media.

7. MODERN BRANDING

You want your district to be seen as forward-thinking and innovative, but outdated logos, colours and other brand elements can give the wrong impression. Consider updating your branding and display it proudly on your websites!

9. MAKE IT RESPONSIVE

Up to 75% of your website visitors are using mobile devices. Every part of your website must be responsive, so it is just as beautiful and functional on a phone as it is on a desktop.

11. CHOOSE THE RIGHT CMS

A good Content Management System lets non-technical users add content to your website easily. Choose a CMS with easy-to-use features designed for schools and school divisions.

13. CAREER LISTING

You need to attract the best staff. Put a colourful, attractive Careers portal right on your district homepage, and list job postings on your website in real time. Use powerful, high quality images of teachers interacting with students.

2. SCHOOL WEBSITE HOMEPAGES

Most visitors to school websites are current parents and students. Don't fill your school homepage with what they already know, like an introduction to your school. Use your homepage for timely, important content and news.

4. CALENDARS

Calendars are the most-searched items on school websites. Keep calendars up to date, and list upcoming events on your homepage. Make sure calendars and bell schedule tables are responsive for mobile visitors.

6. STAFF QUICKLINKS

Your staff is an internal audience. Make a Quicklinks list of staff services, and keep other staff content in a vaulted or password-protected area of your site. Keep your staff area hidden from your website menu (and Google).

8. TEACHER PAGES

School websites should include pages where teachers can maintain class calendars, blogs and downloadable assignments. This is proven to reduce time spent answering phone and email messages. Give parents and students a tool to communicate with teachers through the school website!

10. PHOTO GALLERIES

Upload photos from school events. Parents love to look for photos of their children enjoying school activities, and students love to see themselves and their friends on the website.

12. USE VIDEO

Video brings personality to your site and is proven to keep visitors on the page longer. 90% of Canadian internet users have watched at least one video online in the last month!

14. SCHOOL WEBSITE STANDARDS

Set branding, design, and sitemap standards for your district's school websites. Parents will have children attending more than one school and will appreciate a consistent look and functionality on all of your district's websites.

**DO YOU HAVE ANY
QUESTIONS?
LET US KNOW IF
WE CAN HELP!**

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