

TACTICS

ENHANCING YOUR
ONLINE PRESENCE

Digital Marketing

- ❑ PRIMARY GOAL: **Generate leads** - get them in the building.
 - Call-to-Action: “**Call or Visit**” not “Email Us”
 - Use Information as a **hook**.

Digital Marketing

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 - Use Information as a **hook**.
- ❑ SECONDARY GOAL: Pre-sell the undecided.
 - Make a **case** for Christian education.

Digital Marketing

- TIP #1: Don't give them a reason to **say no**.

Digital Marketing

- ❑ TIP #1: Don't give them a reason to **say no**.
- ❑ TIP #2: Don't give them a reason to **stay home**.

Digital Marketing

- ❑ TIP #1: Don't give them a reason to **say no**.
- ❑ TIP #2: Don't give them a reason to **stay home**.
- ❑ STRATEGY: Use two different PLATFORMS:
 - Prospective Families - **generating leads**
 - Current Families - **customer service**

Tuition on the Website?

“Since our attendance at the January Marketing Boot Camp, we have seen results that are directly related and quantifiable. Before we even left the boot camp, we were already making changes and updates to our website.

The **single biggest decision was to remove the tuition schedule** and force people to contact us for that information. Just last week our digital marketing team reported a noticeable uptick in all of our analytics. Our 'click-through-rate' (CTR) is above an astounding 13%, where normally a good average would be between 1.8 and 2.5!

While we were already seeing numbers we had not seen in years within every category (Inquiries, Tours, Applications, Acceptance and Enrollment), **there has been an additional increase of almost 16% since removing the tuition schedule.**”

Digital Marketing

- ❑ EMAIL MARKETING - Create a **drip campaign**.

Information Request

Please enter your e-mail address below.

* Email Address


* First Name

* Last Name

* Phone Number

* Address

Sign Up

Getting it done right. null uses  **SafeUnsubscribe®**, which reliably removes your email address from our lists.

Note: In each email you receive, there will be a link to unsubscribe or change areas of interest. Your privacy is important to us - please read our [Email Privacy Policy](#).



Notes from the Principal's Desk

The Rock School, Gainesville, Florida

The Rock School

Welcome!

Dear Jim,

Thank you for your interest in The Rock School.

It is our experience that the best decision is made when both parents visit our campus for an education consultation. This is a great opportunity to tour our facility, meet some of our staff, and learn more about the specific programs that we offer and how they will benefit your child.

We offer appointments daily and we'll gladly provide a free, no-obligation consultation to discuss your child's specific educational needs and objectives. This is a fact-finding mission for parents, so you won't encounter any pushy sales tactics.

We award over \$350,000 in financial aid to families each year. We'll tell you how to apply for one of our financial aid programs during your visit.

The admissions process is ongoing. Applications are reviewed by our admissions team as they are received. Classes are filled on a first-come basis. To review the materials you requested, please click on these links:

[School Profile](#)
[Preschool Fact Sheet](#)
[Tuition Schedule](#)
[Elementary \(K-6\) Application](#)
[Middle & High School \(7-12\) Application](#)

Call (352) 331-7625 to schedule your appointment and find out the difference an education from The Rock School can make.

Connecting Faith, Family, & Education,

Jim McKenzie, Principal

email: jmckenzie@trsonline.org
phone: 352-331-7625
web: <http://www.therocklions.com>

[Forward to a Friend](#)

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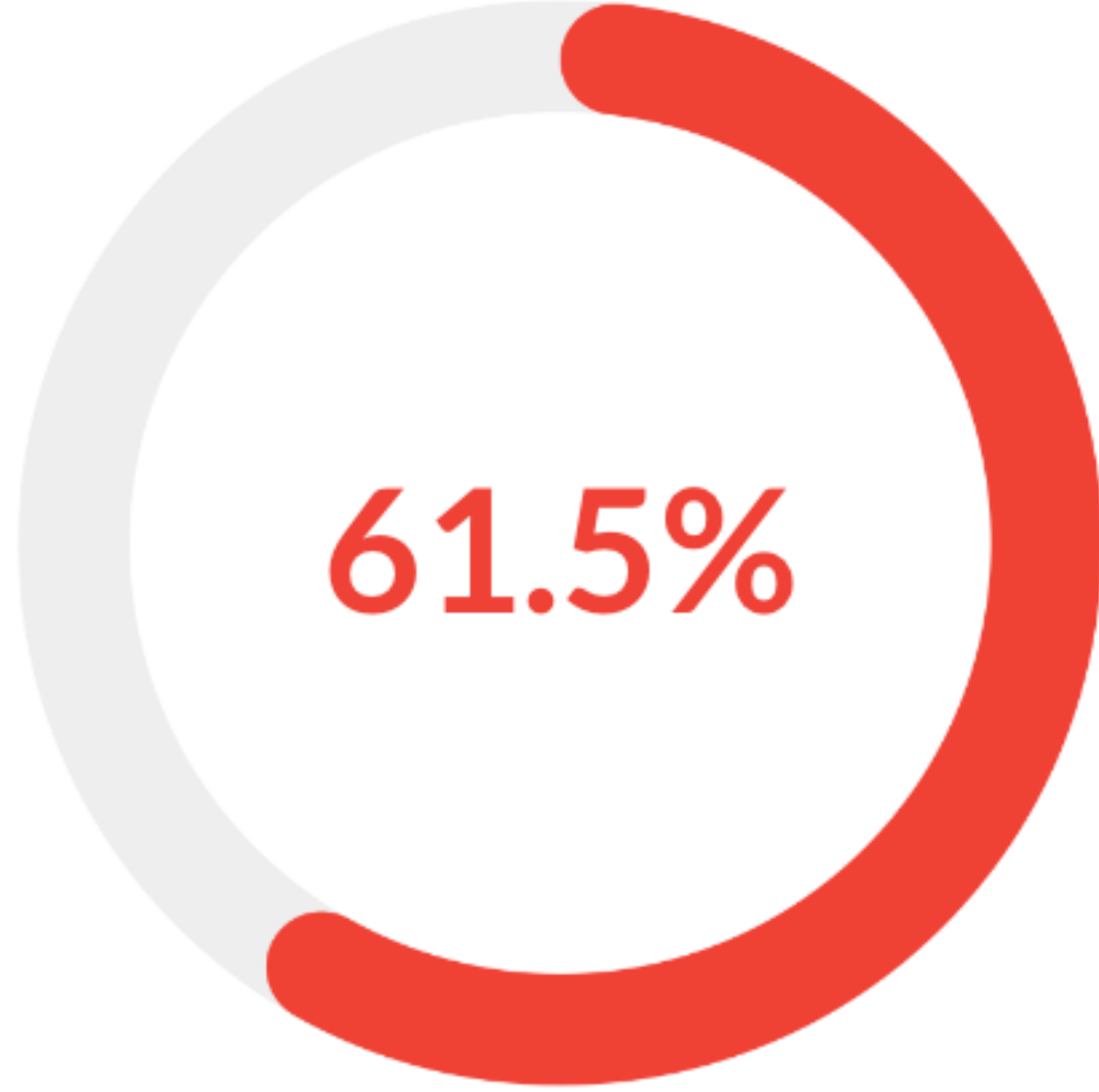
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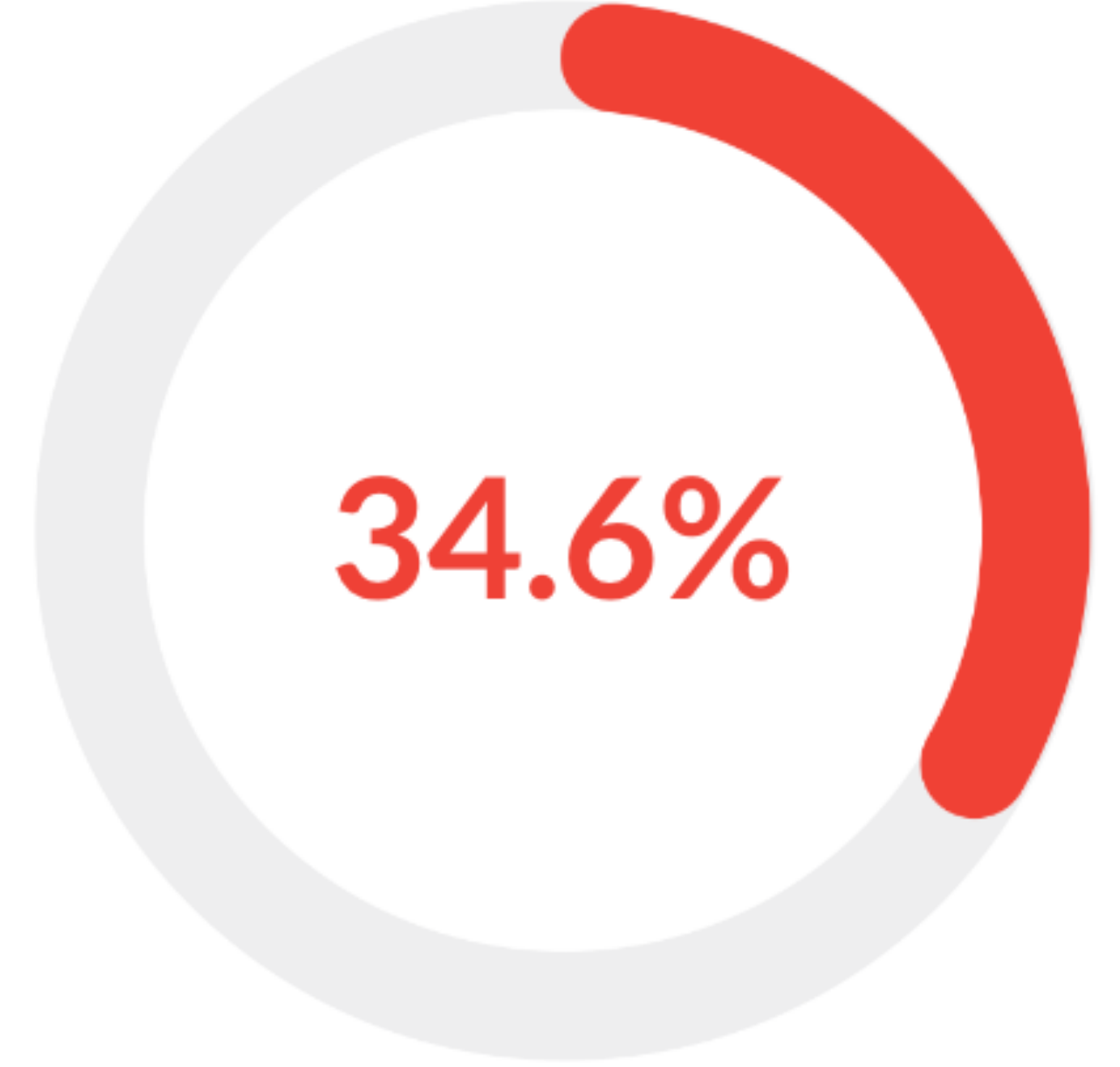
The Rock School | 9818 SW 24 Avenue | Gainesville | FL | 32607

Website Audit

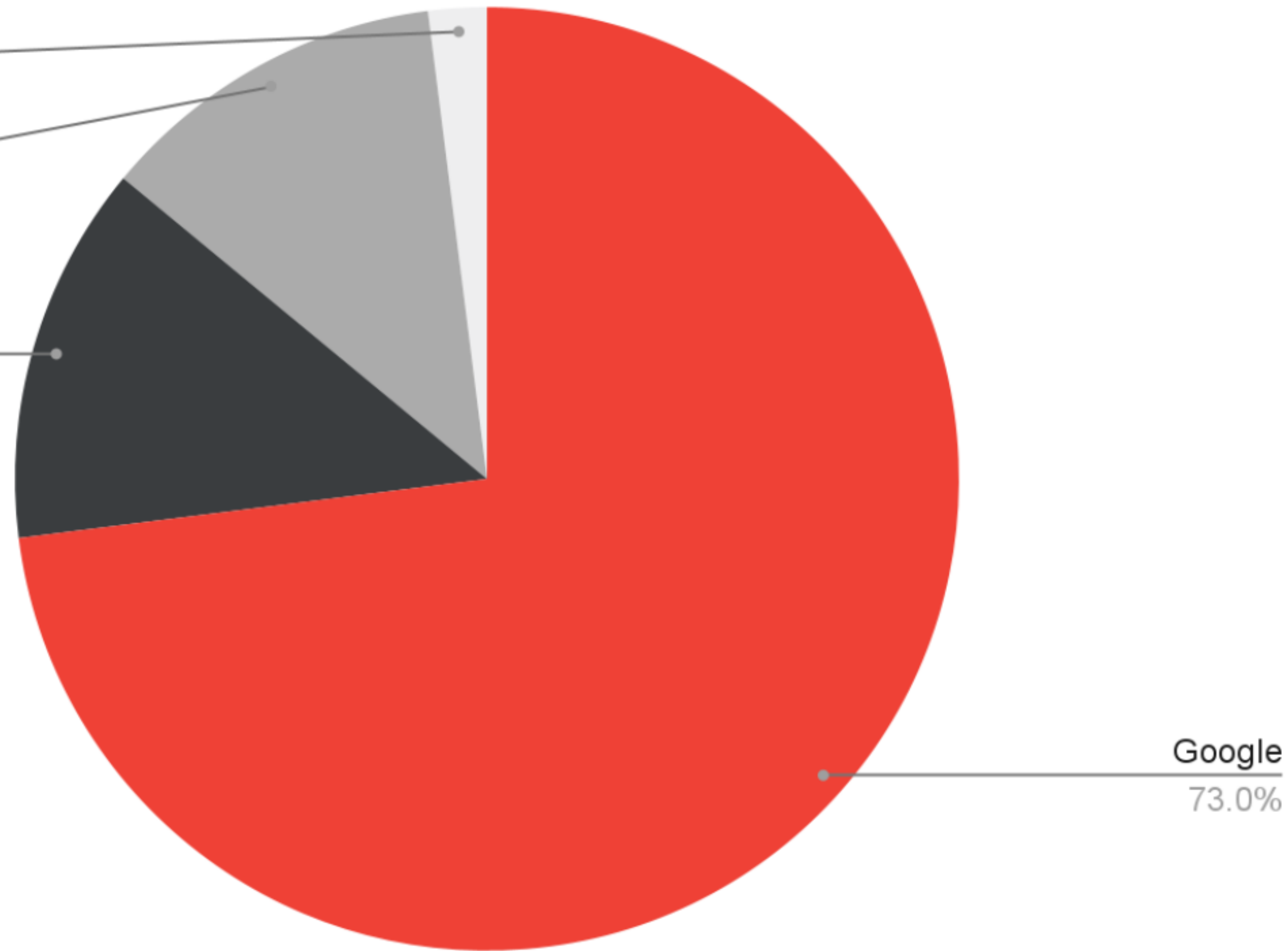
Why It Matters?



61.5% of visitors leave a website because of **bad navigation**.



Poor content structure attributes to **34.6%** of visitors leaving a website.



Search marketing and online engagement is driven by Google **over 70% of the time.**

Why It Matters?

- ❑ Online “digital” revenue made up **28%** of all nonprofit fundraising in 2021.
- ❑ Online registration for nonprofit memberships, events and attendance **grew by 32%** in 2021.

Why It Matters?

- ❑ Google makes up over **70%** of all search traffic.



Reviewed URL
https://fcalions.org/

Review Date
February 18, 2022

Reviewed By
Mike Farag

Web Scorecard

7/10

Defined Purpose

Your organization’s purpose is obvious, precise and unique. Why do you exist? What are you doing to make an impact? Visitors to your site need to know right away.

Details

Details

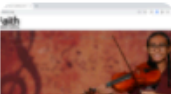
Although it’s clear this is a Christian based school. It’s hard to discern from the home page, menu and other interior pages easily if this is a 5 day school, hybrid or home school cooperative. Perhaps all of the above. But very little of the copy and content address this the menu and investigating the menu is how you find out this is true.

Opportunity: home pages are made to tell the organizational story, help the visitors/users immediately understand who you are, why you are here and what you do.

In addition the Rotator images are geared toward students and have limited faculty and or parents in the images.

The preschool very separate experience and separate web experience is also somewhat challenging.

Attachments



Home Page



ABOUT US ADMISSIONS I20 ACADEMICS PRESCHOOL FINE ARTS ATHLETICS HOMESCHOOL CURRENT FAMILIES



I AM A MUSICIAN....
I AM A LION



Do you want your child to learn in a family atmosphere while being nurtured and challenged to grow in his/her God-given talents? Check us out.

[ABOUT US](#) [ENROLL NOW](#)

7/10

Clear Definition of Whom the Site is For

It's obvious who this site is designed for, and all aspects were built with the ideal audience in mind. Your ideal audience should feel at home on your site.

Details

Details

At first glance it appears that new parents are the target audience but the menu hierarchy suggests that recruiting educators and existing parents are all sitting in a very closely competitive space.

1. New Parents
2. Existing Parents
3. Educators/Staff looking for employment (First drop down under "About Us")
4. International Students

7/10

Call To Action

Visitors know what you want them to do. They came to your site, now what? A simple, specific call to action engages your people.

Details

Details

CTAs are present on the home page and interior pages.

Home page has a total of 7 different CTAs:

- About Us
- Enroll Now
- Admissions
- More Information (athletics)
- Order Now (tickets)
- Email info@ (not personal)

7/10

New and Engaging Content

New content, published on a regular basis, keeps the site living and breathing. Content is optimized for search engine impact, and it's targeted at the folks your organization needs to reach.

Details

Details

In some areas of the site the content is really solid and in some areas it feels almost empty or very different brand voice. In our estimation it appears there are different writers for different areas of the site creating an opportunity for this to be brought to a more cohesive and consistent message.

There does not appear to be an overarching content strategy in place. No active blog, no active stories.

4/10

Designed To Win

The site looks good, sounds good and is designed for a best-in-class user experience. Hey, looks matter.

Details

Details

The overall design of the site has some good bones however some very challenging areas are present that we recommend addressing.

Menu. This is the main way a user navigates the site and on desktop this menu is hard to see and harder to understand. Some pages are populated for the main navigation page and some are not (they simply use the drop down), this can confuse users.

Rotators. The use of rotators is an older design usage, recommend a broll video on the home page and perhaps key interior pages.

Separate Pre-School Experience. This move to a very separate pre-school experience seems to assume that a prospective parent is ONLY a pre-k parent and move users who may or may not have both pre-k and older children to navigate two different pages and experiences.

Difficult Admissions Process. The admissions drop down only works every other time when tested (see 404 error screen shot). In addition when you click the apply now button under Elementary or Middle school there is a loop that takes the user back to the top of admissions page. Admissions process for pre-k and K + are in two different places on two different pages.



FAITH CHRISTIAN PRESCHOOL



Two great campuses



Faith
Christian Academy

[ABOUT US](#)

[ADMISSIONS](#)

[I20](#)

[ACADEMICS](#)

[PRESCHOOL](#)

[FINE ARTS](#)

[ATHLETICS](#)

[HOMESCH](#)



ABOUT US ADMISSIONS I20 ACADEMICS PRESCHOOL FINE ARTS ATHLETICS HOMESCHOOL CURRENT

404

We're sorry,
This page cannot be found.

We're experiencing a small problem. While we look into the problem, try visiting one of the links below.

GO BACK

ADMISSIONS

PRESCHOOL

HOMEPAGE



ABOUT US
ADMISSIONS

All students with an IEP, 504, or a Doctor's Diagnosis will process through Student Support Services

→ **PRIOR TO APPLYING!** ←

Contact the school office for more information or read more [here](#)



VIEW NOW

120

ACADEMICS

PRESCHOOL

FINE ARTS

ATHLETICS

HOMESCHOOL

FCA will only be offering an on campus program at this time for the 2021-2022 school year.

FIND YOUR ONLINE APPLICATION LINK BELOW!

2022 – 2023 Open Enrollment will begin on February 22, 2022.

To confirm grade eligibility, please email or call our Admissions Office.

ELEMENTARY

Admissions

Kindergarten

1st Grade

2nd Grade

3rd Grade

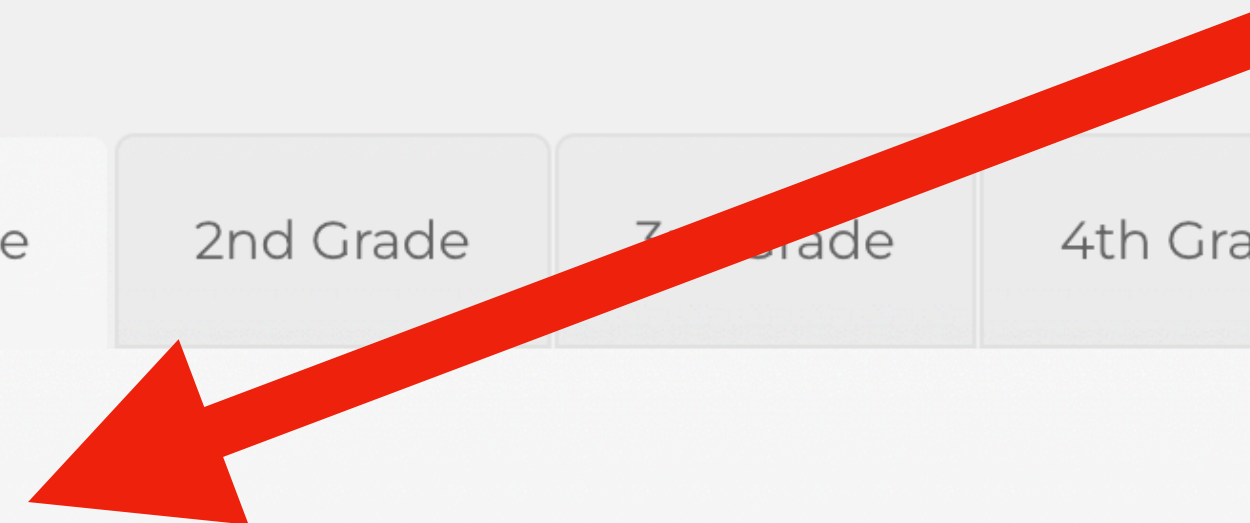
4th Grade

5th Grade

1

1st Grade

APPLY NOW



8/10

SEO Audit

The site is optimized for search engines and Google can find your organization. We all have issues, even websites. Repairing those issues is key.

Details

7/10

Web Accessibility

Web Content Accessibility is a growing need in today's online climate. Guidelines (WCAG), including WCAG 2.1, were introduced in order to ensure people with disabilities and challenges can access online content. This grade suggests access to those guidelines.

Details

9/10

Site Load Time

Your site loads quickly and free of errors. We're all in a hurry these days. When it comes to your website, you gotta be the hare.

Details

N/A

Time On Site

High time on site indicates that your content and site is actually connecting with your key audience. It's important that they stick around.

3/10

Social + Email Integration

The site makes it easy for people to connect through social media and to sign up for your email list. This is how your visitors can become your advocates.

Details

Details

No present social media links or presence. We assume no social media presence since it's not linked. Can be used to give parents some flavor of what the school is talking about especially if no active content is being produced on site.

No email sign up present or available. We assume no email marketing for prospective parents or perhaps even existing parents.



ACTION PLAN